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Napa Valley Launches Study to Uncover High-End Wine Buying Habits

New research aims to reveal how collectors and premium consumers choose, evaluate, and purchase Napa Valley wines

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A new research project has started in Napa Valley to better understand the buying habits of collectors and consumers who purchase high-end wines from the region. The Napa Valley Wine Study, founded by Adrienne D.A. Smith, is an independent initiative

that aims to provide wineries, hospitality teams, and industry leaders with insights into how premium wine buyers discover, evaluate, and purchase Napa Valley wines.

The study focuses on consumers who regularly buy Napa Valley wines at higher price points. These buyers are considered a key segment for the region’s direct-to-consumer sales. Participants in the study first complete a qualification survey. If selected, they take part in confidential interviews that explore their buying patterns, motivations, and perceptions of Napa Valley wines.

Smith said she has been considering this research for nearly ten years. During that time, she observed how collectors and committed buyers find new wines, build relationships with wineries, and make purchasing decisions. She created the Napa Valley Wine Study to bring qualitative insight into these behaviors. Smith hopes the findings will not only support Napa Valley wineries but also offer perspective to wine regions worldwide. Her goal is to help the industry understand its most engaged customers and use that knowledge to strengthen the future of premium wine.

The launch of this research comes as the wine industry faces changes in consumer behavior, demographics, and purchasing channels. Napa Valley remains a major economic force with more than 400 wineries and tens of thousands of jobs tied to its wine industry.

The study’s main goals include understanding how collectors and high-engagement buyers discover new Napa Valley producers, identifying factors that influence purchasing decisions at higher price tiers, exploring perceptions of Napa Valley wines compared to other global regions, and examining the role of hospitality and direct relationships with wineries. The project also seeks to provide insights that may help wineries build stronger relationships with their most engaged customers.

Currently, the Napa Valley Wine Study is conducting interviews and collecting responses from qualified participants. As the research progresses, findings will be shared with the wine community through updates, presentations, and future publications.

Wine collectors and enthusiasts interested in participating can learn more about the project at www.NapaValleyWineStudy.com or follow updates on Instagram at @NapaValleyWineStudy. Industry professionals are also encouraged to follow the study’s progress as it seeks to shed light on the evolving landscape of premium wine buying in Napa Valley.