

America's Most Popular Whites Under \$25



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Italian bubbles dominate the list of most searched-for whites under \$25.

By [Don Kavanagh](#) | Posted Wednesday, 22-Jan-2014

Fresh, fruity and sweet sparkling white wines are the order of the day for U.S. wine drinkers spending less than \$25 on a bottle of white wine.

U.S.-based Wine-Searcher users looking for white wines under \$25 appear to have an insatiable thirst for fun, fruity and frothy fizz, analysis of our database reveals. Zonin's [Castello del Poggio Moscato](#) is the most searched for white wine under \$25, with fellow Italian sparklers [Bartenura Moscato](#) and [La Marca Prosecco](#) also in the top five.

Responding to the findings, Doug Frost MS and MW told Wine-Searcher: "It's fascinating to see that [moscato](#) still has fire in its engines." Indeed, in the year to May 2013, U.S. sales of moscato increased rapidly compared to every other varietal, rising 24 percent by volume, according to market analysts Nielsen. Frost pointed out that retail data had shown less dramatic growth of late: in 2010, moscato sales surged by an impressive 100 percent and 70 percent in 2011. But Wine-Searcher's data, said Frost, showed "the American consumer is still thinking about, and planning to purchase and drink moscato."

The findings mirror the demographics of the online wine market, explained analyst John Gillespie of Wine Opinions, with millennials – those born in the 1980s and 1990s – having a propensity to drink sparkling wine and shop online: "There is certainly a surge in interest – and sales of – moscato wines, mostly in the lower price segments," he said.

The remaining two wines in the top five confirm that drinkers in this price range are looking for freshness and drinkability. [Santa Margherita Pinot Grigio](#) (\$21), voted the most-requested wine in America for 16 consecutive years by "Wine & Spirits" slots in at no. 2., closely followed by the Constellation-owned Kiwi brand [Kim Crawford Sauvignon Blanc](#) (\$15).

"These 'leading brands' are seldom discounted, but a savvy shopper using Wine-Searcher might find a better price than where they normally buy their wine," Gillespie added.





When the list is broadened to the top 10, fizz comes powering back in. [Barefoot Moscato](#) (average price on Wine-Searcher \$7 excl. tax), [Freixenet Cordon Negro](#) (\$11), [Seven Daughters Moscato](#) (\$11), [Martini & Rossi Asti Spumante](#) (\$13), and [Mionetto Brut Prosecco Reviso](#) (\$13) fill spots 5 to 10.

The majority of these wines are off dry to sweet – in fact the Barefoot Moscato is labeled "deliciously sweet" – a taste profile reflected in a 2013 wine trends report published by Technomic, which noted that producers were launching new wines "with sweeter flavor profiles." This style is aimed at millennial consumers – especially women – who are said to want "more approachable and drinkable wines."

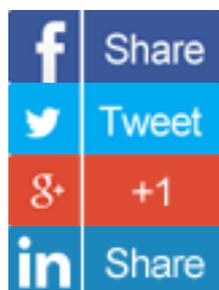
Wine sales and marketing consultant Jennifer Tincknell notes that all of the wines listed in the top 10 are made by large producers who have the necessary budgets for "heavy campaigns in magazines and on TV."

Aimed at women aged between 21 and the upper 40s, they are "gateway wines for drinkers who have not yet progressed beyond sweet and fizzy." In addition, says Tincknell, "they are promoted with an emphasis on being socially oriented, so they have positive associations for a lot of these young women."

And while fine-wine drinkers might find the propensity towards "fresh, sweeter and colder" wines somewhat mystifying, Tincknell warns against any tendency to assume that they are of poor quality. "They come from large producers and the wines are pretty well made. While they're sweet, the best of them have enough acidity to keep them lively in the mouth."

In the next price band, \$25 to \$50, still white wines, mostly chardonnay, carry the day. However, the most searched for list includes a \$25-plus moscato: [Michel Chiarlo Nivole Moscato d'Asti](#).

"While the wine intelligentsia have been dismissive of moscato and its consumers, regarding it only as a low-end market phenomenon, that there is a high-quality moscato amongst the top five in the \$25 to \$50 category strongly suggests otherwise," noted Frost.



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Milt Gersh wrote:

22-Jan-2014 at 13:51:52 (GMT)

Hi, It seems as if those people born in the 80's & 90's are returning to the riunite of earlier yrs., Which has practically disappeared from the mkt. place , but has returned in the guise of moscato. What goes around comes around. Thanks. Milt

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