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U.S. retail wine sales fell 3.6% in the four weeks through Nov. 14

A preholiday weekly increase of 2.6% left the broader downturn intact, with still wine driving most losses

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U.S. retail wine sales weakened slightly further on a year-over-year basis in the four weeks ended November 14, even as the most recent week showed a modest rebound ahead of the holiday season, according to NielsenIQ data distributed by Wine Industry Advisor on Monday, November 23.

The data show that total wine sales, excluding wine-based cocktails, fell 3.6% in dollar terms from a year earlier and 5.1% in volume, measured in cases. The figures reflect tracked retail sales in the United States and do not represent total national consumption.

The decline was broader in still wine, which remained the largest drag on the market. Still wine sales fell 4.5% by value and 5.7% by volume from the same period a year earlier. By contrast, sparkling wine continued to post gains, with sales rising 2.4% in value and 1.4% in volume. Non-alcoholic wine, though still a smaller segment, recorded the fastest growth, with value up 18.4% and volume up 13.7%.

The latest four-week reading marked a slight deterioration from the previous rolling four-week period, which ended November 7. In that earlier window, total wine sales were down 3.4% in value and 5.0% in volume. Because the periods overlap, the comparison does not represent two separate calendar months, but it does show that the pace of the year-over-year decline worsened by 0.2 percentage points in value and 0.1 percentage points in volume.

At the same time, the most recent single week in the report pointed to some short-term improvement. NielsenIQ’s figures showed weekly sales of $389.6 million, up from $379.7 million in the comparable prior-year week. That was an increase of $9.9 million, or 2.6%, based on the published totals and rounding.

The split between the weekly gain and the weaker four-week trend suggests that holiday-related buying may be helping sales in the near term without changing the broader pattern of contraction in the wine category. The data also show that the areas still expanding are not large enough to offset weakness across the wider market, especially in still wine.

The gap between value and volume declines indicates that consumers bought fewer cases than a year earlier, while revenue held up somewhat better. But that difference alone does not prove inflation. Changes in product mix, including shifts toward higher-priced or more premium products, can also affect dollar sales relative to physical volume.

The figures were published by Wine Industry Advisor, a trade outlet, in a Monday, November 23 post based on NielsenIQ data. The underlying NielsenIQ report identifies the November reporting period and the four-week statistical window through November 14. The report is widely used in the wine trade as a read on retail performance, but it covers measured retail channels rather than every place where Americans buy or drink wine.

That distinction matters for interpreting the numbers. The report does not provide the full national picture, and it does not include the absolute four-week bases or year-to-date totals needed to calculate the market’s total dollar or case losses over the period. What it does provide is a detailed look at how the main parts of the retail wine business are performing as the industry moves into a key selling season, with sparkling and non-alcoholic wines still growing while the broader category continues to shrink.