vinetur

# Sonoma Wine Sales Dip

## Sonoma Wine Sales Slump, But Boxed Options on the Rise

Thursday, April 25, 2024



Amidst the picturesque landscapes of Sonoma, California, known for its undulating vineyards and robust wine heritage, recent sales data paints a sobering picture. Off-premise wine sales, referring to wine purchased from retailers rather than at wineries or restaurants, have dipped by 3% in value across a four-week period ending March 23. This downward trend reflects a broader challenge within the domestic wine market, particularly affecting both table and sparkling wines.

In the specified period, sales hovered around $852 million, marking a notable decrease from the previous year. Volume sales were not spared either, declining by 6% to just 7.9 million cases. When we dissect these numbers, the details become even more pronounced. Table wine, the backbone of daily consumption for many enthusiasts, experienced a 3% fall in value and a nearly 6% drop in volume. Sparkling wine, often reserved for celebrations, also saw a decrease of about 5% in value and 6% in volume.

Such trends are not fleeting. Looking at a broader timeline, the last 52 weeks saw domestic table and sparkling wine sales shrink by 2% to a total of $11.8 billion. The volume of sales slid down by 5% to 108.8 million cases. This consistent decline highlights a possible stabilization of retail sales at new, lower levels compared to the previous year.

Interestingly, amidst these declining figures, there's a twist in the tale of packaging preferences. While traditional glass bottle sales have seen nearly a 2% drop in value and 5% in volume, alternative packaging options are climbing the popularity ladder. Tetra packs and box wines are emerging heroes in this scenario. Tetra packs, albeit starting from a smaller base, have surged by 33% in volume. Box wines, a more established player, have also seen a volume increase of more than 1%, achieving sales of $1.8 billion from 37.3 million cases.

This shift might indicate a changing consumer preference, possibly driven by factors such as affordability, convenience, and environmental considerations. Box wines and Tetra packs typically offer better value for money and are easier to transport and store, which could be enticing more consumers as they navigate the economic pressures of today's market.

The landscape of wine sales in Sonoma is as dynamic and evolving as the region's famed viticulture. While traditionalists may lament the decline in glass bottle sales, the growth in alternative packaging reflects a resilience and adaptability within the industry. As Sonoma's vintners and retailers continue to navigate these fluctuations, the region remains a vital heartbeat in the world of wine, capable of both embracing tradition and innovating in the face of change. As we raise our glasses—be they glass or cardboard—the spirit of Sonoma's winemaking continues to flow, robust as ever.