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Tech-savvy millennials and gen z reshape fine wine investment market

Younger investors use data and AI to optimize portfolios as baby boomers exit, driving market shifts and price changes

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Younger, tech-savvy investors are reshaping the fine wine market, according to the Wine Cap UK Wealth Report 2025. These investors, primarily millennials and Gen Z, are leveraging data-driven insights, AI-powered analytics, and digital platforms to make

informed decisions. This shift comes as baby boomers increasingly sell off assets and exit the market, creating new opportunities and affecting prices.

The report surveyed 50 UK-based wealth and investment managers. It found that newcomers to fine wine investment rose from 2% in 2023 to 10% in 2025. Meanwhile, the share of "very experienced" investors dropped from 62% to 32% over the same period. These younger investors view fine wine as a strategic financial tool rather than a passion or luxury item. They use technology to analyze trends and optimize their portfolios, making the market more accessible.

Alexander Westgarth, founder and CEO of WineCap, noted that fine wine's role in wealth portfolios is evolving. He highlighted its resilience, tax efficiency, and diversification benefits. However, the report revealed a decline in the overall allocation of fine wine within portfolios, dropping from 10.8% in 2024 to 7.8% in 2025. This reflects a trend toward more diversified investment strategies across various asset classes.

The report also found that fine wine prices fell by an average of 10% during this period. This decline may be linked to experienced investors selling long-held assets, increasing availability and driving prices down. As a result, 82% of investors now limit fine wine to under 10% of their portfolios, up from 66% in 2024.

Interestingly, fine wine is increasingly included in high-risk investment portfolios, rising from 12% in 2024 to 26% in 2025. This suggests growing confidence in its potential performance beyond traditional safe-haven assets. The report raises the question of whether fine wine has become more volatile or if investors are simply more willing to embrace its risks and rewards.