



**Euromonitor
International**

Fine Wines/Champagne and Spirits in the United Kingdom

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales driven by rising demand for artisanal and crafted options
Established brands look to stand out with innovation and limited editions
Expanding distribution and export avenues

PROSPECTS AND OPPORTUNITIES

Positive outlook to be driven by premiumisation and wellness trends
Storytelling, heritage and provenance will become increasingly attractive factors to luxury consumers
Growing demand for premium home drinking experiences to drive retail growth

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

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Luxury Goods in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2020-2025
Table 9 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
Table 11 - NBO Company Shares of Luxury Goods: % Value 2020-2024
Table 12 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2025
Table 14 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-the-united-kingdom/report.