

Wine By-The-Glass Report

Despite considerable headwinds for hospitality and the wine trade both in the UK and globally, wine by-the-glass is a growing category, aligning with the ‘drink less but better’ trend and growth in wine exploration.

Global Trends

In 2025 Coravin undertook extensive research with independent wine drinkers, global Coravin customers, and on-trade industry participants to better understand consumer behaviour around drinking wine by-the glass (BTG) out of the home.

Across all these groups a clear upward trend was noted, that wine drinkers are now ordering more wine BTG than they were 2 years ago, and this is changing the wine landscape for hospitality.

Via an independent survey of over 1000 wine drinkers in the United Kingdom and Australia* **50.39%** of respondents, across all age groups from 25 years and upwards, said they were ordering **more wine by-the-glass than they were 2 years ago**.

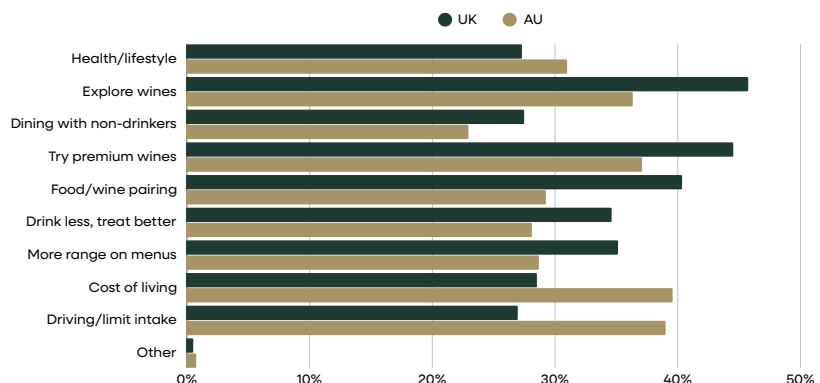
Likewise, Coravin’s own consumer survey conducted across 8 regions** found the majority of consumers reporting that they now order wine BTG more frequently, with the strongest growth in France (**76%** of consumers now drinking more by-the-glass) and the UK (**58%**). Even in slower markets such as the US (**40%**), there showed a clear upward trend.

Simultaneously **81%** of responses to Coravin’s own on-trade survey in the UK, US and Australia reported that they had **seen a ‘small’ to ‘significant’ increase in by-the-glass sales**.

Motivations

The independent data revealed the biggest motivations to drink BTG were for **wine exploration**: either to **try premium wines without committing to a full bottle (42%)**, which was especially of interest to Gen Z and Millennials, or **just to explore different wines (41%)**, where BTG was a key facilitator across all age groups, although lower interest came from Baby Boomers.

35% of respondents wanted to have different wines for different courses (food/wine pairing), and within this the majority of those selecting this option came from the 25–44 year olds



Why wine by-the-glass: Top motivations across UK and AU wine drinkers in independent study

While 30% choose BTG because they are drinking less for **health / lifestyle reasons**, this resonated most with those aged 65 and over (37%). Baby Boomers were also most interested in BTG because of **cost-of-living factors** and **drink driving considerations**. 25% noted they drink BTG while **dining with non-drinkers**.

Coravin’s own consumer survey found very similar themes, with the desire to explore a variety of wines without committing to a full bottle (65%), and the opportunity to **enjoy premium wines in an accessible way** (50%). Moderation and lifestyle choices also influenced 30% of this group, while 30% choose to drink by-the-glass when out with non-drinking companions.

Spend

The independent consumers surveyed said they regularly bought wine by-the-glass when out in the following price brackets:

- £10- £15 / \$AUD – **53%** of respondents
- £16- £20 / \$AUD – **35%** of respondents
- More than £20 /\$AUD – **23%** of respondents

In the **UK it was the older cohorts (45 and upwards)** who made up the largest group spending £16+ per glass of wine. Yet conversely in Australia it was the **25–44-year-olds** that most regularly paid \$16AUD and above for wine by-the-glass when out.

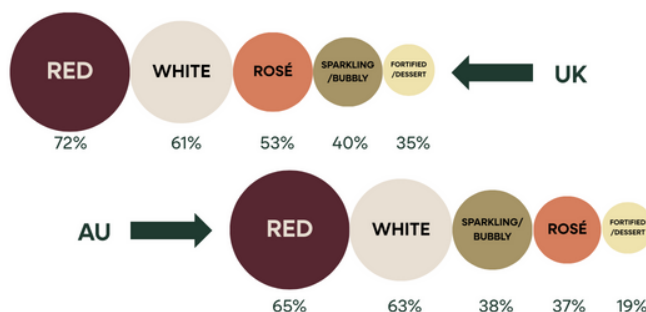
Preferred times of the day to drink BTG

BTG ordering is most popular across all age groups for **weekend dinners (63%)**, whereas 47% enjoy BTG drinking at **weekend lunchtime** and this was significantly higher for Gen Z and Millennials than Baby Boomers.

Weekday dinner BTG is enjoyed by 43% of respondents but this is preferred by Baby Boomers than younger cohorts. Those aged 65+ were more interested in drinking BTG for **weekday lunch** than other age groups.

Style Preferences

Independent data showed the following preferences on style:



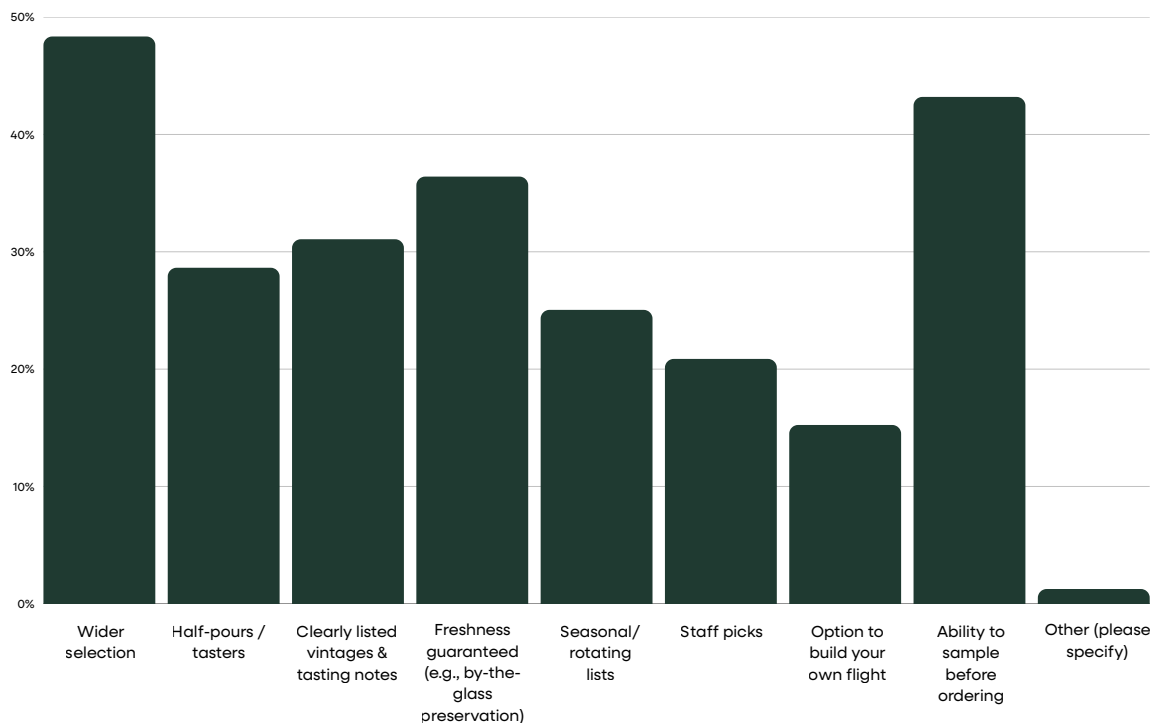
- 69% of all respondents like to order **Red wine** BTG.
- 62% of all respondent like to order **White wine** BTG
- 45% of total surveyed like to order Rosé BTG, with interest **significantly higher** from 25–44-year-olds than 65+ group
- Whereas 40% like ordering sparkling wine BTG, with the **most interest** coming from 25–44-year-olds.
- Finally, only 27% like to order sweet and /or fortified styles, with interest **significantly higher** from 25–44-year-olds than 65+ group, and this was of lower interest to UK wine drinkers than to Australians.

Meanwhile Coravin’s own consumer and trade surveys noted for regions and styles, that wine drinkers favoured the classics. **Burgundy, Bordeaux and Champagne** remain top choices globally, with Pinot Noir, Chardonnay and Cabernet Sauvignon the most requested varietals.

There was also growing curiosity around **sparkling, natural and organic wines** in the most dynamic wine markets.

Encouraging consumers to order wine by-the-glass more often

48% of all independent respondents said a **wider selection of by-the-glass being offered by hospitality would encourage them to order more BTG**, with Millennials and Gen X being slightly more interested in a wider selection than Gen Z and Baby Boomers. This was followed by the **ability to sample before ordering**, where **43%** said this would encourage them to order more by the glass, with the most interest coming from Gen Z and Millennials, the least from Baby Boomers.



Experiential interest and engagement with the Sommeliers

Aligned with wine exploration, and ‘drinking less but better’ themes, when the independent panels were asked about their preferred wine BTG experiences when drinking out, they placed **food-pairing tasting menus top (59%)**.

However, there was a significant interest in **experiential type occasions** where there can be strong interactions with **sommeliers and wine teams with their guests**. Younger cohorts especially appreciate time to engage more with wine (and the wine team behind the BTG list).

43% enjoying **guided tastings with a sommelier**, with 34% saying they liked ‘meet-the-winemaker’ style events.

Curated flights (such as 3–5 small pours) were highlighted by 31% as being desirable, while 30% said they wanted to engage in both **vertical or themed tastings** (e.g., “Pinot around the world”) and **Sommelier’s surprise glass** style menus.

Consumer sentiment

Across all regions and surveys, we see consumers share a strong desire for BTG variety and high-quality programmes. Qualitative data suggested many felt the BTG options (especially in certain markets) were too limited and stated they would pay more if premium wines were available. Many also highlighted the importance of freshness and service around BTG.

****Independent survey:** This data is from September 2025, from 1030 completed independent surveys from UK and Australian wine drinkers, who drink wine at least once a month out of the home. 49% of the respondents identified as male, and 51% identified as female, and the age range was from 25 years old and above.*

*****Coravin consumer survey** data was gathered from their own customer database, surveying from over 1,900 users across: The United States, UK, France, Germany, Netherlands, Italy and Australia in June 2025.*

******Findings from trade surveys** in the UK, USA, and Australia conducted by Coravin in June/ July 2025, with input from 150 on-trade participants*