



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.*

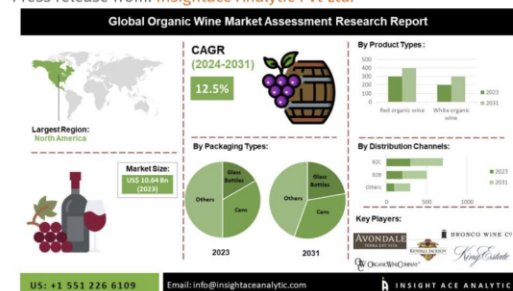
Environmental Values Influencing Purchase Decisions

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.*

Organic Wine Market Grows at 12.7% CAGR with Demand for Vegan, Biodynamic, and Additive-Free Wine Surging

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Press release from: [InsightAce Analytic Pvt Ltd.](#)



Organic Wine Market

InsightAce Analytic Pvt. Ltd. announces the release of a market assessment report on the "Global Organic Wine Market- by Packaging Type (Organic, Glass Bottles, Cans, and Others), Product Type (Red Organic Wine and White Organic Wine), Distribution Channels (B2B, B2C, HoReCa, and Online Retailing), Trends, Industry Competition Analysis, Revenue and Forecast To 2034."

According to the latest research by InsightAce Analytic, the global Organic Wine market is valued at US\$ 12.9 Billion in 2024, and it is expected to reach US\$ 42.3 Billion by the year 2034, with a CAGR of 12.7% during a forecast period of 2025-2034.

Why Consumers Really Buy Eco-Friendly Wines: New WMC Study Uncovers Surprising Insights

Sheep in the Vineyard as Part of Sustainable & Organic Viticulture.
Getty

Jun 2, 2025



<https://www.winebusiness.com/news/article/303631>

Familiarity With Eco-Friendly Wine Terms

The study found that consumers are more familiar with the definition of wine made with organic grapes 'Organic grapes' (73%), 'Organic wine' (63%), and 'Sustainably produced,' (56%). Only 25% claimed they understood the term, 'Regenerative', while 'Biodynamic' scored at 36% and 'Natural' wine at 41%.

"When we asked wine consumers who hadn't tried any eco-friendly wines, 51% to 58% said they would be interested in trying or purchasing them, depending on the type of certification (sustainably produced, organic or organic grape)," stated Christian Miller, Director of Research with Wine Market Council.

"This suggests that wineries need to do a better job at clearly listing their certifications on the label, and retailers and restaurants in identifying such wines on shelves, boards and lists," he added.