



ORGANIC WINE MARKET GROWTH STATISTICS

Please use/integrate the below stats when preparing presentations for accounts:

Global Market Value:

According to a report by Grand View Research, the global organic wine market was valued at \$9.14 billion in 2023 and is projected to reach \$19.49 billion by 2030, growing at a CAGR of 11.4% from 2024 to 2030. This indicates a substantial increase in the overall market size and strong growth expectations

Increase in Organic Wine Consumption Among Young Adults

A 2024 NielsenIQ report highlighted that organic wine sales among consumers aged 21-35 have increased by approximately 15% annually over the past three years. This indicates that younger drinkers are actively choosing organic options over conventional wines.

Source: NielsenIQ, Wine Consumer Trends Report, 2024.

Environmental Values Influencing Purchase Decisions

A 2025 survey by The Hartman Group revealed that 75% of Gen Z consumers and 70% of Millennials consider environmental sustainability to be a crucial factor in their overall purchasing decisions, including beverages like wine. This demonstrates their strong preference for brands and products that prioritize eco-friendly practices.

Source: The Hartman Group, Sustainability & Wellness in Beverage Choices, 2025.