



# US Wine Database

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## Enduse market drivers

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## National data

**Table 1**  
**US wine price summary**



	Annual													
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>BOTTLED STILL WINE PRICES, USD PER CASE (1)</b>														
<b>Nominal</b>														
Retail, off premise (2)	107.82	102.75	109.55	105.62	109.85	114.70	115.52	122.40	122.45	128.14	118.40	133.18	138.65	143.49
Imports (3)	45.23	48.01	49.40	50.65	52.88	50.63	51.74	53.18	56.84	56.26	49.05	55.89	58.88	63.25
Exports (4)	36.84	42.35	41.48	44.98	42.75	45.43	55.35	59.23	63.05	62.63	62.50	62.37	66.08	61.81
Wholesale at vineyard (5)	27.97	32.72	30.64	30.32	30.51	30.77	31.00	31.07	31.29	31.02	30.50	31.11	31.13	31.28
Grape input costs (6)	6.20	6.80	6.04	6.32	6.51	6.77	6.90	7.07	7.29	7.02	6.50	6.11	6.34	6.30
Red varieties	6.81	7.57	6.81	7.17	7.36	7.62	7.75	7.92	8.14	7.87	7.36	7.07	7.30	7.26
White varieties	5.39	5.78	5.27	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15
<b>Inflation-adjusted, 2023 dollars (7)</b>														
Retail, off premise	152.65	137.22	144.44	140.32	144.65	150.00	151.00	157.00	157.00	162.00	150.00	155.00	160.00	164.49
Imports	64.03	64.11	64.03	64.11	64.03	64.11	64.03	64.11	64.03	64.11	64.03	64.11	64.03	63.25
Exports	52.15	56.56	55.00	58.00	56.00	59.00	61.00	63.00	65.00	63.00	62.00	62.00	67.00	61.81
Wholesale at vineyard	39.61	43.69	41.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	39.00	39.00	38.00	38.00
Grape input costs	8.78	9.08	8.04	8.32	8.51	8.77	8.90	9.07	9.29	9.02	8.50	8.11	8.34	8.30
Red varieties	9.64	10.11	12.12	11.67	12.09	11.40	12.94	13.30	13.34	13.44	11.21	13.19	12.62	14.02
White varieties	7.63	7.71	8.64	8.53	8.11	7.72	8.51	8.08	8.41	7.87	7.61	8.29	7.54	7.91

SAMPLE

This sample of VIVI's US Wine Database contains less than 25% of the data available to subscribers. Data extends further back in history than shown.

	Annual													
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>BOTTLED STILL WINE PRICES, USD PER GALLON</b>														
<b>Nominal</b>														
Retail, off premise	45.35	43.22	46.08	44.43	46.20	48.24	48.59	51.48	51.50	53.90	49.80	56.02	58.32	60.35
Imports	19.02	20.19	20.78	21.30	22.24	21.29	21.76	22.37	23.90	23.66	20.63	23.51	24.76	26.60
Exports	15.49	17.81	17.45	18.00	17.00	18.11	22.28	24.01	26.52	26.24	26.20	26.22	27.79	26.00
Wholesale at vineyard	11.77	13.76	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00
Grape input costs	2.61	2.86	2.47	2.54	2.55	2.71	2.80	2.80	2.75	2.65	2.65	2.67	2.41	2.75
White varieties	2.27	2.43	3.63	3.59	3.41	3.25	3.58	3.40	3.54	3.31	3.20	3.49	3.17	3.33
Red varieties	2.87	3.18	5.10	4.91	5.08	4.80	5.44	5.59	5.61	5.65	4.72	5.55	5.31	5.90
<b>Inflation-adjusted, 2023 dollars</b>														
Retail, off premise	64.20	57.72	64.20	64.20	64.20	64.20	64.20	64.20	64.20	64.20	64.20	64.20	64.20	60.35
Imports	26.93	26.96	26.93	26.96	26.93	26.96	26.93	26.96	26.93	26.96	26.93	26.96	26.93	26.60
Exports	21.93	23.79	21.93	23.79	21.93	23.79	21.93	23.79	21.93	23.79	21.93	23.79	21.93	26.00
Wholesale at vineyard	16.66	18.37	16.66	18.37	16.66	18.37	16.66	18.37	16.66	18.37	16.66	18.37	16.66	24.51
Grape input costs	3.69	3.82	3.69	3.82	3.69	3.82	3.69	3.82	3.69	3.82	3.69	3.82	3.69	4.75
White varieties	3.21	3.24	3.63	3.59	3.41	3.25	3.58	3.40	3.54	3.31	3.20	3.49	3.17	3.33
Red varieties	4.05	4.25	5.10	4.91	5.08	4.80	5.44	5.59	5.61	5.65	4.72	5.55	5.31	5.90

SAMPLE

Historical prices in this publication may be revised to reflect revisions in data sources. Monthly data and additional years of data are available to subscribers. Contact Casonia Warth at [cwarth@vivieconomics.com](mailto:cwarth@vivieconomics.com) for more information.

- (1) All bottled still wine prices in this table pertain to bottled grape wine in containers two litres or less. Excludes effervescent wine, sparkling wine, vermouth and sherry.
- (2) Retail, off premise, including taxes at time of purchase, all grape varieties.
- (3) Not over 16% alcohol. Excludes organic wine. CIF import dock before tax.
- (4) Not over 16% alcohol. Excludes organic wine. FOB export dock.
- (5) Average prices received for bottled wine by vineyards, all varieties, excluding taxes.
- (6) Weighted-average US domestic crushed wine grape costs at the vineyard, adjusted for yield loss, excluding bottling costs.
- (7) Adjusted to real dollars using the US producer price "headline" inflation index.

**Table 2**  
**US wine price summary (quarterly)**



	Quarterly													
	21Q2	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>BOTTLED STILL WINE PRICES, USD PER CASE (1)</b>														
<b>Nominal</b>														
Retail, off premise (2)	131.64	130.91	137.63	136.18	135.94	136.59	145.91	140.57	141.17	141.57	150.63	144.09	144.43	144.84
Imports (3)	56.72	58.77	56.65	57.19	60.08	59.75	58.46	61.46	64.15	65.43	61.96	61.82	63.90	66.71
Exports (4)	64.30	65.48	58.91	74.24	65.56	64.21	60.32	61.24	61.87	61.56	62.60	61.88	62.95	61.62
Wholesale at vineyard (5)	54.09	54.68											56	58.66
Grape input costs (6)	9.64	9.64											28	11.28
Red varieties	11.45	11.45											99	13.99
White varieties	7.20	7.20											39	7.89
<b>Inflation-adjusted, 2023 dollars (7)</b>														
Retail, off premise	154.53	148.85											52	143.14
Imports	66.57	66.83											58	63.32
Exports	75.47	74.46											64	62.38
Wholesale at vineyard	63.50	62.18											43	58.14
Grape input costs	11.32	10.96											23	11.18
Red varieties	13.44	13.02	12.56	13.11	12.52	12.49	12.38	13.95	14.17	13.93	14.04	13.93	13.86	13.80
White varieties	8.45	8.19	7.90	7.84	7.49	7.47	7.41	7.88	7.99	7.87	7.92	7.87	7.83	7.79

SAMPLE

	Quarterly													
	21Q2	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>BOTTLED STILL WINE PRICES, USD PER GALLON</b>														
<b>Nominal</b>														
Retail, off premise	55.37	55.06	57.89	57.28	57.17	57.45	61.37	59.12	59.38	59.54	63.36	60.60	60.75	60.92
Imports	23.86	24.72	23.83	24.05	25.27	25.13	24.59	25.85	26.98	27.52	26.06	26.00	26.88	28.06
Exports	27.04	27.54											03	26.48
Wholesale at vineyard	22.75	23.00											67	24.67
Grape input costs	4.05	4.05											74	4.74
White varieties	3.03	3.03											32	3.32
Red varieties	4.82	4.82											88	5.88
<b>Inflation-adjusted, 2023 dollars</b>														
Retail, off premise	65.00	62.61											37	60.20
Imports	28.00	28.11											90	26.63
Exports	31.74	31.32											93	26.24
Wholesale at vineyard	26.71	26.15											57	24.45
Grape input costs	4.76	4.61	4.45	4.58	4.37	4.36	4.32	4.73	4.80	4.72	4.76	4.72	4.70	4.67
White varieties	3.55	3.44	3.32	3.30	3.15	3.14	3.12	3.31	3.36	3.31	3.33	3.31	3.29	3.27
Red varieties	5.65	5.48	5.28	5.52	5.27	5.25	5.21	5.87	5.96	5.86	5.91	5.86	5.83	5.80

SAMPLE

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- (2) Retail, off premise, including taxes at time of purchase, all grape varieties.
- (3) Not over 16% alcohol. Excludes organic wine. CIF import dock before tax.
- (4) Not over 16% alcohol. Excludes organic wine. FOB export dock.
- (5) Average prices received for bottled wine by vineyards, all varieties, excluding taxes.
- (6) Weighted-average US domestic crushed wine grape costs at the vineyard, adjusted for yield loss, excluding bottling costs.
- (7) Adjusted to real dollars using the US producer price "headline" inflation index.

**Table 3**  
**US wine market consumption, production, trade and inventory**



Million gallons

	Annual													
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>ALL WINE (1)</b>														
Consumption	891	831	922	937	978	1,068	1,064	1,020	1,003	988	1,004	991	960	932
Production	784	764	861	935	922	790	833	864	842	825	741	736	726	720
Imports	242	261											374	321
Exports	105	110											74	60
<b>ALL WINE EXCLUDING STILL WINE</b>														
Consumption	158	171											126	123
Production	143	140											81	68
Imports	25	29											72	58
Exports	8	11											12	11
<b>STILL WINE (2)</b>														
Consumption	733	660	736	746	776	852	865	841	837	837	873	861	834	809
Production	641	624	707	749	719	632	649	658	754	737	666	657	645	652
Imports	217	232	269	244	230	232	231	264	246	267	261	290	302	263
Exports	97	99	96	100	98	102	91	82	81	83	84	75	61	49
<b>STILL WINE INVENTORIES (3)</b>														
<b>Stocking</b>														
All inventory (4)	1,772	1,810											2,214	2,242
Bonded	644	648											919	906
Wholesale and retail	1,128	1,162											1,296	1,336
<b>Months of supply (5)</b>														
All inventory	29.5	32.7	30.9	32.3	32.8	30.6	29.2	29.4	29.2	30.4	30.0	30.2	32.1	33.5
Bonded	10.7	11.6	10.9	11.8	11.7	11.0	10.6	11.3	14.1	15.0	14.1	13.0	13.3	13.5
Wholesale and retail	18.8	21.0	20.0	20.5	21.1	19.6	18.6	18.0	15.1	15.4	15.9	17.3	18.8	20.0

(1) Includes still wine, sparkling wine, effervecent wine, vermouth, sherry, port and other fortified wines.

(2) All grape table wines not over 16% alcohol, all varieties, bottled and bulk.

(3) Bonded warehouse or inventoried by wholesalers and retailers in all containers types, post fermentation. Does not include consumer cellaring.

(4) Measured as the average for the respective period.

(5) Total inventory measured as months of supply at consumption levels for the respective period.

**Table 4**  
**US wine market consumption, production, trade and inventory (quarterly)**



Million gallons

	Quarterly														
	21Q1	21Q2	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	
<b>ALL WINE (1)</b>															
Consumption	233	241	237	281	226	233	230	271	218	226	223	265	215	223	
Production	122	36	158	421	139	41	160	385	113	44	88	476	126	50	
Imports	77	96	SAMPLE										80	83	81
Exports	19	24											15	14	18
<b>ALL WINE EXCLUDING STILL WINE</b>															
Consumption	32	32	SAMPLE										31	31	31
Production	16	15											17	17	18
Imports	14	20	15	13	17										
Exports	2	3	3	2	2										
<b>STILL WINE (2)</b>															
Consumption	200	208	204	249	195	202	198	239	187	195	192	235	184	192	
Production	106	21	128	402	122	26	135	363	97	27	70	458	109	32	
Imports	63	76	77	73	68	80	76	78	68	68	62	65	69	65	
Exports	17	21	22	16	15	18	14	13	13	12	12	12	12	16	
<b>STILL WINE INVENTORIES, SEASONALLY ADJUSTED (3)</b>															
<b>Stocking</b>															
All inventory (4)	2,147	2,138	SAMPLE										60	2,311	2,352
Bonded	938	919											17	937	942
Wholesale and retail	1,209	1,219	43	1,374	1,410										
<b>Months of supply (5)</b>															
All inventory	30.0	29.9	30.2	30.9	31.5	31.8	32.2	33.1	33.6	33.2	33.2	34.1	35.1	35.5	
Bonded	13.0	12.8	12.9	13.1	13.1	13.2	13.4	13.6	13.5	13.4	13.4	13.9	14.2	14.2	
Wholesale and retail	17.0	17.1	17.2	17.8	18.4	18.6	18.8	19.5	20.1	19.9	19.8	20.3	20.9	21.3	

(1) Includes still wine, sparkling wine, effervecent wine, vermouth, sherry, port and other fortified wines.

(2) All grape table wines not over 16% alcohol, all varieties, bottled and bulk.

(3) Bonded warehouse or inventoried by wholesalers and retailers in all containers types, post fermentation. Does not include consumer cellaring.

(4) Measured as the average for the respective period.

(5) Total inventory measured as months of supply at consumption levels for the respective period.

**Annual**

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

**ALCOHOL MARKET BY CATEGORY**

**Consumption**

Beer (1)	6,993	6,956	6,944	6,933	6,913	6,886	6,850	6,790	6,733	6,729	6,715	6,667	6,574	6,380
Wine (2)	891	831	922											932
Spirits (3)	193	202	215											345
All beverages	8,077	7,989	8,080											7,657

**Share of alcohol market volume**

Beer	86.6%	87.1%	85.9%											83.3%
Wine	11.0%	10.4%	11.4%											12.2%
Spirits	2.4%	2.5%	2.7%											4.5%
All beverages	100%	100%	100%											100%

SAMPLE

**ETHANOL EQUIVALENCE BY BEVERAGE TYPE (4)**

**Consumption**

Beer	301	299	299	298	297	296	295	292	290	289	289	287	283	274
Wine	120	113	126	128	133	145	143	137	134	131	131	130	126	122
Spirits	71	74	79	83	86	89	91	93	96	101	108	116	122	127
All beverages	492	487	503	508	516	530	529	521	519	521	529	532	530	523

**Share of alcohol market by ethanol equivalence**

Beer	61.1%	61.4%	59.3%	58.6%	57.6%	55.9%	55.7%	56.0%	55.8%	55.5%	54.6%	53.9%	53.4%	52.4%
Wine	24.5%	23.3%	25.0%	25.1%	25.8%	27.4%	27.1%	26.2%	25.7%	25.1%	24.9%	24.4%	23.7%	23.3%
Spirits	14.5%	15.3%	15.7%	16.3%	16.6%	16.8%	17.2%	17.8%	18.5%	19.4%	20.5%	21.8%	22.9%	24.2%
All beverages	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**ETHANOL EQUIVALENCE BY CONSUMER TYPE, ALL BEVERAGES (5)**

**Consumption**

Occasional	29	29												34	36
Light	164	164												179	171
Moderate	130	131												147	147
Heavy	170	163												170	169
All consumer types	492	487												530	523

**Market share, percent**

Occasional	5.8%	5.9%												6.4%	6.9%
Light	33.3%	33.8%	3											33.9%	32.8%
Moderate	26.4%	26.8%	27.2%	27.5%	27.7%	30.1%	30.6%	29.8%	30.3%	29.1%	26.2%	28.2%	27.7%	28.0%	
Heavy	34.6%	33.5%	32.5%	31.9%	32.7%	33.2%	31.3%	32.3%	31.8%	32.0%	34.2%	32.1%	32.0%	32.3%	
All consumer types	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

SAMPLE

(1) Cider is included in the beer category. Cider's share of this volume peaked at 0.6% in 2023.

(2) Includes still wine, sparkling wine, effervecent wine, vermouth, sherry and all other grape wine.

(3) Spirits include hard liquor and ready-to drink beverages (RtDs).

(4) Calculated with ethanol content averaging by volume 4.3% for beer, 12.8% for wine and 37.0% for spirits.

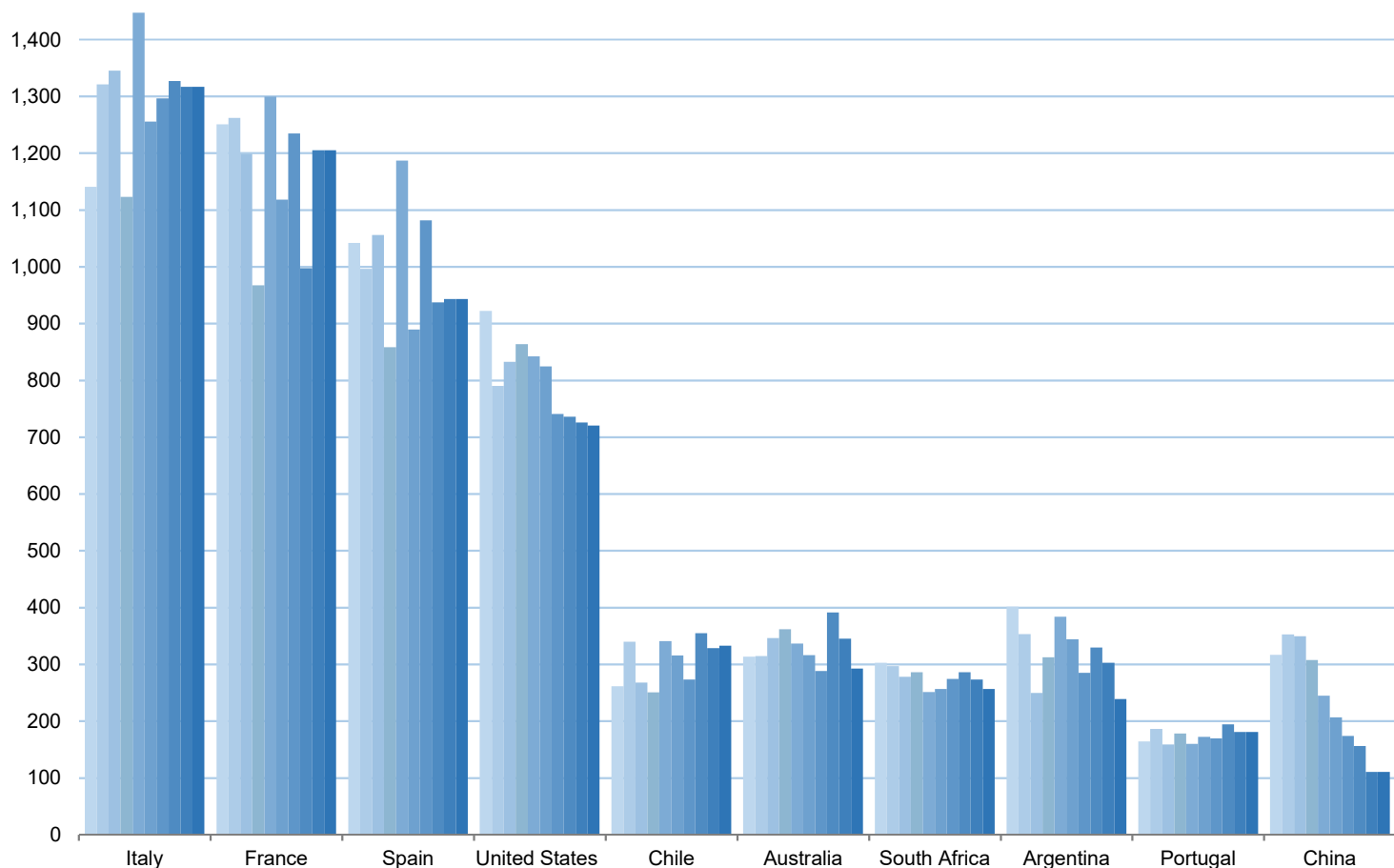
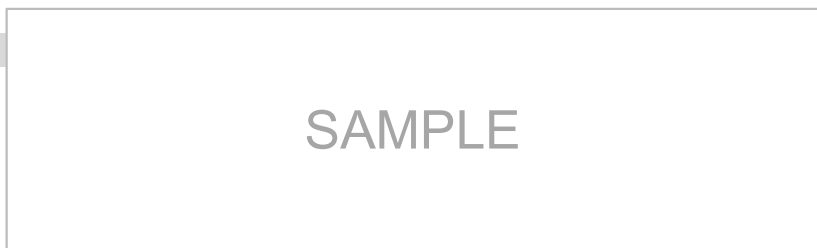
(5) Alcohol consumers include anyone who has consumed alcohol over the past year. Consumer types are defined in Table 31.



**Table 6**  
**Global wine production by country**  
 Million gallons (1)



	Annual										Share of world in 2023
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
<b>TOP 10 PRODUCING COUNTRIES</b>											
<b>World</b>	<b>7,558</b>	<b>7,632</b>	<b>7,429</b>	<b>6,901</b>	<b>8,082</b>	<b>7,076</b>	<b>7,169</b>	<b>7,103</b>	<b>7,163</b>	<b>6,978</b>	<b>100%</b>
Italy	1,140	1,321	1,345	1,123	1,447	1,256	1,296	1,327	1,317	1,317	19%
France	1,251	1,262	1,198	967	1,299	1,118	1,235	997	1,205	1,205	17%
Spain	1,042	996								943	14%
United States	922	790								720	10%
Chile	261	340								333	5%
Australia	313	315								293	4%
South Africa	303	297								257	4%
Argentina	401	353								239	3%
Portugal	164	186								181	3%
China	317	353								110	2%
Rest of world	1,443	1,420	1,347	1,393	1,589	1,377	1,352	1,393	1,431	1,380	20%



Note: Countries in the table are listed in order of rank of 2023 production.

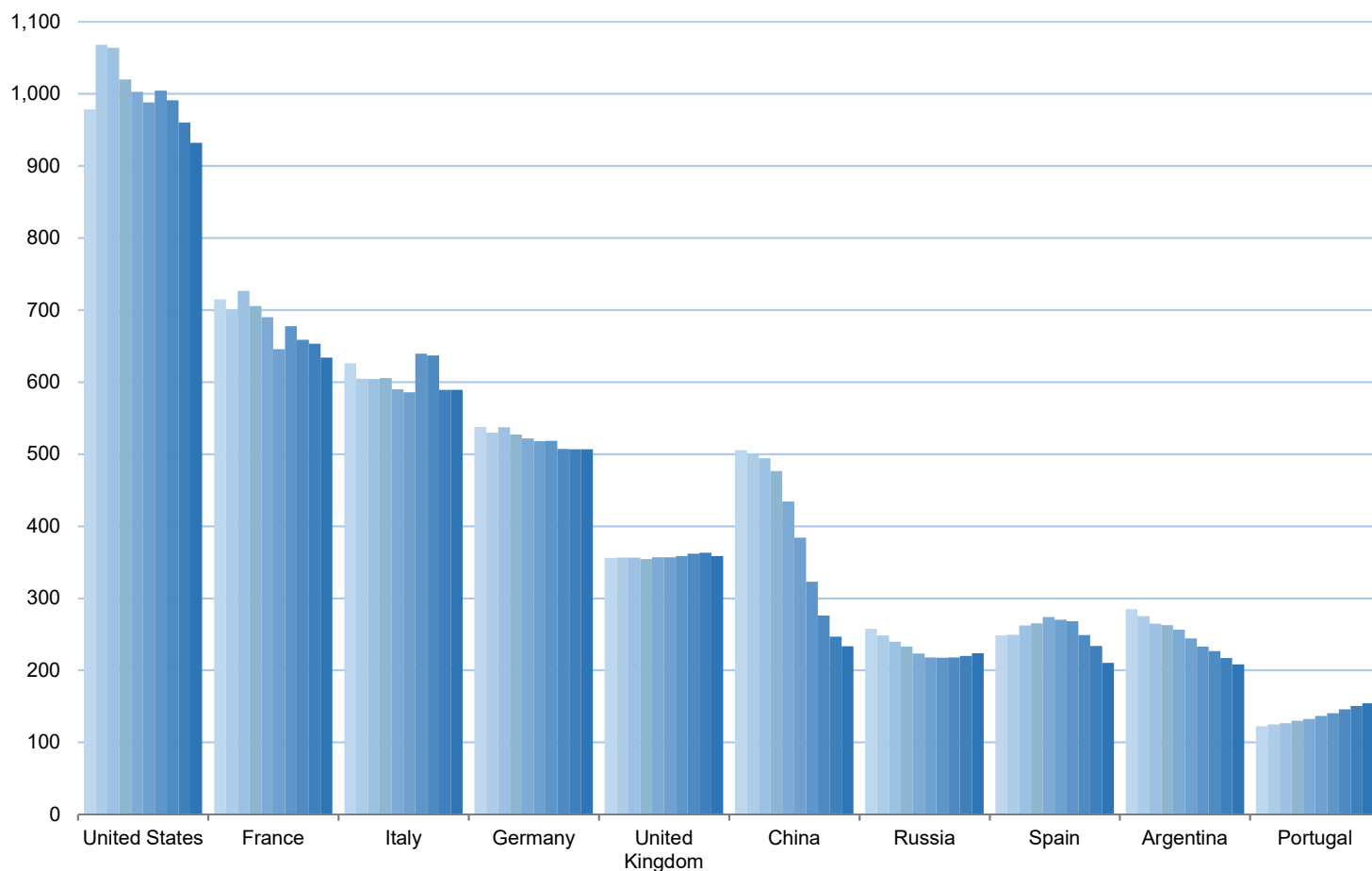
(1) All grape wine, in all container types, including table, effervescent wine, sparkling wine, vermouth and sherry and other fortified wines. Also includes 'industrial wine products.'

Source: VIVI and OIV

**Table 7**  
**Global wine consumption by country**  
 Million gallons (1)



	Annual										Share of world in 2023
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
<b>TOP 10 CONSUMING COUNTRIES</b>											
<b>World</b>	<b>6,460</b>	<b>6,407</b>	<b>6,435</b>	<b>6,392</b>	<b>6,277</b>	<b>6,208</b>	<b>6,286</b>	<b>6,126</b>	<b>5,998</b>	<b>5,923</b>	<b>100%</b>
United States	978	1,068	1,064	1,020	1,003	988	1,004	991	960	932	16%
France	715	698	726	705	690	646	677	658	653	634	11%
Italy	626	600	600	600	600	600	600	600	600	600	10%
Germany	538	520	520	520	520	520	520	520	520	506	9%
United Kingdom	356	350	350	350	350	350	350	350	350	359	6%
China	505	500	500	500	500	500	500	500	500	233	4%
Russia	257	240	240	240	240	240	240	240	240	223	4%
Spain	248	240	240	240	240	240	240	240	240	210	4%
Argentina	285	270	270	270	270	270	270	270	270	208	4%
Portugal	122	125	127	130	132	136	140	146	150	154	3%
Rest of world	1,830	1,753	1,761	1,813	1,797	1,862	1,907	1,857	1,859	1,874	32%



Note: Countries in the table are listed in order of rank of 2023 consumption.

(1) All grape wine, in all container types, including table, effervescent wine, sparkling wine, vermouth and sherry and other fortified wines. Also includes 'industrial wine products.'

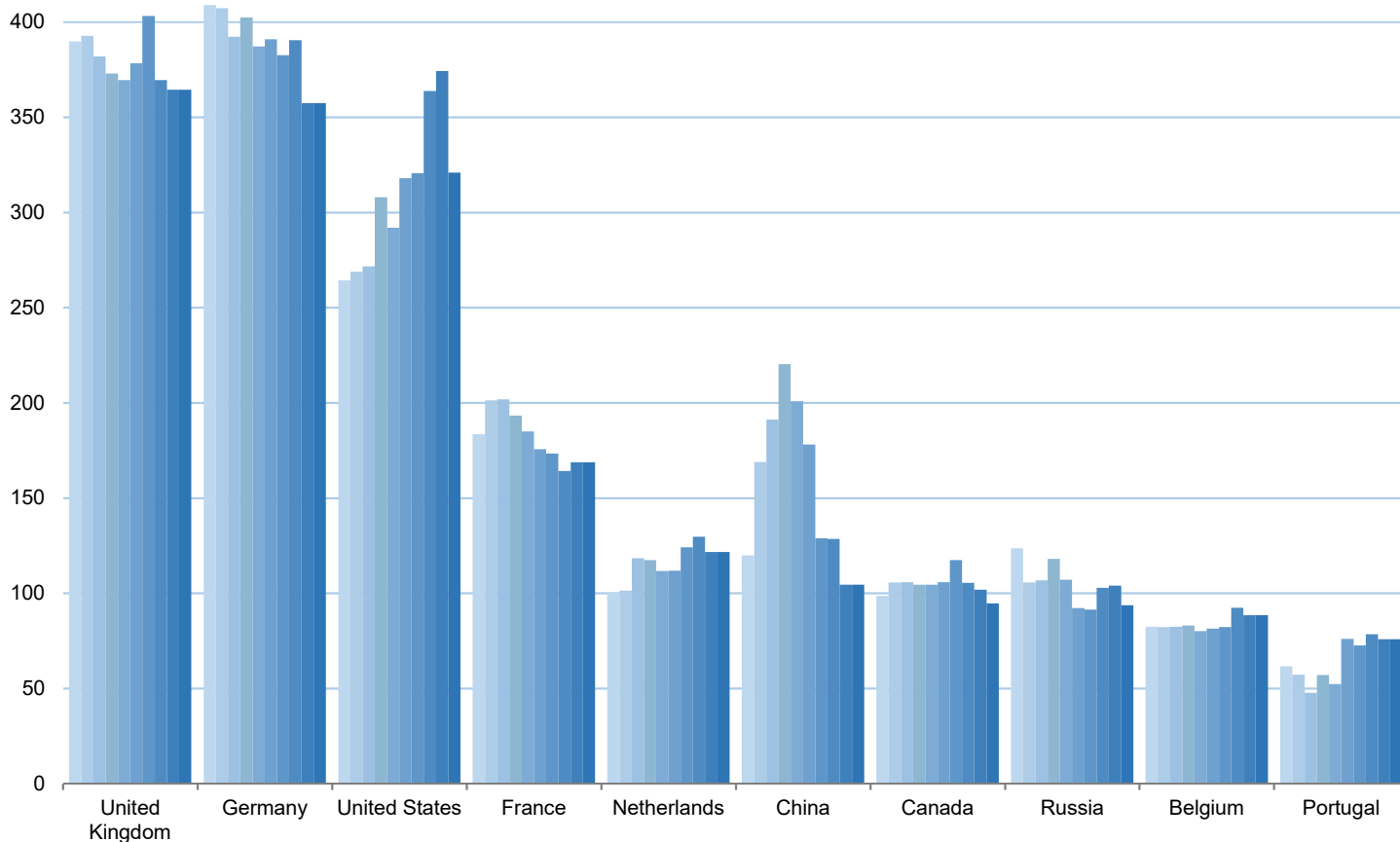
Source: VIVI and OIV

**Table 8**  
**Global wine imports by country**  
 Million gallons (1)



	Annual										Share of world in 2023
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
<b>TOP 10 IMPORTING COUNTRIES</b>											
<b>World</b>	<b>2,638</b>	<b>2,666</b>	<b>2,651</b>	<b>2,792</b>	<b>2,634</b>	<b>2,648</b>	<b>2,663</b>	<b>2,757</b>	<b>2,660</b>	<b>2,605</b>	<b>100%</b>
United Kingdom	390	393	382	373	369	378	403	370	364	364	14%
Germany	409	407	392	402	387	391	383	390	357	357	14%
United States	264	269	272	308	292	318	321	364	374	321	12%
France	183	201								169	6%
Netherlands	100	101								122	5%
China	120	169								104	4%
Canada	99	106								95	4%
Russia	124	106								94	4%
Belgium	82	82								88	3%
Portugal	62	57	48	57	52	76	73	78	76	76	3%
Rest of world	805	776	752	815	744	740	767	832	799	815	31%

SAMPLE



Note: Countries in the table are listed in order of rank of 2023 imports.

(1) All grape wine, in all container types, including table, effervescent wine, sparkling wine, vermouth and sherry and other fortified wines. Also includes 'industrial wine products.'

Source: VIVI and OIV

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## State data

**Table 9**  
**Characteristics of California wine regions, 2023**



Region	Crush	Area Acres	Volume Short tons	Crush	Value Million USD	Yield Tons/acre
	District			Price USD/ton		
Napa-Sonoma	3	59,675	240,938	2,975	717	4.0
	4	45,339	170,814	7,029	1,201	3.8
	<b>Total</b>	<b>105,014</b>	<b>411,752</b>	<b>4,657</b>	<b>1,917</b>	<b>3.9</b>
Central Coast	7	SAMPLE				5.2
	8					5.0
	<b>Total</b>					<b>5.1</b>
Southern Central Valley	13					12.9
	14					9.2
	<b>Total</b>					<b>12.1</b>
Northern Central Valley	9					10.5
	11					10.6
	12					10.1
	17					9.1
	<b>Total</b>					<b>10.2</b>
Other California	1					4.1
	2					6.4
	5					7.3
	6					3.9
	10					2.5
	15					0.4
	16					3.2
<b>Total</b>	<b>46,926</b>	<b>209,451</b>	<b>1,693</b>	<b>355</b>	<b>4.5</b>	
<b>All California</b>		<b>482,643</b>	<b>3,684,909</b>	<b>895</b>	<b>4,351</b>	<b>7.6</b>

(1) Weighted average prices in California are calculated using total tons crushed by crush district.

Source: Created by VIVI using data from USDA, NASS and VIVI analysis.

**Table 10a**  
**Napa and Sonoma grape crush production**  
 Thousand short tons, primary grape varieties



**Annual**

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2012    2013    2014    2015    2016    2017    2018    2019    2020    2021    2022    2023

**District 3: Sonoma and Marin**

All grapes	267.1	270.6	255.6	182.1	226.4	207.0	275.8	230.0	148.3	206.6	200.1	240.9
Cabernet Sauvignon	47.2	4									4	48.8
Chardonnay	81.6	8									5	77.6
Merlot	21.6	1									0	9.4
Pinot Noir	52.8	5									4	55.2
Sauvignon Blanc	17.2	1									2	17.5
Zinfandel	21.2	2									4	13.0
Other	25.5	25.3	24.7	17.0	22.2	18.3	22.6	19.4	11.7	16.5	16.3	19.5

SAMPLE

**District 4: Napa**

All grapes	182.9	174.8	175.6	124.1	153.0	142.5	184.6	159.9	99.7	120.8	135.0	170.8	
Cabernet Sauvignon	71.5											.8	92.8
Chardonnay	31.9											.0	22.7
Merlot	25.3											.3	12.3
Pinot Noir	12.1											.8	8.3
Sauvignon Blanc	14.8											.0	11.6
Zinfandel	5.4											.9	4.1
Other	21.8	21.5	27.5	14.0	16.9	10.5	19.4	17.5	10.5	15.6	15.3	19.0	

SAMPLE

**Table 10b**  
**Napa and Sonoma grape crush prices**  
 USD per short ton, primary grape varieties



	Annual											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>District 3: Sonoma and Marin</b>												
All grapes (1)	2,183	2,236	2,319	2,443	2,590	2,806	2,818	2,846	2,414	2,682	2,870	2,975
Cabernet Sauvignon	2,314	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	3,061
Chardonnay	1,894	1,914	1,914	1,914	1,914	1,914	1,914	1,914	1,914	1,914	1,914	2,560
Merlot	1,497	1,614	1,614	1,614	1,614	1,614	1,614	1,614	1,614	1,614	1,614	2,206
Pinot Noir	3,015	3,014	3,014	3,014	3,014	3,014	3,014	3,014	3,014	3,014	3,014	3,881
Sauvignon Blanc	1,418	1,414	1,414	1,414	1,414	1,414	1,414	1,414	1,414	1,414	1,414	2,054
Zinfandel	2,420	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	3,424
Other	2,043	1,914	2,014	2,114	2,214	2,314	2,414	2,514	2,614	2,714	2,814	2,747
<b>District 4: Napa</b>												
All grapes	3,565	3,684	4,077	4,336	4,686	5,225	5,571	5,769	4,592	6,102	6,807	7,029
Cabernet Sauvignon	5,060	5,414	5,414	5,414	5,414	5,414	5,414	5,414	5,414	5,414	5,414	9,235
Chardonnay	2,354	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	3,690
Merlot	2,649	2,714	2,714	2,714	2,714	2,714	2,714	2,714	2,714	2,714	2,714	4,716
Pinot Noir	2,469	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,414	2,939
Sauvignon Blanc	1,861	1,914	1,914	1,914	1,914	1,914	1,914	1,914	1,914	1,914	1,914	3,161
Zinfandel	3,030	3,114	3,114	3,114	3,114	3,114	3,114	3,114	3,114	3,114	3,114	4,646
Other	3,396	3,167	3,744	3,593	3,890	4,463	4,721	4,631	3,832	5,309	6,812	6,382

(1) "All grapes" are calculated as the production weighted-average price of all wine grape varieties produced in the respective district.

**Table 11**  
**California, Oregon and Washington crushed red grape production by variety**  
**Short tons**



	Annual									
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>CALIFORNIA</b>										
<b>Total Red</b>	<b>2,138,294</b>	<b>2,040,781</b>	<b>2,278,593</b>	<b>2,249,982</b>	<b>2,447,140</b>	<b>2,157,692</b>	<b>1,822,476</b>	<b>2,033,151</b>	<b>1,914,061</b>	<b>1,970,642</b>
Cabernet Sauvignon	510,179	455,504	566,574	602,028	670,476	581,105	500,106	505,428	566,935	647,486
Zinfandel	355,598	3							9,359	231,394
Pinot Noir	245,751	1							8,801	288,037
Merlot	282,300	2							5,886	181,116
Rubired	242,153	2							7,407	197,084
Petite Sirah	68,812								8,292	87,032
Syrah	114,298								3,234	68,867
Other red	319,201	310,986	313,030	325,833	351,725	306,367	275,328	316,763	284,147	269,627
<b>OREGON</b>										
<b>Total Red</b>	<b>54,198</b>	<b>59,251</b>	<b>54,081</b>	<b>66,013</b>	<b>74,418</b>	<b>77,798</b>	<b>51,261</b>	<b>83,420</b>	<b>98,752</b>	<b>103,690</b>
Pinot Noir	45,239	50,737	45,851	53,457	58,780	61,112	36,883	69,936	78,766	82,704
Syrah	1,960								4,895	5,140
Cabernet Sauvignon	1,575								4,596	4,826
Merlot	1,330								2,553	2,681
Tempranillo	839								1,105	1,161
Cabernet Franc	501								905	951
Malbec	0								825	866
Gamay	0	0	0	0	298	417	139	245	432	453
Other red	2,754	2,716	2,164	3,576	3,682	3,625	2,515	2,387	4,675	4,909
<b>WASHINGTON</b>										
<b>Total Red</b>	<b>107,702</b>	<b>112,800</b>	<b>157,300</b>	<b>131,800</b>	<b>153,400</b>	<b>120,965</b>	<b>106,085</b>	<b>110,884</b>	<b>136,870</b>	<b>143,714</b>
Cabernet Sauvignon	42,200	47,400	71,100	62,800	74,400	53,740	52,000	50,865	67,015	70,365
Merlot	36,900	35,200	48,400	33,000	37,501	30,350	22,774	21,800	25,755	27,043
Syrah	15,400	16,000							70	24,644
Cabernet Franc	3,300	3,000							25	3,176
Malbec	2,200	2,000							30	4,179
Pinot Noir	1,200	1,000							30	3,003
Sangiovese	1,300	1,000							95	1,780
Petit Verdot	1,200	1,000							10	1,165
Grenache Noir	900	1,000							20	2,121
Mourvedre	900	800	1,100	1,100	1,200	1,070	970	1,195	1,425	1,496
Other red	2,200	2,300	2,300	2,000	2,400	1,840	1,960	2,554	4,515	4,740

Note: Data in this table is sorted in the order of rank according to production volume in 2023.  
 The varietals reported in this table account for 87% of the production for the three respective states. Data is available upon request for the other grape varietals produced in these states.  
 Source: VIVI, US Department of Commerce, California Department of Agriculture, Washington Wine, and the Oregon Wine Board.



**Table 12**  
**California, Oregon and Washington crushed red grape prices by variety**  
 US dollars per short ton, listed in production rank order (1)



	Annual									
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>CALIFORNIA</b>										
<b>Red</b>	<b>892</b>	<b>789</b>	<b>918</b>	<b>966</b>	<b>1,019</b>	<b>1,020</b>	<b>795</b>	<b>1,072</b>	<b>1,170</b>	<b>1,343</b>
Cabernet Sauvignon	1,426	1,316	1,468	1,553	1,683	1,769	1,233	1,662	1,928	2,121
Zinfandel	624	SAMPLE							656	763
Pinot Noir	1,625								1,622	1,692
Merlot	775								874	1,046
Rubired	304								337	303
Petite Sirah	1,059	SAMPLE							1,011	1,061
Syrah	765								695	785
Other red	937	829	964	1,014	1,070	1,071	835	1,125	1,228	1,411
<b>OREGON</b>										
<b>Red</b>	<b>2,455</b>	<b>2,333</b>	<b>2,387</b>	<b>2,366</b>	<b>2,276</b>	<b>2,489</b>	<b>2,280</b>	<b>2,546</b>	<b>2,634</b>	<b>2,897</b>
Pinot Noir	2,518	2,353	2,422	2,375	2,301	2,611	2,300	2,600	2,712	2,983
Syrah	2,345	2,261	2,274	2,407	2,130	2,319	2,352	2,298	2,388	2,627
Cabernet Sauvignon	2,399	SAMPLE							2,560	2,816
Merlot	1,950								1,988	2,187
Tempranillo	2,084								2,000	2,200
Cabernet Franc	2,225								2,384	2,622
Malbec	n/a	SAMPLE							2,200	2,420
Gamay	n/a								n/a	n/a
Other red	1,921	2,141	2,027	1,981	1,824	1,923	2,063	2,191	2,258	2,485
<b>WASHINGTON</b>										
<b>Red</b>	<b>1,336</b>	<b>1,394</b>	<b>1,319</b>	<b>1,637</b>	<b>1,413</b>	<b>1,532</b>	<b>1,833</b>	<b>1,724</b>	<b>1,645</b>	<b>1,810</b>
Cabernet Sauvignon	1,448	1,527	1,442	1,536	1,505	1,702	2,090	1,900	1,820	2,002
Merlot	1,180	SAMPLE							1,448	1,593
Syrah	1,279								1,339	1,473
Cabernet Franc	1,503								2,074	2,281
Malbec	1,554								1,658	1,824
Pinot Noir	1,165	SAMPLE							1,383	1,521
Sangiovese	1,320								1,257	1,383
Petit Verdot	1,513	SAMPLE							1,923	2,115
Grenache Noir	1,674								1,722	1,393
Mourvedre	1,511	1,649	1,394	1,603	1,536	1,562	1,659	2,447	1,536	1,690
Other red	1,491	1,414	1,537	1,650	1,623	1,682	2,032	1,800	1,628	1,791

Note: Data in this table is sorted in the order of rank according to production volume in 2023.

The varieties reported in this table account for 87% of the production for the three respective states. Data is available upon request for the other grape varieties produced in these states.

Source: VIVI, US Department of Commerce, California Department of Agriculture, Washington Wine, and the Oregon Wine Board.

**Table 13**  
**California, Oregon and Washington crushed white grape production by variety**  
**Short tons**



	Annual									
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>CALIFORNIA</b>										
<b>Total White</b>	<b>1,754,503</b>	<b>1,663,790</b>	<b>1,752,554</b>	<b>1,765,810</b>	<b>1,833,971</b>	<b>1,762,195</b>	<b>1,591,100</b>	<b>1,601,156</b>	<b>1,482,793</b>	<b>1,714,268</b>
Chardonnay	718,029	633,572	675,884	614,723	711,739	642,116	539,483	619,655	525,080	652,754
French Colombard	308,261								279,611	296,282
Pinot Gris	181,938								6,433	234,133
Muscat of Alexandria	158,521								7,380	156,882
Sauvignon Blanc	110,420								1,124	160,834
Muscat Blanc	45,516								1,294	37,745
Chenin Blanc	43,084								1,171	31,587
Symphony	30,565								6,752	28,540
Riesling	36,517	35,879	41,275	37,259	36,347	34,041	30,319	34,659	24,730	34,792
Viognier	24,696	19,437	22,675	19,853	19,770	18,230	17,975	17,982	16,021	20,296
Burger	26,774	29,520	26,068	25,004	27,221	23,732	24,411	15,869	10,151	9,383
Other white	70,180	60,499	67,332	71,353	67,025	61,237	54,897	71,505	53,046	51,041
<b>OREGON</b>										
<b>Total White</b>	<b>24,066</b>	<b>25,699</b>	<b>25,200</b>	<b>25,329</b>	<b>25,714</b>	<b>27,789</b>	<b>23,882</b>	<b>31,256</b>	<b>38,312</b>	<b>40,229</b>
Pinot Gris	13,701	15,294	13,601	13,785	14,222	15,694	13,853	19,299	25,763	27,051
Chardonnay	3,973								6,963	7,311
Riesling	2,194								1,398	1,468
Viognier	768								1,128	1,185
Pinot Blanc	978								947	995
Gewurztraminer	576								300	315
Sauvignon Blanc	223								0	0
Muller Thurgau	431	435	760	253	230	0	0	0	0	0
Other white	1,223	1,178	1,009	1,372	1,273	1,295	1,172	894	1,814	1,904
<b>WASHINGTON</b>										
<b>Total White</b>	<b>119,300</b>	<b>109,200</b>	<b>112,700</b>	<b>97,200</b>	<b>107,600</b>	<b>80,035</b>	<b>72,415</b>	<b>68,715</b>	<b>103,130</b>	<b>108,286</b>
Riesling	50,501	44,100	41,300	33,200	38,300	23,325	24,680	22,800	32,915	34,561
Chardonnay	43,800	42,000							450	41,422
Pinot Gris	9,100	9,000							540	11,067
Sauvignon Blanc	6,900	6,900							300	13,440
Gewurztraminer	3,600	3,600							555	2,157
Viognier	1,900	1,900							300	1,890
Semillon	1,000	1,000							525	551
Chenin Blanc	800	501	450	400	380	310	260	315	420	441
Other white	1,700	1,800	1,951	1,900	2,475	1,960	1,955	2,295	2,625	2,756

Note: Data in this table is sorted in the order of rank according to production volume in 2023.  
 The varieties reported in this table account for 87% of the production for the three respective states. Data is available upon request for the other grape varieties produced in these states.  
 Source: VIVI, US Department of Commerce, California Department of Agriculture, Washington Wine, and the Oregon Wine Board.

**Table 14**  
**California, Oregon and Washington crushed white grape prices by variety**  
 US dollars per short ton, listed in order of 2023 production rank (1)



	Annual																	
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023								
<b>CALIFORNIA</b>																		
<b>White</b>	<b>596</b>	<b>540</b>	<b>598</b>	<b>588</b>	<b>635</b>	<b>590</b>	<b>558</b>	<b>675</b>	<b>683</b>	<b>731</b>								
Chardonnay	861	788	886	924	971	913	829	975	1,020	1,069								
French Colombard	262	SAMPLE								318								
Pinot Gris	580									591								
Muscat of Alexandria	295									306								
Sauvignon Blanc	957									1,128								
Muscat Blanc	319									525								
Chenin Blanc	366									485								
Symphony	309									345								
Riesling	743									799								
Viognier	738	688	659	696	721	708	645	795	806	789								
Burger	256	258	267	268	268	268	268	292	307	326								
Other white	625	567	628	617	667	619	586	709	717	768								
<b>OREGON</b>																		
<b>White</b>	<b>1,475</b>	<b>1,462</b>	<b>1,502</b>	<b>1,402</b>	<b>1,554</b>	<b>1,586</b>	<b>1,722</b>	<b>1,937</b>	<b>1,989</b>	<b>2,182</b>								
Pinot Gris	1,422	1,427	1,484	1,199	1,469	1,459	1,514	1,663	1,800	1,980								
Chardonnay	1,945	1,837	1,897	1,884	1,860	1,902	2,371	2,700	2,861	3,147								
Riesling	1,017	SAMPLE								1,860								
Viognier	1,839									n/a								
Pinot Blanc	1,685									2,214								
Gewurztraminer	1,356									1,689								
Sauvignon Blanc	1,534									n/a								
Muller Thurgau	1,073									1,133	1,001	1,086	843	n/a	n/a	n/a	n/a	n/a
Other white	1,154									1,341	1,276	1,174	1,246	1,225	1,559	1,666	1,705	1,871
<b>WASHINGTON</b>																		
<b>White</b>	<b>856</b>	<b>844</b>	<b>883</b>	<b>877</b>	<b>873</b>	<b>979</b>	<b>939</b>	<b>902</b>	<b>955</b>	<b>1,051</b>								
Riesling	799	760	829	805	800	859	843	775	877	965								
Chardonnay	922	926	940	943	939	1,063	1,012	900	1,016	1,118								
Pinot Gris	799	799	794	799	779	924	959	925	927	954								
Sauvignon Blanc	886	SAMPLE								1,091								
Gewurztraminer	737									803								
Viognier	946									1,268								
Semillon	967									1,522								
Chenin Blanc	835									864	878	840	1,004	902	910	1,018	1,034	1,137
Other white	1,050									992	955	1,035	1,055	1,251	1,229	1,247	1,073	1,180

Note: Data in this table is sorted in the order of rank according to production volume in 2023.  
 The varieties reported in this table account for 87% of the production for the three respective states. Data is available upon request for the other grape varieties produced in these states.  
 Source: VIVI, US Department of Commerce, California Department of Agriculture, Washington Wine, and the Oregon Wine Board.

**Table 15**

**California, Oregon and Washington off-market bulk wine prices by appellation**

US dollars per gallon

	Annual			Quarterly								
	2021	2022	2023	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	
<b>AVERAGE PRICE (1)</b>												
<b>California</b>												
Central Coast	14.76	17.82	16.72	16.09	20.95	18.77	12.45	17.03	18.62	15.31	17.60	
Central Valley	19.00	13.60	12.74	12.55	14.90	14.09	12.41	10.86	13.59	14.24	12.28	
North	18.38									1	25.48	24.34
Napa-Sonoma	28.88									8	30.20	26.66
<b>Oregon</b>												
Rogue Valley	24.74									7	15.97	14.19
Willamette Valley	18.19									2	20.39	20.95
<b>Washington</b>												
All appellations	16.22	14.58	12.43	15.08	12.68	13.15	12.92	11.36	12.29	11.78	14.88	
<b>LOW PRICE (2)</b>												
<b>California</b>												
Central Coast	8.91	9.51	6.48	7.92	10.95	8.97	3.90	6.55	6.49	8.35	6.53	
Central Valley	9.31	8.37	7.31	5.28	10.45	8.41	7.21	5.24	8.37	7.84	6.36	
North	11.00									7	66	12.76
Napa-Sonoma	11.00									85	9.05	
<b>Oregon</b>												
Rogue Valley	18.00									62	7.37	
Willamette Valley	12.00	13.11	12.99	15.00	16.00	15.19	14.54	8.66	13.57	10.79	10.16	
<b>Washington</b>												
All appellations	8.99	9.13	6.35	8.74	7.76	9.49	5.04	5.52	5.35	6.00	8.39	

Note: "Off-market" is defined as non-contract sales in an open bid market. Off-market price data are based on VIVI's survey of over 13,000 transactions.

(1) "Average price" is calculated as the weighted average of all transactions, excluding the highest and lowest 10% of transactions recorded ranked by unit sale prices.

(2) "Low price" is calculated as the weighted-average of the lowest 10% of transactions as measured by unit sale prices.

**Table 16**  
**California off-market wine grape prices by appellation**  
 US dollars per short ton



	Annual			Quarterly							
	2021	2022	2023	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2
<b>AVERAGE PRICE (1)</b>											
<b>California</b>											
Central Coast	2,157	2,236	2,320	2,008	2,182	2,537	2,612	1,874	2,256	2,755	2,697
Central Valley	1,620	1,677	1,819	1,229	1,674	1,993	1,895	1,853	1,536	1,757	1,572
North	2,301	2,301	2,301	2,301	2,301	2,301	2,301	2,301	2,301	2,301	2,832
Napa-Sonoma	2,950	2,950	2,950	2,950	2,950	2,950	2,950	2,950	2,950	2,950	4,266
<b>LOW PRICE (2)</b>											
<b>California</b>											
Central Coast	1,757	1,757	1,757	1,757	1,757	1,757	1,757	1,757	1,757	1,757	1,212
Central Valley	886	886	886	886	886	886	886	886	886	886	785
North	1,553	1,464	1,324	1,054	1,534	1,576	1,478	1,340	900	1,418	1,499
Napa-Sonoma	2,000	2,511	1,908	2,128	3,454	2,289	2,273	1,989	1,082	2,216	1,888

Note: "Off-market" is defined as non-contract sales in an open bid market. Off-market price data are based on VIVI's survey of over 13,000 transactions.

(1) Average price is calculated as the weighted average of all transactions, excluding the highest and lowest 10% of transactions recorded ranked by unit sale prices.

(2) Low price is calculated as the weighted-average of the lowest 10% of transactions as measured by unit sale prices.

**Table 17**  
**California off-market shiner prices by appellation**  
 US dollars per gallon



	Annual			Quarterly							
	2021	2022	2023	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2
<b>AVERAGE PRICE (1)</b>											
<b>California</b>											
Central Coast	31.71	42.68	44.26	40.83	45.00	46.62	44.22	44.70	41.48	41.30	39.68
Central Valley	30.73	30.79	31.62	30.54	29.84	31.06	31.05	32.51	31.85	32.36	31.98
North	34										66.37
Napa-Sonoma	47										59.59
<b>LOW PRICE (2)</b>											
<b>California</b>											
Central Coast	24										22.24
Central Valley	24										21.88
North	18.93	24.64	20.83	26.20	26.34	23.58	23.64	17.90	18.22	20.69	17.68
Napa-Sonoma	22.22	22.24	26.98	23.38	23.08	22.33	37.85	10.85	36.90	3.05	31.55

Note: "Off-market" is defined as non-contract sales in an open bid market. Off-market price data are based on VIVI's survey of over 13,000 transactions. Shiners sometimes referred to as 'white label' bottles.

(1) Average price is calculated as the weighted average of all transactions, excluding the highest and lowest 10% of transactions recorded ranked by unit sale prices.

(2) Low price is calculated as the weighted-average of the lowest 10% of transactions as measured by unit sale prices.

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# Exports

**Table 18**  
**US bottled and bulk wine exports**  
 Thousand gallons



	Annual											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>EXPORTS BY TYPE, ALL TRADE (1)</b>												
<b>All grape wine</b>	105,768	109,554	106,913	110,671	100,118	91,247	92,127	93,865	95,250	86,701	73,559	60,072
<b>Bottled wine</b>	61,531	64,002	60,432	63,202	53,973	45,673	41,179	39,742	35,435	40,833	40,728	39,337
Still wine (2)	51,824	SAMPLE									28,611	28,134
Sparkling (3)	1,559	SAMPLE									873	1,997
Effervescent (4)	880	SAMPLE									445	463
Other (5)	7,267	SAMPLE									10,799	8,743
<b>Bulk still wine (6)</b>	44,237	45,551	46,481	47,468	46,145	45,573	50,948	54,122	59,816	45,868	32,831	20,735
<b>EXPORTS BY DESTINATION</b>												
<b>Bottled still wine</b>												
All countries (7)	51,824	54,680	51,402	54,153	45,111	36,259	30,499	28,847	24,598	29,621	28,611	28,134
Canada	9,009	10,008	10,897	11,070	10,375	10,258	10,126	9,143	9,622	9,039	9,002	8,116
Japan	4,860	SAMPLE									2,158	1,849
United Kingdom	12,904	SAMPLE									1,157	929
Hong Kong	2,572	SAMPLE									1,036	765
China	3,356	SAMPLE									740	716
Mexico	658	SAMPLE									679	545
Germany	3,570	SAMPLE									917	471
Taiwan	314	314	207	204	203	217	224	221	203	303	359	229
Italy	70	82	45	46	20	37	42	57	10	71	64	67
<b>Bulk still wine</b>												
All countries (7)	44,237	45,551	46,481	47,468	46,145	45,573	50,948	54,122	59,816	45,868	32,831	20,735
United Kingdom	16,307	17,211	16,054	17,217	18,035	25,368	31,940	31,195	34,812	28,896	20,375	11,826
Canada	4,237	SAMPLE									2,001	1,446
Germany	2,534	SAMPLE									2,097	1,126
Japan	2,706	SAMPLE									473	322
China	464	674	954	940	657	565	634	748	397	501	173	273
Italy	11,741	11,925	12,529	10,675	9,275	2,113	3	4	13	0	41	10

(1) Volumes are the sum of monthly trade. Quarterly prices are the weighted average for all exports of bottled wine to all the international markets. Annual prices are the straight average of the quarterly prices.

(2) Not over 14% alcohol, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(3) Wholesale prices, port of export, excluding taxes, in alcohol containers 4 liters or less.

(4) An effervescent wine containing more than 0.392 gram of carbon dioxide per 100 milliliters resulting solely from the secondary fermentation of the wine within a closed container. Effervescent wines are of fresh grape, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(5) Other includes vermouth, port, sherry and other fortified wines. Includes a small amount of bulk wine.

(6) Not over 14% alcohol, over 2 liters. Wholesale prices, FOB port of export, excluding taxes.

(7) Countries in this table are listed in the order of market size for the most recent reported full year.



**Table 19**  
**US bottled and bulk wine exports (quarterly)**  
 Thousand gallons



	Quarterly											
	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>EXPORTS BY TYPE, ALL TRADE (1)</b>												
<b>All grape wine</b>	19,147	18,134	22,359	17,048	16,018	15,570	14,798	14,708	14,996	14,069	17,999	19,100
<b>Bottled wine</b>	11,318	9,125	12,154	9,393	10,056	9,522	9,841	10,062	9,912	8,873	9,502	9,302
Still wine (2)	8,368	SAMPLE									7,085	7,011
Sparkling (3)	292	SAMPLE									204	198
Effervescent (4)	86	SAMPLE									64	92
Other (5)	2,571	SAMPLE									2,148	2,001
<b>Bulk still wine (6)</b>	7,829	9,010	10,204	7,655	5,962	6,049	4,956	4,646	5,084	5,196	8,497	9,799
<b>EXPORTS BY DESTINATION</b>												
<b>Bottled still wine</b>												
All countries (7)	8,368	6,322	8,218	6,718	7,353	6,858	6,951	6,996	7,330	6,640	7,085	7,011
Canada	2,664	2,142	2,407	2,176	2,277	1,883	1,926	2,026	2,282	1,629	1,992	2,056
Japan	342	SAMPLE									470	361
United Kingdom	514	SAMPLE									310	337
Hong Kong	407	SAMPLE									212	161
China	208	SAMPLE									158	89
Mexico	201	SAMPLE									138	100
Germany	886	SAMPLE									54	52
Taiwan	89	75	97	83	104	59	69	37	64	29	39	34
Italy	13	17	24	15	8	7	33	8	18	5	20	10
<b>Bulk still wine</b>												
All countries (7)	7,829	9,010	10,204	7,655	5,962	6,049	4,956	4,646	5,084	5,196	8,497	9,799
United Kingdom	5,067	5,486	6,575	4,976	3,337	3,688	2,799	2,353	2,986	3,457	4,592	4,825
Canada	506	SAMPLE									591	710
Germany	540	SAMPLE									1,104	1,303
Japan	223	SAMPLE									59	184
China	95	3	84	55	31	53	73	63	84	0	31	18
Italy	0	3	0	32	6	10	0	0	0	0	1	0

(1) Volumes are the sum of monthly trade. Quarterly prices are the weighted average for all exports of bottled wine to all the international markets. Annual prices are the straight average of the quarterly prices.

(2) Not over 14% alcohol, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(3) Wholesale prices, port of export, excluding taxes, in alcohol containers 4 liters or less.

(4) An effervescent wine containing more than 0.392 gram of carbon dioxide per 100 milliliters resulting solely from the secondary fermentation of the wine within a closed container. Effervescent wines are of fresh grape, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(5) Other includes vermouth, port, sherry and other fortified wines. Includes a small amount of bulk wine.

(6) Not over 14% alcohol, over 2 liters. Wholesale prices, FOB port of export, excluding taxes.

(7) Countries in this table are listed in the order of market size for the most recent reported full year.

**Table 20**  
**US bottled and bulk wine export prices**  
 US dollars per gallon, FOB export dock



	Annual											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>EXPORTS BY TYPE, ALL TRADE (1)</b>												
<b>All grape wine</b>												
<b>Bottled wine</b>												
Still wine (2)	17.45	18.92	17.98	19.11	23.28	24.91	26.52	26.34	26.29	26.23	27.79	26.00
Sparkling (3)	27.54	22.80	26.09	24.35	30.68	37.14	41.96	43.82	48.83	40.74	37.09	32.70
Effervescent (4)	8.66	SAMPLE									n/s	n/s
Other (5)	31.32										39.36	40.66
<b>Bulk still wine (6)</b>	<b>4.54</b>	<b>5.18</b>	<b>5.17</b>	<b>4.80</b>	<b>4.44</b>	<b>5.00</b>	<b>5.03</b>	<b>5.01</b>	<b>4.99</b>	<b>4.74</b>	<b>5.70</b>	<b>5.80</b>
<b>EXPORTS BY DESTINATION</b>												
<b>Bottled still wine</b>												
All countries (7)	17.45	18.92	17.98	19.11	23.28	24.91	26.52	26.34	26.29	26.23	27.79	26.00
Canada	27.49	27.76	25.89	23.27	22.82	23.63	24.20	25.19	24.79	28.23	28.01	27.79
Japan	18.09	SAMPLE									29.45	31.18
United Kingdom	11.70										31.98	38.88
Hong Kong	34.63										55.83	41.57
China	15.01										23.34	30.79
Mexico	11.84										23.86	21.04
Germany	11.55	13.65	23.55									
Taiwan	17.81	20.69	21.33	20.30	25.23	29.65	34.78	29.47	26.99	28.60	29.13	34.09
Italy	24.41	31.87	32.47	37.16	46.72	22.03	29.34	32.15	36.13	31.03	27.11	25.68
<b>Bulk still wine</b>												
All countries (7)	4.54	5.18	5.17	4.80	4.44	5.00	5.03	5.01	4.99	4.74	5.70	5.80
United Kingdom	4.01	4.67	4.81	4.03	3.57	4.90	4.76	5.47	5.32	5.26	5.55	5.87
Canada	5.22	SAMPLE									7.88	10.39
Germany	5.16										4.67	4.12
Japan	3.79	7.85	11.34									
China	15.93	18.81	9.29	10.95	10.31	9.02	8.24	7.04	9.13	9.12	n/s	2.67
Italy	3.21	3.97	3.93	3.65	3.50	n/s	n/s	n/s	n/s	n/s	n/s	n/s

All price data in this table are reported on a FOB basis and includes grape wine only. Wholesale prices at port of export, excluding taxes.

FOB = Free on board, port of origin

(1) Volumes are the sum of monthly trade. Quarterly prices are the weighted average for all exports of bottled wine to all the international markets. Annual prices are the straight average of the quarterly prices.

(2) Not over 14% alcohol, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(3) Wholesale prices, port of export, excluding taxes, in alcohol containers 4 liters or less.

(4) An effervescent wine containing more than 0.392 gram of carbon dioxide per 100 milliliters resulting solely from the secondary fermentation of the wine within a closed container. Effervescent wines are of fresh grape, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(5) Other includes vermouth, port, sherry and other fortified wines. Includes a small amount of bulk wine.

(6) Not over 14% alcohol, over 2 liters. Wholesale prices, FOB port of export, excluding taxes.

(7) Countries in this table are listed in the order of market size for the most recent reported full year.

n/s = Non-sufficient market size to determine prices

**Table 21**  
**US bottled and bulk wine export prices (quarterly)**  
 US dollars per gallon, FOB export dock



	Quarterly													
	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	
<b>EXPORTS BY TYPE, ALL TRADE (1)</b>														
<b>All grape wine</b>														
<b>Bottled wine</b>														
Still wine (2)	27.54	24.78	31.23	27.57	27.01	25.37	25.76	26.02	25.89	26.33	26.03	26.48	25.92	
Sparkling (3)	36.91	45.19	SAMPLE										5.32	36.75
Effervescent (4)	n/s	n/s	SAMPLE										n/s	n/s
Other (5)	37.95	39.95	SAMPLE										2.52	42.82
<b>Bulk still wine (6)</b>	<b>4.30</b>	<b>5.02</b>	<b>4.94</b>	<b>5.76</b>	<b>5.73</b>	<b>6.38</b>	<b>5.51</b>	<b>6.75</b>	<b>5.60</b>	<b>5.36</b>	<b>6.60</b>	<b>6.20</b>	<b>5.83</b>	
<b>EXPORTS BY DESTINATION</b>														
<b>Bottled still wine</b>														
All countries (7)	27.54	24.78	31.23	27.57	27.01	25.37	25.76	26.02	25.89	26.33	26.03	26.48	25.92	
Canada	27.97	28.46	28.80	27.85	28.67	26.74	27.40	27.06	27.60	28.44	28.74	28.76	28.78	
Japan	31.08	37.32	SAMPLE										0.06	29.51
United Kingdom	32.73	27.69	SAMPLE										0.25	39.34
Hong Kong	60.05	48.17	SAMPLE										3.21	26.91
China	19.66	18.53	SAMPLE										5.05	14.68
Mexico	15.97	18.66	SAMPLE										4.82	27.83
Germany	6.78	5.21	10.87	12.92	6.65	24.14	13.16	27.76	28.46	24.80	31.49	35.26	29.28	
Taiwan	31.30	22.85	25.35	30.41	34.32	26.44	36.51	38.59	35.22	26.05	25.19	33.49	32.76	
Italy	17.27	38.90	22.27	33.85	24.04	28.27	22.49	24.53	31.46	24.23	31.56	21.86	30.90	
<b>Bulk still wine</b>														
All countries (7)	4.30	5.02	4.94	5.76	5.73	6.38	5.51	6.75	5.60	5.36	6.60	6.20	5.83	
United Kingdom	4.08	5.56	SAMPLE										3.16	5.84
Canada	6.73	7.87	SAMPLE										9.51	7.80
Germany	4.00	4.63	SAMPLE										3.90	4.34
Japan	7.46	5.67	SAMPLE										2.96	5.17
China	8.43	11.60	n/s	13.99	8.39	13.53	13.91	11.01	7.71	7.80	6.89	5.97	5.58	

All price data in this table are reported on a FOB basis and includes grape wine only. Wholesale prices at port of export, excluding taxes.

FOB = Free on board, port of origin

(1) Volumes are the sum of monthly trade. Quarterly prices are the weighted average for all exports of bottled wine to all the international markets. Annual prices are the straight average of the quarterly prices.

(2) Not over 14% alcohol, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(3) Wholesale prices, port of export, excluding taxes, in alcohol containers 4 liters or less.

(4) An effervescent wine containing more than 0.392 gram of carbon dioxide per 100 milliliters resulting solely from the secondary fermentation of the wine within a closed container. Effervescent wines are of fresh grape, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(5) Other includes vermouth, port, sherry and other fortified wines. Includes a small amount of bulk wine.

(6) Not over 14% alcohol, over 2 liters. Wholesale prices, FOB port of export, excluding taxes.

(7) Countries in this table are listed in the order of market size for the most recent reported full year.

n/s = Non-sufficient market size to determine prices

**Table 22**  
**US bottled and bulk wine export prices**  
 US dollars per 12 bottle case, FOB export dock



	Annual											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>EXPORTS BY TYPE, ALL TRADE (1)</b>												
<b>All grape wine</b>												
<b>Bottled wine</b>												
Still wine (2)	41.48	44.98	42.75	45.43	55.35	59.23	63.05	62.63	62.50	62.37	66.08	61.81
Sparkling (3)	65.48	SAMPLE									88.19	77.74
Effervescent (4)	20.58	SAMPLE									n/s	n/s
Other (5)	74.47	SAMPLE									93.57	96.66
<b>Bulk still wine (6)</b>	<b>10.80</b>	<b>12.32</b>	<b>12.30</b>	<b>11.41</b>	<b>10.56</b>	<b>11.89</b>	<b>11.97</b>	<b>11.91</b>	<b>11.86</b>	<b>11.28</b>	<b>13.56</b>	<b>13.80</b>
<b>EXPORTS BY DESTINATION</b>												
<b>Bottled still wine</b>												
All countries (7)	41.48	44.98	42.75	45.43	55.35	59.23	63.05	62.63	62.50	62.37	66.08	61.81
Canada	65.36	66.01	61.56	55.33	54.26	56.19	57.54	59.90	58.93	67.12	66.59	66.07
Japan	43.01	SAMPLE									70.02	74.13
United Kingdom	27.83	SAMPLE									76.02	92.44
Hong Kong	82.32	SAMPLE									82.73	98.84
China	35.68	SAMPLE									55.49	73.20
Mexico	28.14	SAMPLE									56.73	50.03
Germany	27.45	47.80	27.85	32.76	59.13	45.18	49.78	82.28	67.70	26.34	32.45	55.98
Taiwan	42.35	49.19	50.72	48.26	59.99	70.50	82.69	70.07	64.18	68.00	69.26	81.05
Italy	58.03	75.77	77.21	88.35	111.07	52.38	69.77	76.43	85.91	73.77	64.46	61.06
<b>Bulk still wine</b>												
All countries (7)	10.80	12.32	12.30	11.41	10.56	11.89	11.97	11.91	11.86	11.28	13.56	13.80
United Kingdom	9.53	11.11	11.44	9.59	8.48	11.65	11.31	13.01	12.65	12.50	13.20	13.96
Canada	12.41	SAMPLE									18.73	24.71
Germany	12.28	SAMPLE									11.12	9.79
Japan	9.01	SAMPLE									18.67	26.96
China	37.87	44.72	22.08	26.04	24.52	21.44	19.58	16.73	21.70	21.69	n/s	24.03
Italy	7.62	9.45	9.35	8.69	8.33	n/s	n/s	n/s	n/s	n/s	n/s	n/s

All price data in this table are reported on a FOB basis and includes grape wine only. Wholesale prices at port of export, excluding taxes.

FOB = Free on board, port of origin

(1) Volumes are the sum of monthly trade. Quarterly prices are the weighted average for all exports of bottled wine to all the international markets. Annual prices are the straight average of the quarterly prices.

(2) Not over 14% alcohol, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(3) Wholesale prices, port of export, excluding taxes, in alcohol containers 4 liters or less.

(4) An effervescent wine containing more than 0.392 gram of carbon dioxide per 100 milliliters resulting solely from the secondary fermentation of the wine within a closed container. Effervescent wines are of fresh grape, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(5) Other includes vermouth, port, sherry and other fortified wines. Includes a small amount of bulk wine.

(6) Not over 14% alcohol, over 2 liters. Wholesale prices, FOB port of export, excluding taxes.

(7) Countries in this table are listed in the order of market size for the most recent reported full year.

n/s = Non-sufficient market size to determine prices

**Table 23**  
**US bottled and bulk wine export prices (quarterly)**  
 US dollars per 12 bottle case, FOB export dock



	Quarterly												
	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>EXPORTS BY TYPE, ALL TRADE (1)</b>													
<b>All grape wine</b>													
<b>Bottled wine</b>													
Still wine (2)	65.48	58.91	74.24	65.56	64.21	60.32	61.24	61.87	61.56	62.60	61.88	62.95	61.62
Sparkling (3)	87.76	107.43	SAMPLE									83.97	87.38
Effervescent (4)	n/s	n/s	SAMPLE									n/s	n/s
Other (5)	90.23	94.99	SAMPLE									01.09	101.82
<b>Bulk still wine (6)</b>	<b>10.22</b>	<b>11.93</b>	<b>11.75</b>	<b>13.70</b>	<b>13.62</b>	<b>15.17</b>	<b>13.10</b>	<b>16.04</b>	<b>13.32</b>	<b>12.74</b>	<b>15.69</b>	<b>14.74</b>	<b>13.85</b>
<b>EXPORTS BY DESTINATION</b>													
<b>Bottled still wine</b>													
All countries (7)	65.48	58.91	74.24	65.56	64.21	60.32	61.24	61.87	61.56	62.60	61.88	62.95	61.62
Canada	66.50	67.67	68.46	66.22	68.18	62.50	64.66	66.47	65.61	67.55	70.62	68.38	68.43
Japan	73.90	88.73	SAMPLE									71.48	70.16
United Kingdom	77.82	65.83	SAMPLE									95.71	93.53
Hong Kong	142.77	114.52	SAMPLE									02.73	63.97
China	46.74	44.06	SAMPLE									35.79	34.89
Mexico	37.96	44.36	SAMPLE									59.00	66.18
Germany	16.13	12.39	25.85	30.71	15.82	57.39	31.28	66.00	67.66	58.96	74.87	83.84	69.62
Taiwan	74.42	54.33	60.28	72.31	81.59	62.87	86.80	91.75	83.74	61.93	59.89	79.63	77.89
Italy	41.07	92.49	52.96	80.49	57.16	67.21	53.46	58.33	74.81	57.62	75.04	51.97	73.46
<b>Bulk still wine</b>													
All countries (7)	10.22	11.93	11.75	13.70	13.62	15.17	13.10	16.04	13.32	12.74	15.69	14.74	13.85
United Kingdom	9.71	13.21	13.05	12.52	13.27	13.95	13.64	15.83	13.47	12.89	15.58	14.64	13.90
Canada	16.00	18.70	SAMPLE									22.62	18.55
Germany	9.52	11.00	SAMPLE									9.28	10.32
Japan	17.74	13.48	SAMPLE									30.81	12.29
China	20.04	27.58	n/s	33.26	19.94	32.16	33.08	26.17	18.33	18.55	16.37	14.19	13.26

All price data in this table are reported on a FOB basis and includes grape wine only. Wholesale prices at port of export, excluding taxes.

FOB = Free on board, port of origin

(1) Volumes are the sum of monthly trade. Quarterly prices are the weighted average for all exports of bottled wine to all the international markets. Annual prices are the straight average of the quarterly prices.

(2) Not over 14% alcohol, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(3) Wholesale prices, port of export, excluding taxes, in alcohol containers 4 liters or less.

(4) An effervescent wine containing more than 0.392 gram of carbon dioxide per 100 milliliters resulting solely from the secondary fermentation of the wine within a closed container. Effervescent wines are of fresh grape, in alcohol containers 4 liters or less. Wholesale prices, port of export, excluding taxes.

(5) Other includes vermouth, port, sherry and other fortified wines. Includes a small amount of bulk wine.

(6) Not over 14% alcohol, over 2 liters. Wholesale prices, FOB port of export, excluding taxes.

(7) Countries in this table are listed in the order of market size for the most recent reported full year.

n/s = Non-sufficient market size to determine prices

**Table 24**  
**US bottled and bulk wine imports**  
 Thousand gallons



	Annual									
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>IMPORTS BY WINE TYPE, ALL TRADE</b>										
<b>All grape wine (1)</b>	<b>264,292</b>	<b>268,839</b>	<b>271,643</b>	<b>308,019</b>	<b>291,903</b>	<b>317,959</b>	<b>320,595</b>	<b>363,774</b>	<b>374,323</b>	<b>320,973</b>
<b>Still wine, bottled (2)</b>	<b>172,428</b>								<b>73,721</b>	<b>157,666</b>
Red	<b>90,197</b>								<b>72,904</b>	<b>62,594</b>
Conventional	87,921								71,770	61,676
Organic	2,276								1,134	918
White	<b>77,648</b>								<b>86,226</b>	<b>82,545</b>
Conventional	76,178								84,661	78,203
Organic	1,469								1,565	4,342
Rose (3)	<b>4,583</b>								<b>14,591</b>	<b>12,527</b>
<b>Still wine, bulk (4)</b>	<b>57,772</b>								<b>28,773</b>	<b>105,631</b>
<b>Other wine (5)</b>	<b>34,093</b>								<b>71,828</b>	<b>57,676</b>
Sparkling	21,402								53,459	43,897
Vermouth	1,874								2,471	2,199
Sherry	552	444	512	462	376	357	392	521	441	417
Other fortified wines	10,264	9,834	9,164	9,061	8,888	9,937	20,392	19,735	15,458	11,163

**IMPORTS BY SOURCE, BOTTLED STILL WINE, NON-ORGANIC (2)**

<b>White</b>										
All countries	76,178	79,361								78,203
Italy	34,512	36,333								31,532
New Zealand	7,742	9,549								13,900
France	7,369	7,390								9,726
Australia	10,633	10,946								8,835
Germany	4,982	4,504								3,420
Chile	4,213	4,728								2,590
Spain	1,885	1,880	1,992	2,246	2,060	2,108	1,786	2,177	2,428	2,420
Portugal	1,329	1,494	1,538	1,457	1,492	1,543	1,846	1,960	1,920	1,861
South Africa	1,061	1,058	1,092	1,113	1,017	1,027	1,072	1,291	1,275	1,012
Argentina	1,178	1,163	1,065	994	805	747	1,047	1,176	1,027	713
<b>Red</b>										
All countries	87,921	90,870								61,676
Italy	26,116	26,811								20,272
France	11,986	12,748								10,841
Argentina	11,777	12,329								7,256
Australia	16,475	16,409								6,792
Chile	10,127	10,608								5,980
Spain	7,116	7,118								4,378
Portugal	1,321	1,456								2,687
South Africa	786	800	787	800	810	811	807	817	798	636
New Zealand	496	529	453	562	503	518	427	438	420	303
Germany	372	388	389	538	470	502	343	395	309	264

Note: Data in this table is sorted in order of trade volume in 2023.

(1) Four liters or less. CIF at import dock.

(2) Not over 16% alcohol, in containers 4 liters or less.

(3) Includes trade designated as unspecified which may include some white and red wine. May also include both organic and conventional wine.

(4) Contains 16% alcohol or over, all alcohol containers.

(5) Not over 16% alcohol, containers over 4 liters. Excludes duties.

**Table 25**  
**US bottled and bulk wine imports (quarterly)**  
 Thousand gallons



	Quarterly									
	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>IMPORTS BY WINE TYPE, ALL TRADE</b>										
<b>All grape wine (1)</b>	<b>99,036</b>	<b>95,130</b>	<b>97,870</b>	<b>82,311</b>	<b>82,595</b>	<b>75,991</b>	<b>80,077</b>	<b>82,588</b>	<b>81,390</b>	<b>71,889</b>
<b>Still wine, bottled (2)</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>47,047</b>	<b>39,310</b>
Red	18,922	18,922	18,922	18,922	18,922	18,922	18,922	18,922	18,922	15,786
Conventional	18,596	18,596	18,596	18,596	18,596	18,596	18,596	18,596	18,596	15,372
Organic	325	325	325	325	325	325	325	325	325	415
White	22,755	22,755	22,755	22,755	22,755	22,755	22,755	22,755	22,755	20,874
Conventional	22,526	22,526	22,526	22,526	22,526	22,526	22,526	22,526	22,526	20,491
Organic	229	229	229	229	229	229	229	229	229	383
Rose (3)	5,371	5,371	5,371	5,371	5,371	5,371	5,371	5,371	5,371	2,650
<b>Still wine, bulk (4)</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>33,419</b>	<b>16,993</b>
<b>Other wine (5)</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>18,569</b>	<b>15,587</b>
Sparkling	13,671	13,671	13,671	13,671	13,671	13,671	13,671	13,671	13,671	11,374
Vermouth	634	634	634	634	634	634	634	634	634	535
Sherry	113	113	113	113	113	113	113	113	113	100
Other fortified wines	4,151	4,151	4,151	4,151	4,151	4,151	4,151	4,151	4,151	3,578

**IMPORTS BY SOURCE, BOTTLED STILL WINE, NON-ORGANIC (2)**

<b>White</b>										
All countries	22,526	22,100	22,526	22,526	22,526	22,526	22,526	22,526	22,526	20,491
Italy	9,892	8,810	9,892	9,892	9,892	9,892	9,892	9,892	9,892	7,922
New Zealand	3,310	4,030	3,310	3,310	3,310	3,310	3,310	3,310	3,310	3,738
France	2,549	2,810	2,549	2,549	2,549	2,549	2,549	2,549	2,549	3,000
Australia	2,505	1,950	2,505	2,505	2,505	2,505	2,505	2,505	2,505	2,303
Germany	1,014	970	1,014	1,014	1,014	1,014	1,014	1,014	1,014	698
Chile	684	760	684	684	684	684	684	684	684	722
Spain	714	819	524	577	686	610	547	470	817	655
Portugal	650	562	430	364	626	524	347	475	606	521
South Africa	257	336	364	142	369	267	234	158	267	212
Argentina	239	271	269	212	171	135	195	137	189	156
<b>Red</b>										
All countries	18,596	19,207	18,596	18,596	18,596	18,596	18,596	18,596	18,596	15,372
Italy	6,494	6,523	6,494	6,494	6,494	6,494	6,494	6,494	6,494	4,815
France	2,773	3,095	2,773	2,773	2,773	2,773	2,773	2,773	2,773	3,095
Argentina	2,652	2,652	2,652	2,652	2,652	2,652	2,652	2,652	2,652	1,848
Australia	2,094	1,581	2,094	2,094	2,094	2,094	2,094	2,094	2,094	1,581
Chile	1,622	1,494	1,622	1,622	1,622	1,622	1,622	1,622	1,622	1,494
Spain	1,145	1,130	1,145	1,145	1,145	1,145	1,145	1,145	1,145	1,130
Portugal	881	641	881	881	881	881	881	881	881	641
South Africa	165	128	165	165	165	165	165	165	165	128
New Zealand	110	88	103	95	81	74	53	64	85	72
Germany	65	118	64	52	76	77	59	80	45	81

Note: Data in this table is sorted in order of trade volume in 2023.

(1) Four liters or less. CIF at import dock.

(2) Not over 16% alcohol, in containers 4 liters or less.

(3) Includes trade designated as unspecified which may include some white and red wine. May also include both organic and conventional wine.

(4) Contains 16% alcohol or over, all alcohol containers.

(5) Not over 16% alcohol, containers over 4 liters. Excludes duties.

**Table 26**  
**US bottled and bulk wine import prices**  
 US dollars per gallon, CIF import dock



	Annual												
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>IMPORTS BY WINE TYPE, ALL COUNTRIES</b>													
<b>All grape wine (1)</b>	19.24	17.50	19.51	20.82	20.57	20.91	19.71	21.76	20.23	18.25	20.13	20.33	21.61
<b>Still wine, bottled (2)</b>													
Red													
Conventional	20.76	21.71										26.74	29.61
Organic	n/a	n/a										29.07	24.57
White													
Conventional	19.51	19.72										23.14	24.01
Organic	n/a	n/a										25.80	32.86
Rose (3)	19.83	19.77										24.04	27.60
<b>Still wine, bulk (4)</b>	<b>4.50</b>	<b>4.56</b>										<b>3.55</b>	<b>3.09</b>
<b>Other wine (5)</b>													
Sparkling	43.86	42.45										37.25	38.76
Vermouth	15.69	15.47										28.52	27.25
Sherry	18.82	27.15	28.09	27.81	27.55	28.27	31.21	27.33	26.43	26.57	29.63	32.22	31.19
Other fortified wines	38.87	41.73	42.99	44.25	43.58	42.91	45.41	51.88	48.11	40.50	44.47	49.91	54.40
<b>IMPORTS BY SOURCE, BOTTLED STILL WINE, NON-ORGANIC (2)</b>													
<b>White</b>													
All countries	19.51	19.72	20.51	21.42	20.46	21.03	21.40	22.36	22.07	20.82	22.68	23.14	24.01
Italy	18.78	18.41	19.49	20.14	18.69	19.59	19.70	20.55	20.10	20.11	21.23	21.41	22.28
New Zealand	28.48	30.40	30.70	30.62	30.35	29.55	29.52	29.59	28.80	28.41	29.93	27.71	26.60
France	34.56	32.66	25.04	26.70	22.02	24.54	25.50	28.60	27.04	22.60	27.49	39.74	43.94
Australia	13.10	13.10										2.24	12.47
Germany	20.63	19.70										3.66	19.51
Chile	13.54	14.00										1.58	12.71
Spain	20.29	19.70										0.80	21.50
Portugal	12.77	12.77										4.49	14.44
South Africa	17.30	17.30										7.39	18.02
Argentina	14.46	14.46										4.66	16.56
<b>Red</b>													
All countries	20.76	21.71										4.75	26.74
Italy	22.45	21.71										5.87	28.17
France	38.51	41.71										1.12	52.15
Argentina	16.77	18.37										3.81	18.37
Australia	14.10	13.15										2.45	13.15
Chile	14.49	14.49										3.03	12.98
Spain	20.11	19.74										9.83	22.74
Portugal	15.66	14.30	16.04	16.00	17.70	17.00	16.00	16.00	16.00	16.00	16.21	13.79	13.83
South Africa	18.79	18.84	19.85	20.93	20.02	20.27	19.52	20.18	20.76	19.23	19.91	23.00	25.34
New Zealand	35.52	37.13	36.91	39.27	38.69	40.49	38.05	39.20	38.64	39.39	37.78	39.57	44.39
Germany	16.78	18.53	18.63	19.82	21.11	21.92	19.45	26.65	25.41	14.66	17.39	23.87	25.28

Note: Data in this table is sorted in order of trade volume in 2023.

(1) Four liters or less. CIF at import dock.

(2) Not over 16% alcohol, in containers 4 liters or less.

(3) Includes trade designated as unspecified which may include some white and red wine. May also include both organic and conventional wine.

(4) Contains 16% alcohol or over, all alcohol containers.

(5) Not over 16% alcohol, containers over 4 liters. Excludes duties.



**Table 27**  
**US bottled and bulk wine import prices (quarterly)**  
 US dollars per gallon, CIF import dock



	Quarterly												
	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>IMPORTS BY WINE TYPE, ALL COUNTRIES</b>													
<b>All grape wine (1)</b>	<b>20.90</b>	<b>20.62</b>	<b>18.92</b>	<b>21.11</b>	<b>21.50</b>	<b>19.79</b>	<b>20.80</b>	<b>21.99</b>	<b>22.86</b>	<b>20.82</b>	<b>19.53</b>	<b>22.12</b>	<b>24.72</b>
<b>Still wine, bottled (2)</b>													
Red													
Conventional	26.19	25.10										29.53	31.06
Organic	26.64	28.29										22.28	25.11
White													
Conventional	23.95	22.89										24.60	26.02
Organic	23.50	25.24										24.18	23.26
Rose (3)	21.92	21.89										27.66	26.36
<b>Still wine, bulk (4)</b>	<b>3.13</b>	<b>3.28</b>										<b>2.88</b>	<b>2.20</b>
<b>Other wine (5)</b>													
Sparkling	35.16	40.39										31.17	40.72
Vermouth	28.71	26.85										28.25	28.90
Sherry	28.78	32.82	32.33	33.98	33.43	29.14	30.00	35.59	30.73	28.44	33.89	31.74	35.60
Other fortified wines	46.49	46.71	46.78	52.60	48.37	51.88	54.26	56.08	53.25	54.03	47.56	40.83	44.04

**IMPORTS BY SOURCE, BOTTLED STILL WINE, NON-ORGANIC (2)**

<b>White</b>													
All countries	23.95	22.89	22.64	23.59	24.00	22.33	23.28	24.00	24.81	23.94	23.64	24.60	26.02
Italy	22.01	20.88	21.17	22.77	22.72	18.98	22.24	22.05	22.10	22.70	21.72	21.87	23.18
New Zealand	31.71	28.31	28.38	29.64	26.85	25.96	25.48	27.32	27.68	25.90	27.64	27.99	26.57
France	38.97	40.00	39.00	39.70	40.00	40.07	40.70	40.07	44.77	44.00	44.07	44.58	50.36
Australia	12.26											12.40	12.62
Germany	19.00											20.24	22.76
Chile	10.94											12.06	11.44
Spain	21.19											23.81	24.65
Portugal	14.88											14.18	14.81
South Africa	17.81											21.36	20.71
Argentina	15.41											18.26	18.44
<b>Red</b>													
All countries	26.19											28.46	29.53
Italy	26.05											30.32	32.73
France	55.99											59.44	62.85
Argentina	18.05											19.84	19.29
Australia	12.42											12.65	12.51
Chile	12.77											11.89	11.49
Spain	20.12											23.45	23.48
Portugal	14.64											14.89	14.99
South Africa	20.34	21.05	23.84	22.83	21.98	23.34	24.98	23.94	26.57	25.87	28.59	22.71	25.91
New Zealand	41.23	40.17	38.53	39.30	41.50	38.94	44.77	40.70	47.82	44.26	51.05	45.22	37.57
Germany	16.33	21.90	27.89	23.82	20.55	23.22	25.21	25.13	27.07	23.69	24.56	34.93	23.23

Note: Data in this table is sorted in order of trade volume in 2023.

(1) Four liters or less. CIF at import dock.

(2) Not over 16% alcohol, in containers 4 liters or less.

(3) Includes trade designated as unspecified which may include some white and red wine. May also include both organic and conventional wine.

(4) Contains 16% alcohol or over, all alcohol containers.

(5) Not over 16% alcohol, containers over 4 liters. Excludes duties.

**Table 28**  
**US bottled and bulk wine import case prices**  
 US dollars per 12 bottle case, CIF import dock



	Annual												
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>IMPORTS BY WINE TYPE, ALL COUNTRIES</b>													
<b>All grape wine (1)</b>	45.74	41.62	46.39	49.51	48.92	49.72	46.86	51.74	48.10	43.38	47.85	48.33	51.39
<b>Still wine, bottled (2)</b>													
<b>Red</b>													
Conventional	49.36	51.62	52.32	54.50	52.34	53.14	55.15	60.02	59.72	49.08	58.84	63.59	70.41
Organic	n/a	n/a										69.11	58.42
<b>White</b>													
Conventional	46.38	46.89										55.02	57.08
Organic	n/a	n/a										61.34	78.13
Rose (3)	47.15	47.01										57.17	65.62
<b>Still wine, bulk (4)</b>	<b>10.71</b>	<b>10.84</b>										<b>8.45</b>	<b>7.35</b>
<b>Other wine (5)</b>													
Sparkling	104.28	100.94										88.57	92.15
Vermouth	37.31	36.77										67.82	64.79
Sherry	44.75	64.54	66.78	66.11	65.49	67.21	74.20	64.99	62.83	63.16	70.45	76.60	74.16
Other fortified wines	92.41	99.22	102.20	105.20	103.62	102.02	107.96	123.34	114.39	96.29	105.74	118.66	129.35

**IMPORTS BY SOURCE, BOTTLED STILL WINE, NON-ORGANIC (2)**

**White**

All countries	46.38											53.93	55.02	57.08
Italy	44.65											50.47	50.90	52.97
New Zealand	67.71											71.16	65.88	63.23
France	82.18											89.15	94.48	104.46
Australia	31.14											29.11	29.66	29.23
Germany	49.06											44.36	46.38	47.94
Chile	32.18											27.54	30.22	28.81
Spain	48.25											49.46	51.12	55.58
Portugal	30.37											34.44	34.34	36.61
South Africa	41.13											41.36	42.84	47.94
Argentina	34.39											34.86	39.38	45.54

**Red**

All countries	49.36											58.84	63.59	70.41
Italy	53.37											61.50	66.98	71.15
France	91.56											121.54	123.98	147.11
Argentina	39.87											44.71	43.68	50.45
Australia	33.52											29.61	31.28	29.95
Chile	34.44											30.97	30.87	33.02
Spain	47.81											47.15	54.05	57.68
Portugal	37.23	35.32	37.18	37.56	35.06	34.15	32.93	35.79	33.01	31.41		32.78	32.88	33.49
South Africa	44.69	44.79	47.20	49.76	47.59	48.19	46.41	47.99	49.37	45.71		47.34	54.68	60.24
New Zealand	84.46	88.28	87.76	93.36	91.99	96.27	90.48	93.20	91.86	93.65		89.83	94.08	105.53
Germany	39.89	44.06	44.30	47.13	50.19	52.12	46.23	63.36	60.41	34.86		41.34	56.75	60.09

Note: Data in this table is sorted in order of trade volume in 2023.

(1) Four liters or less. CIF at import dock.

(2) Not over 16% alcohol, in containers 4 liters or less.

(3) Includes trade designated as unspecified which may include some white and red wine. May also include both organic and conventional wine.

(4) Contains 16% alcohol or over, all alcohol containers.

(5) Not over 16% alcohol, containers over 4 liters. Excludes duties.

**Table 29**  
**US bottled and bulk wine import case prices (quarterly)**  
 US dollars per 12 bottle case, CIF import dock



	Quarterly												
	21Q3	21Q4	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3
<b>IMPORTS BY WINE TYPE, ALL COUNTRIES</b>													
<b>All grape wine (1)</b>	<b>49.68</b>	<b>49.02</b>	<b>44.97</b>	<b>50.18</b>	<b>51.11</b>	<b>47.04</b>	<b>49.46</b>	<b>52.27</b>	<b>54.35</b>	<b>49.49</b>	<b>46.44</b>	<b>52.59</b>	<b>58.77</b>
<b>Still wine, bottled (2)</b>													
<b>Red</b>													
Conventional	62.28	59.69	60.38	64.90	63.07	65.99	67.62	71.69	74.37	67.93	67.66	70.22	73.84
Organic	63.33	67.27										52.97	59.70
<b>White</b>													
Conventional	56.95	54.43										58.48	61.88
Organic	55.86	60.01										57.50	55.30
Rose (3)	52.11	52.04										65.75	62.68
<b>Still wine, bulk (4)</b>	<b>7.45</b>	<b>7.79</b>										<b>6.84</b>	<b>5.23</b>
<b>Other wine (5)</b>													
Sparkling	83.59	96.03										74.11	96.82
Vermouth	68.26	63.84										67.16	68.72
Sherry	68.43	78.02	76.86	80.78	79.47	69.28	71.33	84.61	73.07	67.63	80.59	75.46	84.65
Other fortified wines	110.53	111.05	111.21	125.06	115.01	123.34	129.00	133.34	126.60	128.47	113.09	97.07	104.71

SAMPLE

**IMPORTS BY SOURCE, BOTTLED STILL WINE, NON-ORGANIC (2)**

**White**

All countries	56.95	54.42	52.84	56.00	57.07	52.08	55.24	57.07	50.00	56.04	56.20	58.48	61.88
Italy	52.33										51.63	51.99	55.12
New Zealand	75.38										65.72	66.56	63.18
France	92.66										04.79	105.99	119.75
Australia	29.16										29.48	30.02	30.48
Germany	45.18										48.11	48.12	54.12
Chile	26.01										28.68	27.19	25.96
Spain	50.39										56.61	58.62	59.57
Portugal	35.39										33.72	35.22	35.61
South Africa	42.35										50.78	49.25	47.61
Argentina	36.65										43.42	43.85	49.13

SAMPLE

**Red**

All countries	62.28											67.66	70.22	73.84
Italy	61.95											72.10	77.81	73.49
France	133.11											41.32	149.42	148.99
Argentina	42.90											47.17	45.86	48.14
Australia	29.52											30.08	29.75	30.87
Chile	30.36											28.26	27.32	27.63
Spain	47.84											55.76	55.82	56.56
Portugal	34.81											35.40	35.65	34.75
South Africa	48.36	50.06	56.69	54.29	52.26	55.49	59.38	56.91	63.16	61.50	67.97	53.99	61.60	
New Zealand	98.02	95.50	91.61	93.43	98.68	92.59	106.44	96.77	113.70	105.22	121.37	107.52	89.33	
Germany	38.82	52.07	66.32	56.64	48.86	55.21	59.93	59.75	64.36	56.32	58.39	83.05	55.23	

Note: Data in this table is sorted in order of trade volume in 2023.

(1) Four liters or less. CIF at import dock.

(2) Not over 16% alcohol, in containers 4 liters or less.

(3) Includes trade designated as unspecified which may include some white and red wine. May also include both organic and conventional wine.

(4) Contains 16% alcohol or over, all alcohol containers.

(5) Not over 16% alcohol, containers over 4 liters. Excludes duties.

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# Consumer demographics

**Table 30**  
**US alcohol consumer population characterized**  
 Millions



	Annual													
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>GENERAL POPULATION</b>														
<b>Total US</b>	310.1	312.4	314.5	316.8	319.1	321.4	323.4	325.1	326.6	328.3	330.3	332.4	334.4	336.3
<b>Legal drinking age</b>	231.7	234.2	236.5	238.9	241.3	243.5	245.6	247.4	249.2	251.3	253.6	256.1	258.4	260.6

**ALCOHOL CONSUMER POPULATION BY BEHAVIOUR (1)**

<b>All consumers</b>	168.8	171.7	174.5	176.3	175.1	175.2	179.0	178.9	178.1	175.8	173.6	176.3	177.2	176.4	
Occasional	34.4	36.2	37.4	37.1	SAMPLE									43.0	42.4
Moderate	74.4	75.5	76.9	76.8										72.8	73.0
Binge	43.2	43.7	44.2	45.7										45.2	44.9
Heavy	16.8	16.2	16.0	16.7										16.2	16.1
														17.1	15.8

**Consumer types as a percent of legal alcohol consuming population**

<b>All consumers</b>	73%	73%	74%	74%	73%	72%	73%	72%	71%	70%	68%	69%	69%	68%	
Occasional	15%	15%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	17%	16%	
Moderate	32%	32%	33%	32%	29%	29%	30%	29%	30%	30%	28%	29%	28%	28%	
Binge	19%	19%	19%	19%	SAMPLE									17%	17%
Heavy	7%	7%	7%	7%										6%	6%

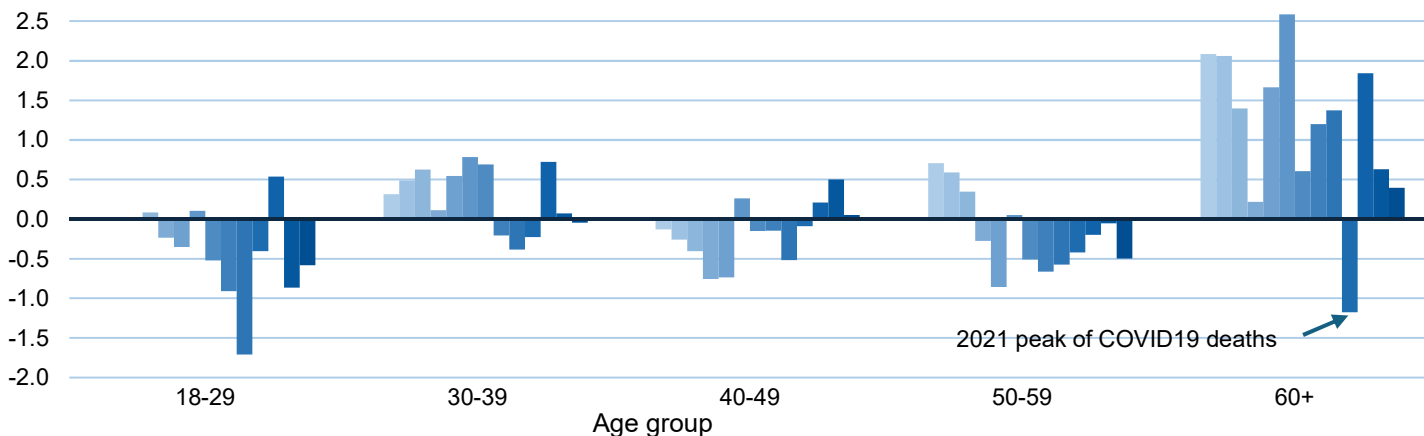
**Share of alcohol consuming population**

Occasional	20%	21%	22%	21%	SAMPLE									24%	24%								
Moderate	44%	44%	44%	44%										41%	41%								
Binge	26%	26%	25%	26%										29%	28%	28%	28%	27%	24%	26%	25%	26%	25%
Heavy	10%	10%	9%	10%										10%	9%	9%	9%	9%	10%	9%	9%	9%	9%

**ALCOHOL CONSUMER POPULATION BY AGE GROUP**

<b>All consumers</b>	168.7	171.6	174.4	176.2	175.0	175.1	178.9	178.8	178.0	175.7	173.5	176.3	177.1	176.3	
12-17 years of age	6.3	6.2	6.1	5.9	5.5	5.4	5.4	5.2	5.1	4.6	4.7	4.4	4.9	4.8	
18-24	22.9	22.8	22.6	22.4	21.8	21.3	21.0	20.6	19.9	18.8	18.9	19.3	19.1	19.0	
25-29	16.8	17.0	17.2	17.1	SAMPLE									16.4	15.9
30-34	15.8	16.1	16.3	16.1										17.4	17.5
35-39	14.5	14.5	14.7	15.1										16.4	16.3
40-44	15.6	15.7	15.6	15.1										15.4	15.7
45-49	16.1	15.9	15.7	15.1										14.1	13.9
50-54	16.0	16.3	16.5	16.1	14.1	14.0									
55-59	13.6	14.0	14.4	14.1	13.6	13.2									
60-64	11.2	11.4	11.9	12.2	12.4	12.6	13.7	13.6	14.0	14.3	13.9	14.4	14.2	14.0	
65-69	8.6	9.6	10.3	10.8	11.0	11.5	12.0	12.1	12.5	13.0	12.7	13.2	13.5	13.7	
70-74	6.4	7.0	7.7	8.0	8.0	8.5	9.3	9.5	10.0	10.3	10.1	10.5	10.7	10.8	
75+	4.9	5.1	5.4	5.7	5.6	5.8	6.2	6.3	6.5	6.7	6.5	6.9	7.2	7.5	

**Increase (decrease) in alcohol consumers by age group per year in millions**



(1) Alcohol consumers include all people who have consumed alcohol within the year. Consumer group types are defined in Table 31.

**Table 31**  
**US alcohol consumer population by age-group and drinking behavior**



Thousands

	Annual													
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Moderate (1)</b>	<b>74,350</b>	<b>75,510</b>	<b>76,860</b>	<b>76,750</b>	<b>70,340</b>	<b>71,580</b>	<b>73,540</b>	<b>72,520</b>	<b>74,330</b>	<b>75,490</b>	<b>71,790</b>	<b>75,460</b>	<b>72,790</b>	<b>72,980</b>
12-17 years of age	1,400	1,350	1,320	1,260	930	1,110	1,140	1,070	1,120	960	840	910	840	840
18-24	6,150	6,150	6,150	6,070	5,330	5,270	5,470	5,540	5,400	5,440	5,800	5,790	5,870	5,820
25-29	5,690	5,740	5,870	5,940	5,380	5,640	5,850	5,850	5,910	5,960	5,790	5,880	5,560	5,410
30-34	5,940	5,940	5,940	5,940	5,940	5,940	5,940	5,940	5,940	5,940	5,940	5,940	6,360	6,410
35-39	6,100	6,100	6,100	6,100	6,100	6,100	6,100	6,100	6,100	6,100	6,100	6,100	6,330	6,290
40-44	7,070	7,070	7,070	7,070	7,070	7,070	7,070	7,070	7,070	7,070	7,070	7,070	6,150	6,280
45-49	7,640	7,640	7,640	7,640	7,640	7,640	7,640	7,640	7,640	7,640	7,640	7,640	5,940	5,860
50-54	8,150	8,150	8,150	8,150	8,150	8,150	8,150	8,150	8,150	8,150	8,150	8,150	6,240	6,220
55-59	7,560	7,560	7,560	7,560	7,560	7,560	7,560	7,560	7,560	7,560	7,560	7,560	6,150	5,980
60-64	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,720	6,710
65-69	5,100	5,690	6,130	6,510	6,270	6,500	6,580	6,790	7,070	7,340	6,570	7,440	6,830	7,000
70-74	3,870	4,230	4,680	5,030	4,820	5,060	5,400	5,650	5,960	6,220	5,490	6,240	5,720	5,860
75+	3,050	3,220	3,460	3,700	3,530	3,670	3,780	3,960	4,120	4,270	3,770	4,330	4,080	4,300
<b>Binge (2)</b>	<b>43,160</b>	<b>43,700</b>	<b>44,200</b>	<b>45,730</b>	<b>49,890</b>	<b>49,610</b>	<b>49,960</b>	<b>50,190</b>	<b>47,930</b>	<b>42,940</b>	<b>44,530</b>	<b>44,780</b>	<b>45,150</b>	<b>44,830</b>
12-17 years of age	1,420	1,320	1,250	1,250	1,170	1,030	1,130	1,010	970	890	900	790	970	940
18-24	8,120	8,170	8,090	7,880	8,200	8,330	7,440	7,190	6,900	5,990	6,090	6,080	6,250	6,180
25-29	5,970	6,030	6,080	6,140	6,670	6,680	6,700	6,590	6,470	5,730	5,650	5,740	5,430	5,280
30-34	5,100	5,100	5,100	5,100	5,100	5,100	5,100	5,100	5,100	5,100	5,100	5,100	5,340	5,390
35-39	4,180	4,180	4,180	4,180	4,180	4,180	4,180	4,180	4,180	4,180	4,180	4,180	4,800	4,780
40-44	4,060	4,060	4,060	4,060	4,060	4,060	4,060	4,060	4,060	4,060	4,060	4,060	4,350	4,430
45-49	3,890	3,890	3,890	3,890	3,890	3,890	3,890	3,890	3,890	3,890	3,890	3,890	3,590	3,540
50-54	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,270	3,280
55-59	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	3,030	2,950
60-64	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	2,880	2,840
65-69	1,210	1,340	1,410	1,500	1,780	1,870	2,100	2,010	1,970	1,850	2,240	2,090	2,420	2,410
70-74	830	910	980	1,020	1,160	1,220	1,470	1,400	1,360	1,270	1,630	1,450	1,780	1,760
75+	530	570	590	610	690	710	830	790	750	700	900	810	1,040	1,050
<b>Heavy (3)</b>	<b>16,800</b>	<b>16,220</b>	<b>15,960</b>	<b>16,740</b>	<b>17,060</b>	<b>15,790</b>	<b>16,830</b>	<b>16,420</b>	<b>16,380</b>	<b>17,440</b>	<b>15,730</b>	<b>16,100</b>	<b>16,180</b>	<b>16,070</b>
12-17 years of age	360	320	280	240	210	180	160	140	200	120	90	70	120	110
18-24	3,590	3,190	2,950	3,220	2,960	2,300	2,660	2,410	2,220	2,140	1,890	2,090	1,890	1,900
25-29	2,430	2,300	2,200	2,220	2,390	2,320	2,250	2,180	2,150	2,080	2,020	1,980	1,980	1,920
30-34	1,990	1,990	1,990	1,990	1,990	1,990	1,990	1,990	1,990	1,990	1,990	1,990	1,930	1,950
35-39	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,670	1,670
40-44	1,560	1,560	1,560	1,560	1,560	1,560	1,560	1,560	1,560	1,560	1,560	1,560	1,610	1,640
45-49	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,410	1,390
50-54	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,350	1,360
55-59	980	980	980	980	980	980	980	980	980	980	980	980	1,320	1,270
60-64	730	750	780	840	990	930	1,130	1,130	1,150	1,530	1,150	1,130	1,260	1,230
65-69	460	520	560	590	690	690	800	780	880	1,080	840	820	970	960
70-74	220	250	270	290	320	330	400	390	470	540	430	420	500	500
75+	80	90	90	100	110	110	130	130	150	170	140	140	170	170

Data in this table only includes consumers of alcohol in the past month. **Occasional** drinkers have consumed alcohol in the past year but not in the last month. Therefore occasional drinkers exclude moderate, binge and heavy drinkers.

- (1) **Moderate** drinking is defined as having consumed alcohol within the past month but not of the volumes that characterize binge or heavy alcohol use.
- (2) **Binge** drinking is a pattern of drinking alcohol that brings blood alcohol concentration (BAC) to 0.08 percent or higher. For a typical adult, this pattern corresponds to consuming 5 or more drinks (male), or 4 or more drinks (female), in about 2 hours at least 1 day in the past month. One drink is 1.25 oz. of 80-proof liquor, 12oz of beer, or 5oz of table wine.
- (3) **Heavy** drinkers have a pattern of binge drinking on 5 or more days in the past month and/or 15 or more drinks per week for men and 8 or more drinks per week for women.

**Table 32**  
**US alcohol consumption by age group**  
 Million liters, ethanol volume



	Annual																					
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024								
<b>ALCOHOL CONSUMPTION BY AGE GROUP</b>																						
<b>All consumers</b>	<b>1,920</b>	<b>1,959</b>	<b>1,987</b>	<b>2,009</b>	<b>2,038</b>	<b>2,045</b>	<b>2,051</b>	<b>2,058</b>	<b>2,080</b>	<b>2,124</b>	<b>2,138</b>	<b>2,127</b>	<b>2,098</b>	<b>2,059</b>								
12-17 years of age	50	48	45	43	38	37	37	35	37	33	32	29	33	32								
18-24	303	298	292	291	283	271	261	253	246	238	244	243	239	234								
25-29	226	228	229	228	228	242	238	236	240	225	227	232	221	212								
30-34	201	207	209	SAMPLE								231	226	224								
35-39	174	176	179									217	207	203								
40-44	180	183	182									192	195	195								
45-49	181	181	180									175	172	167								
50-54	174	178	183									170	167	164								
55-59	141	147	153									169	160	153								
60-64	113	116	120									163	161	157								
65-69	81	92	99									104	109	115	121	122	129	142	139	140	145	144
70-74	56	63	69									73	74	79	87	89	95	103	103	103	107	106
75+	40	43	46									48	48	51	53	55	58	61	62	63	66	68
<b>SHARE OF ALCOHOL CONSUMPTION BY CONSUMER TYPE</b>																						
Occasional	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%								
Moderate	34%	35%	35%	34%	31%	32%	32%	32%	33%	34%	33%	34%	33%	33%								
Binge	40%	40%	40%	41%	44%	44%	43%	44%	42%	39%	41%	41%	41%	41%								
Heavy	25%	24%	23%	24%	24%	22%	23%	23%	23%	25%	23%	23%	24%	23%								

(1) Alcohol consumers include all people who have consumed wine within the respective year. Consumer group types are defined in Table 31.



**Table 33**  
**US alcohol consumption by age group and consumer type**  
 Million liters, ethanol volume



	Annual													
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Moderate (1)</b>	<b>655</b>	<b>678</b>	<b>695</b>	<b>685</b>	<b>630</b>	<b>649</b>	<b>653</b>	<b>652</b>	<b>684</b>	<b>726</b>	<b>714</b>	<b>730</b>	<b>697</b>	<b>688</b>
12-17 years of age	12	12	12	11	8	10	10	10	10	9	8	9	8	8
18-24	54	55	56	54	48	48	49	50	50	52	58	56	56	55
25-29	50	52	53	55	50	51	52	52	51	55	52	57	53	51
30-34	52	54	55	55	50	51	52	52	51	55	52	62	61	61
35-39	54	54	55	55	50	51	52	52	51	55	52	62	61	59
40-44	62	63	63	63	50	51	52	52	51	55	52	59	59	59
45-49	67	67	66	66	50	51	52	52	51	55	52	58	57	55
50-54	72	73	74	74	50	51	52	52	51	55	52	59	60	59
55-59	67	70	71	71	50	51	52	52	51	55	52	63	59	56
60-64	59	60	62	62	50	51	52	52	51	55	52	71	64	63
65-69	45	51	55	58	56	59	58	61	65	71	65	72	65	66
70-74	34	38	42	45	43	46	48	51	55	60	55	60	55	55
75+	27	29	31	33	32	33	34	36	38	41	37	42	39	41
<b>Binge</b>	<b>762</b>	<b>785</b>	<b>798</b>	<b>816</b>	<b>890</b>	<b>902</b>	<b>889</b>	<b>901</b>	<b>882</b>	<b>825</b>	<b>885</b>	<b>865</b>	<b>865</b>	<b>849</b>
12-17 years of age	25	24	23	22	21	19	20	18	18	17	18	15	19	18
18-24	143	147	146	141	146	152	132	129	127	115	121	117	120	117
25-29	105	108	110	110	110	121	110	118	110	110	112	111	104	100
30-34	90	93	95	95	90	91	92	92	91	95	92	106	102	102
35-39	74	75	76	76	70	71	72	72	71	75	72	96	92	90
40-44	72	73	73	73	70	71	72	72	71	75	72	82	83	84
45-49	69	70	70	70	70	71	72	72	71	75	72	71	69	67
50-54	62	65	68	68	62	63	64	64	63	67	64	65	63	62
55-59	45	48	50	50	45	46	47	47	46	50	47	63	58	56
60-64	32	32	33	33	32	33	34	34	33	37	34	55	55	54
65-69	21	24	25	27	32	34	37	36	36	36	45	40	46	46
70-74	15	16	18	18	21	22	26	25	25	24	32	28	34	33
75+	9	10	11	11	12	13	15	14	14	13	18	16	20	20
<b>Heavy</b>	<b>471</b>	<b>465</b>	<b>459</b>	<b>475</b>	<b>486</b>	<b>458</b>	<b>477</b>	<b>469</b>	<b>481</b>	<b>534</b>	<b>497</b>	<b>494</b>	<b>494</b>	<b>483</b>
12-17 years of age	10	9	8	7	6	5	5	4	6	4	3	2	4	3
18-24	101	91	85	91	84	67	75	69	65	66	60	64	58	57
25-29	68	66	63	63	68	67	64	62	63	64	64	61	60	58
30-34	56	58	57	52	56	54	52	55	54	57	59	60	59	59
35-39	44	45	45	45	46	46	47	50	47	53	53	55	51	50
40-44	44	44	44	43	40	39	41	41	41	48	48	48	49	49
45-49	42	41	41	43	41	42	42	40	44	47	45	44	43	42
50-54	37	37	38	44	45	42	41	40	43	44	42	43	41	41
55-59	27	28	29	35	40	36	40	39	40	49	42	40	40	38
60-64	21	21	22	24	28	27	32	32	34	47	36	35	39	37
65-69	13	15	16	17	20	20	23	22	26	33	27	25	30	29
70-74	6	7	8	8	9	10	11	11	14	17	14	13	15	15
75+	2	3	3	3	3	3	4	4	4	5	4	4	5	5

Note: Consumer group types are defined in Table 31.

**Table 34**  
**US wine consumption by age group**  
 Million liters



Annual

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

**WINE CONSUMPTION BY AGE GROUP**

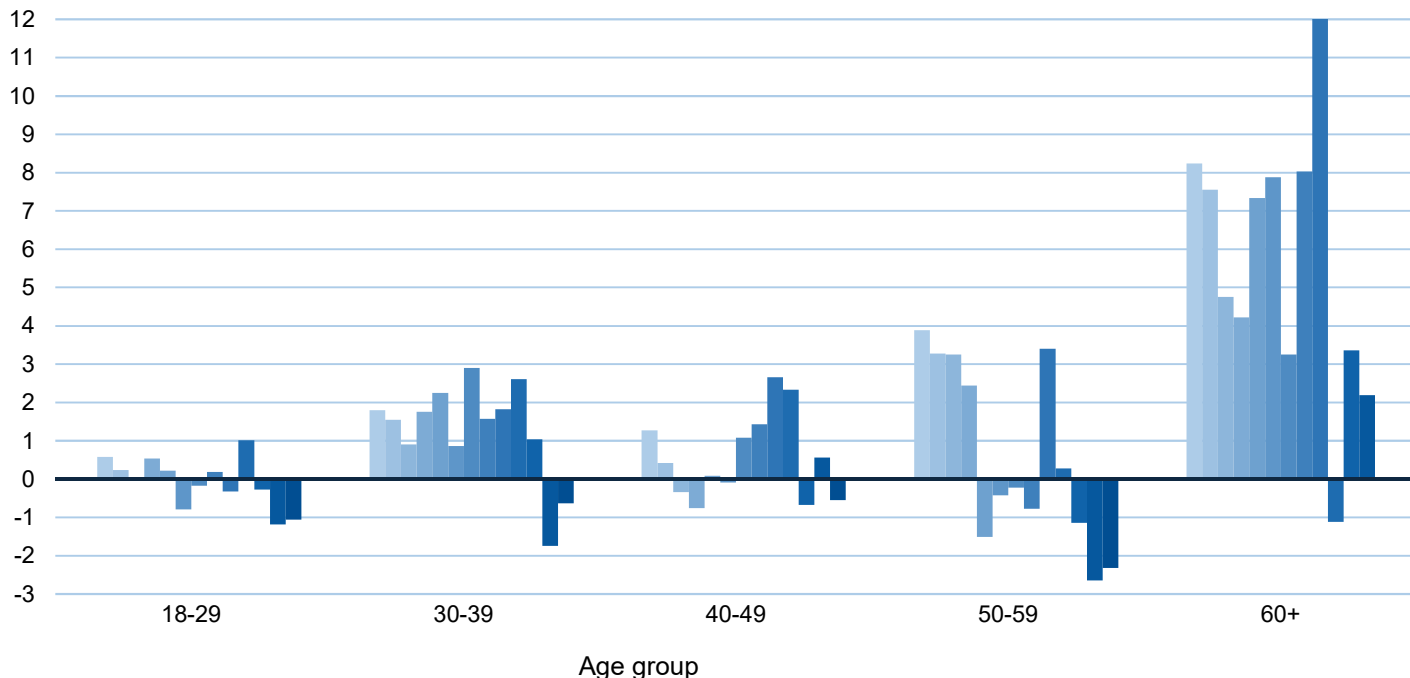
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>All consumers</b>	<b>2,951</b>	<b>3,075</b>	<b>3,177</b>	<b>3,243</b>	<b>3,306</b>	<b>3,371</b>	<b>3,429</b>	<b>3,482</b>	<b>3,564</b>	<b>3,723</b>	<b>3,765</b>	<b>3,780</b>	<b>3,761</b>	<b>3,725</b>
12-17 years of age	28	29	29	28	27	26	26	25	26	24	26	23	26	25
18-24	180	181	180	179	177	174	169	166	164	162	167	168	166	163
25-29	150	154	157	158	161	160	168	160	172	172	175	172	165	159
30-34	218	226	232									275	272	272
35-39	273	279	285									365	354	349
40-44	327	334	336									372	381	385
45-49	361	364	366									374	370	362
50-54	380	393	405									394	392	388
55-59	324	341	355									407	389	374
60-64	262	271	284									401	395	388
65-69	197	225	244	256	269	286	299	305	326	358	355	362	371	372
70-74	146	164	182	192	195	210	231	238	257	279	280	286	293	294
75+	106	114	124	130	130	139	146	151	160	172	173	180	187	193

SAMPLE

**SHARE OF WINE CONSUMPTION BY CONSUMER TYPE**

Occasional	6%	5%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Moderate	44%	45%	46%	45%	42%	43%	43%	42%	43%	44%	42%	41%	39%	39%
Binge	32%	33%	33%	35%	39%	39%	39%	39%	37%	33%	35%	33%	33%	33%
Heavy	17%	17%	17%	18%	19%	18%	18%	18%	18%	20%	18%	17%	17%	17%

**Increase (decrease) in wine consumption by age group per year in million liters**



(1) wine consumers include all people who have consumed wine within the year. Consumer group types are defined in Table 31.

**Table 35**  
**US wine consumption by age group and consumer type**  
 Million liters



	Annual														
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
<b>Moderate (1)</b>	<b>1,300</b>	<b>1,392</b>	<b>1,450</b>	<b>1,455</b>	<b>1,398</b>	<b>1,449</b>	<b>1,471</b>	<b>1,469</b>	<b>1,533</b>	<b>1,637</b>	<b>1,563</b>	<b>1,565</b>	<b>1,462</b>	<b>1,445</b>	
12-17 years of age	4	4	4	4	3	4	4	4	4	3	3	3	3	3	
18-24	35	37	37	37	34	34	35	36	36	38	41	38	38	37	
25-29	37	40	41	SAMPLE									45	41	40
30-34	66	69	72										82	79	79
35-39	97	100	102										119	114	111
40-44	129	134	135										129	127	127
45-49	153	156	157										139	135	130
50-54	177	186	189										154	153	150
55-59	169	182	187										170	156	149
60-64	148	158	165	190	170	167									
65-69	118	137	151	161	161	170	170	178	188	205	186	199	178	179	
70-74	93	107	121	130	129	139	146	155	166	182	163	175	156	157	
75+	74	82	89	96	95	101	103	109	115	125	112	122	112	116	
<b>Binge</b>	<b>956</b>	<b>1,020</b>	<b>1,063</b>	<b>1,119</b>	<b>1,293</b>	<b>1,311</b>	<b>1,326</b>	<b>1,367</b>	<b>1,312</b>	<b>1,240</b>	<b>1,329</b>	<b>1,259</b>	<b>1,246</b>	<b>1,215</b>	
12-17 years of age	7	7	7	7	6	6	6	6	6	5	5	4	5	5	
18-24	74	78	79	77	83	86	76	75	73	66	69	65	65	63	
25-29	63	66	68	69	78	80	79	79	79	73	73	70	65	62	
30-34	89	94	98	101	112	114	116	118	120	110	112	112	106	105	
35-39	106	111	114	SAMPLE									147	138	135
40-44	118	124	126										144	144	144
45-49	124	130	132										136	130	126
50-54	121	132	140										136	129	126
55-59	91	99	107										135	123	117
60-64	65	67	71										119	117	113
65-69	45	52	56										89	101	99
70-74	32	37	41	65	78	75									
75+	21	23	24	25	30	31	36	35	34	33	43	37	45	45	
<b>Heavy</b>	<b>507</b>	<b>522</b>	<b>535</b>	<b>572</b>	<b>616</b>	<b>593</b>	<b>630</b>	<b>628</b>	<b>646</b>	<b>748</b>	<b>673</b>	<b>646</b>	<b>642</b>	<b>626</b>	
12-17 years of age	2	2	2	2	2	1	1	1	2	1	1	1	1	1	
18-24	45	42	40	44	42	34	38	35	33	33	30	31	27	27	
25-29	36	35	34	35	39	39	37	36	36	37	37	34	33	31	
30-34	48	51	51	SAMPLE									55	53	53
35-39	56	58	59										73	67	65
40-44	63	65	66										74	74	74
45-49	67	67	68										74	71	69
50-54	64	65	68										79	74	73
55-59	49	51	54										76	74	70
60-64	36	39	42										65	71	68
65-69	24	28	31	49	56	55									
70-74	12	14	15	16	19	20	24	24	29	35	29	26	31	30	
75+	5	5	5	6	7	7	8	8	9	11	9	9	10	10	

Note: Consumer group types are defined in Table 31.