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2024 wine trends

A year of discovery and diversity

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As the world ushers in 2024, the wine industry is poised at a fascinating crossroads, marked by evolving consumer preferences, economic constraints, and a relentless pursuit of quality and novelty in the glass. This year, the narrative is not just about what is trending, but rather what is sustainable, both economically and in terms of consumer interest. The following exploration offers an insightful glimpse into the strategic choices and shifts shaping the wine landscape for 2024.

The Shift to Alternative Bubbles

The effervescent allure of Champagne has traditionally captivated wine lovers globally. However, recent trends indicate a pivot towards more cost-effective yet high-quality alternatives. The decline in Champagne sales, as dramatic as 20% year-over-year in France, has opened the market to traditional method sparkling wines from regions like England, known for their English sparkling wine, and France's own Cremant. This shift is not just a matter of economics; it represents a growing appreciation for diverse expressions of bubbly wines.

The Rise of Non-Alcoholic Wines

In a surprising yet telling trend, the non-alcoholic (NA) wine category is witnessing a robust growth trajectory. Valued at $1.469 billion in 2022, the global non-alcoholic wine market is expected to burgeon to $4.55 billion by 2028. This surge is not confined to casual drinking spaces; even high-end dining establishments are expanding their NA offerings, acknowledging the growing demographic of non-drinkers seeking sophisticated, wine-like experiences without the alcohol.

Embracing South American Wines

South American wines, particularly from Uruguay, are enjoying a moment in the limelight. With a 57% increase in exports to the U.S. over the past six years, Uruguayan wines, notably Tannat and Albarino, are gaining popularity for their unique profiles and lower alcohol content. This trend underscores a broader movement towards exploring lesser-known wine regions and varietals, reflecting a consumer base increasingly curious about diverse wine experiences.

Alternative American Wine Regions Gain Traction

As the price of classic Californian wines climbs, attention is turning to emerging American wine regions. Areas like Virginia and the mid-Atlantic are gaining recognition for their unique offerings, appealing to consumers' desires for "hyper-local" wines that are both accessible and affordably priced. This trend speaks to a broader narrative of

discovering and supporting local winemaking communities.

Orange and Natural Wines: A Divisive Topic

The world of wine continues to debate the merits of orange and natural wines. While some establishments report a surge in interest for these unique wine styles, others observe a plateau or even a decline in demand. This divergence in trends reflects the polarizing nature of these categories and suggests a future where quality and refinement may become more critical factors in their popularity.

Moving Away from Traditional Ultra-Premium Wines

Amid economic adjustments, there's a noticeable shift away from ultra-premium wine offerings. High-priced wines, particularly from regions like Burgundy, are becoming less prevalent on wine lists and in cellars. This trend indicates a growing emphasis on value and perhaps a redefinition of what constitutes luxury in the wine world.

In summary, 2024 is shaping up to be a year of thoughtful experimentation and discovery in the wine industry. From the embrace of alternative bubbles and the rise of non-alcoholic wines to the exploration of new regions and styles, consumers and professionals alike are charting a course through an increasingly diverse and dynamic wine landscape.