

# 2015 Wine Trends to Watch for

By Liz Palmer

**W**ine consumption in the US has substantially increased since 2000, with some bumps in the road due to recession. With the renewed optimism in the US economy, spurred on by the strengthening dollar, the trend of

purchasing more premium-priced wines has resurfaced. The wine industry continues to innovate and impress. Wine consumers are now more educated, interested and adventurous – this makes 2015 the year to experiment! Watch out for these seven trends:

**Trading Up** – wine sales have

increased in the \$12 – 30 range and are expected to continue with the strong dollar, lower oil prices, and desire for more premium products

**Sparkling wine** is “In” – up 7% in 2014, and will continue to grow. Champagne now finds a spot at the dinner table. Shipments to the United States have been climbing steadily since 2009. The Reason is? Grower Champagne. As more Champagne comes ashore, Americans are finally realizing that no other wine is as versatile. So this year, watch for retailers and sommeliers to start promoting Champagne as an affordable luxury that elevates even the simplest of dishes.

**Red Blends** are still very popular – opportunity for higher-priced red blends.

**Most popular varietals** will continue to grow – Cabernet Sauvignon, Chardonnay, Pinot Grigio, Pinot Noir and Sauvignon Blanc from New Zealand.

**Rose** over \$12 performed well this past year, and is expected to continue into 2015.

**“Eco” Wines** slowly gaining more attention with 16% of US wine consumers now looking for these labels. Potential increases for sustainable, organic, and biodynamic wine as consumers grow more concerned about environmental issues.

**Social Media and Wine Apps**

– Social media is being adopted in large numbers by American wine consumers with 80% reporting they use Facebook, 41% YouTube, 39% Twitter, 28% LinkedIn, 25% Google+, 24% Pinterest, and 20% Instagram – with 13% frequently using social media to get information about wine, look up wine pricing – 76% of own a smart phone and around 24% using wine apps.

