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BMO Expands Wine Market Report With Baker Tilly Partnership to Deepen U.S. Industry Insights

New collaboration aims to deliver comprehensive analysis as U.S. wine sector navigates shifting consumer trends and economic pressures

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BMO Commercial Bank has announced the upcoming release of its third annual BMO Wine Market Report, scheduled for publication in spring 2026. The report will focus on the U.S. wine industry, which is experiencing rapid changes in market conditions, consumer behavior, and operational dynamics. This year’s edition introduces an expanded partnership with Baker Tilly, a professional services firm known for its expertise in the wine sector. Baker Tilly joins existing collaborators WineBusiness Analytics and bw166, aiming to provide more comprehensive data and analysis for industry stakeholders.

The BMO Wine Market Report has become a key resource for wineries, distributors, and related businesses seeking to understand and adapt to evolving trends. Adam Beak, Managing Director and Head of Wine & Spirits at BMO, stated that the 2026 report will offer deeper insights into the U.S. market, with a focus on actionable intelligence for clients across the value chain. The addition of Baker Tilly is expected to strengthen the report’s ability to address financial, operational, and regulatory challenges faced by wine businesses.

Key topics in the 2026 report will include current market conditions, inventory management, supply chain developments, changes in consumer demographics and purchasing habits, portfolio evaluation strategies, and future growth opportunities. The report aims to help industry participants navigate issues such as inventory rebalancing and shifts in distribution channels.

BMO’s Wine & Spirits Group is based in Napa, California, and has decades of experience serving wineries, vineyards, distilleries, and supporting industries. The group offers services ranging from cash flow management to real estate acquisition and financing for mergers and acquisitions. BMO Capital Markets is integrated into these services to provide additional financial expertise.

Baker Tilly brings a legacy of advising wine businesses on tax, assurance, and advisory matters. The firm supports clients with growth planning, succession strategies, transaction readiness, and long-term sustainability. Its team combines deep industry knowledge with national resources.

Bw166 provides advisory services and data intelligence for the beverage alcohol industry. It partners in producing reports such as the Gomberg Fredrikson Report and the Total Beverage Alcohol Report. These reports use government data sources to provide a comprehensive view of market volumes and macroeconomic trends affecting beer, wine, and spirits.

WineBusiness Analytics maintains databases and publishes analysis to help wine businesses manage operations and growth. It also produces the monthly Wine Analytics Report and operates platforms such as Wine Business Monthly magazine and winejobs.com.

BMO Financial Group is one of North America’s largest banks by assets, serving approximately 13 million clients across Canada, the United States, and select global markets. As of January 31, 2026, BMO reported total assets of $1.5 trillion.

The release of the 2026 BMO Wine Market Report comes at a time when the U.S. wine industry faces significant demographic shifts and economic pressures. Producers and distributors are looking for reliable data to guide decisions on inventory management, marketing strategies, and investment opportunities. The expanded partnership behind this year’s report aims to deliver targeted insights that reflect both current realities and future possibilities for the sector.