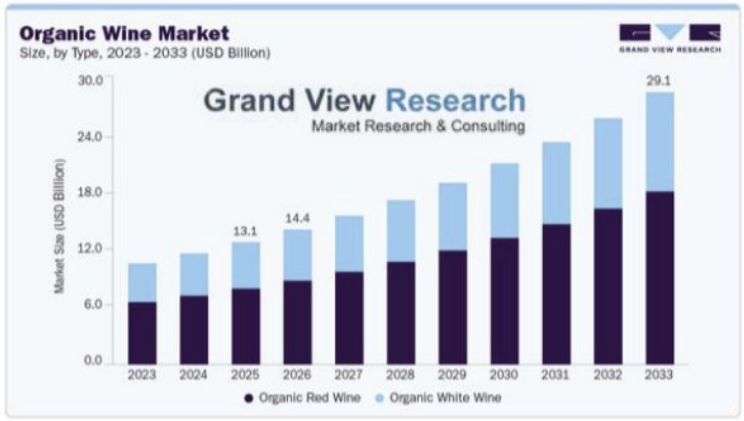
# *The opportunity*

The global organic wine market size was estimated at USD 13.07 billion in 2025 and projected to reach USD 29.09 billion by 2033, **growing at a CAGR of 10.6% from 2026 to 2033.** The market is experiencing rapid expansion as consumers increasingly prioritize health-focused and environmentally responsible choices.



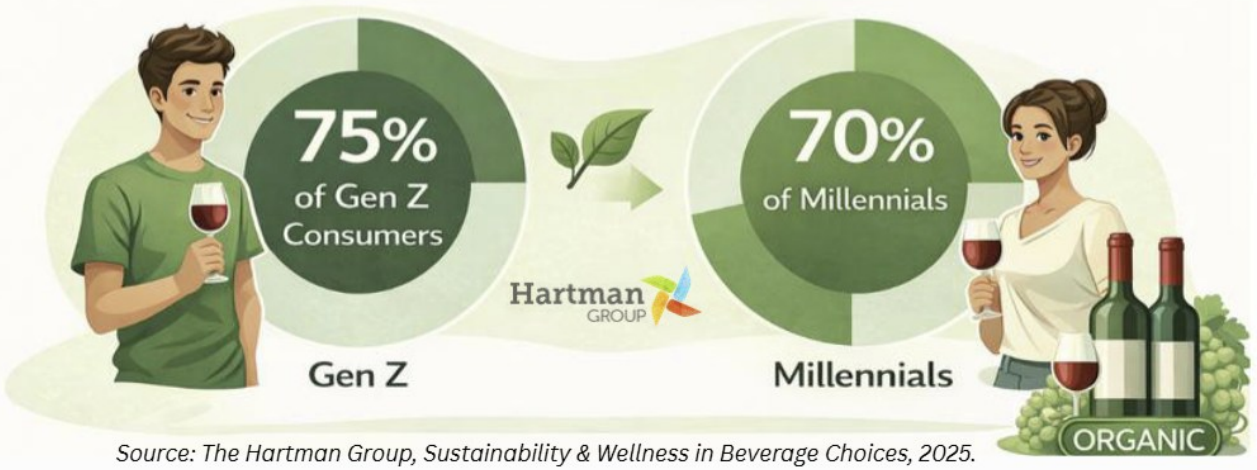

*Source:Grand View Research , 2025.*

NielsenIQ

*Source: NielsenIQ, Wine Consumer Trends Report, 2024.*

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.

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.




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