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U.S. Retail Wine Sales Fell 3.4% in the Four Weeks Through Nov. 7

The decline eased from the previous period, with still wine down 4.3% in value, sparkling wine up 2.3%

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U.S. retail wine sales fell again in the four weeks ended November 7, but the decline was less severe than in the previous reading and sparkling wine remained in growth territory, according to NielsenIQ data released on Monday, November 16.

NielsenIQ said wine sales in the retail channels it measures, excluding wine-based cocktails, declined 3.4% from a year earlier in dollar value and 5.0% in volume. The figures point to a market that is still contracting but at a slower pace than in the prior four-week period.

In the four weeks ended October 31, wine sales had fallen 3.8% in value and 5.3% in volume. That means the latest period showed an improvement of 0.4 percentage points in value and 0.3 percentage points in volume on a year-over-year basis. NielsenIQ's reporting periods are rolling four-week windows that partly overlap, so the smaller decline does not by itself establish a sustained turnaround.

The split between major wine segments remained clear. Still wine posted the weakest results, with sales down 4.3% in value and 5.5% in volume from the same period a year earlier. Sparkling wine moved in the opposite direction, with value up 2.3% and volume up 1.4%.

Non-alcoholic wine, while still a smaller category, posted the fastest growth in the report. NielsenIQ said sales in that segment rose 18.9% in value and 14.4% in volume from a year earlier.

Taken together, the aggregate figures imply that the average sales value per unit of volume increased by about 1.7%. That calculation can reflect changes in product mix, pricing, and consumer trading patterns, and it should not be read as a pure measure of inflation.

The latest data suggest that consumers continued to buy fewer cases overall even as spending held up better than volume. That pattern is consistent with a market in which higher-priced categories or products can soften the effect of weaker unit sales, though the NielsenIQ release did not provide a detailed breakdown of pricing by segment.

The report also underscores a divide that has been visible in recent retail readings: traditional still wine remains under pressure, while sparkling wine has continued to show resilience ahead of the year-end holiday selling period. NielsenIQ did not attribute a cause for the gap in the figures it released.

The data cover the U.S. retail universe measured by NielsenIQ, not the full range of American wine consumption. The figures therefore do not represent the entire U.S. market. NielsenIQ also did not publish absolute sales bases for the full period or a comparable year-to-date total in the release.