

National Association of Wine Retailers Summit

May 2024

**LIV | EX**  
THE FINE WINE MARKET

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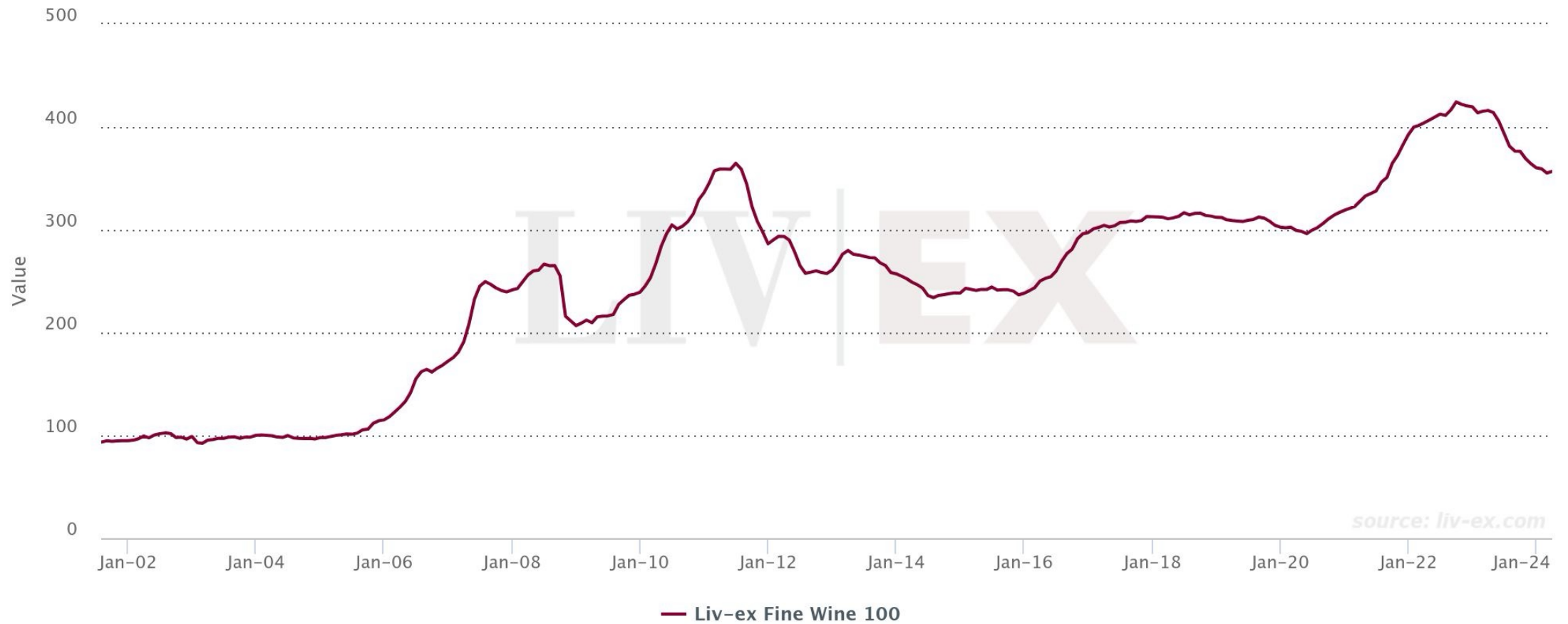
# The State of the American Wine Marketplace



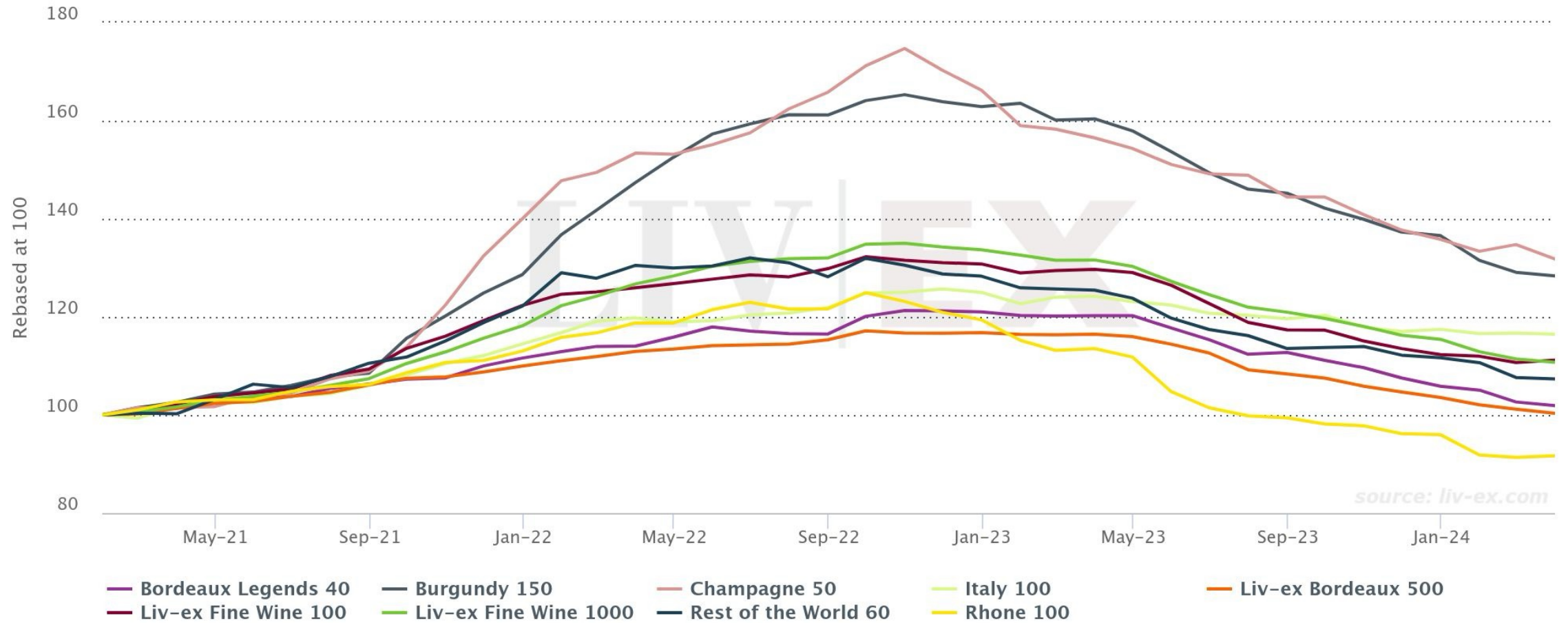
# Contents

- A 20-year view; the ebbs and flows of the fine wine market
- Focus; past three years
- How can the American retailer influence the market?
- What happens next?

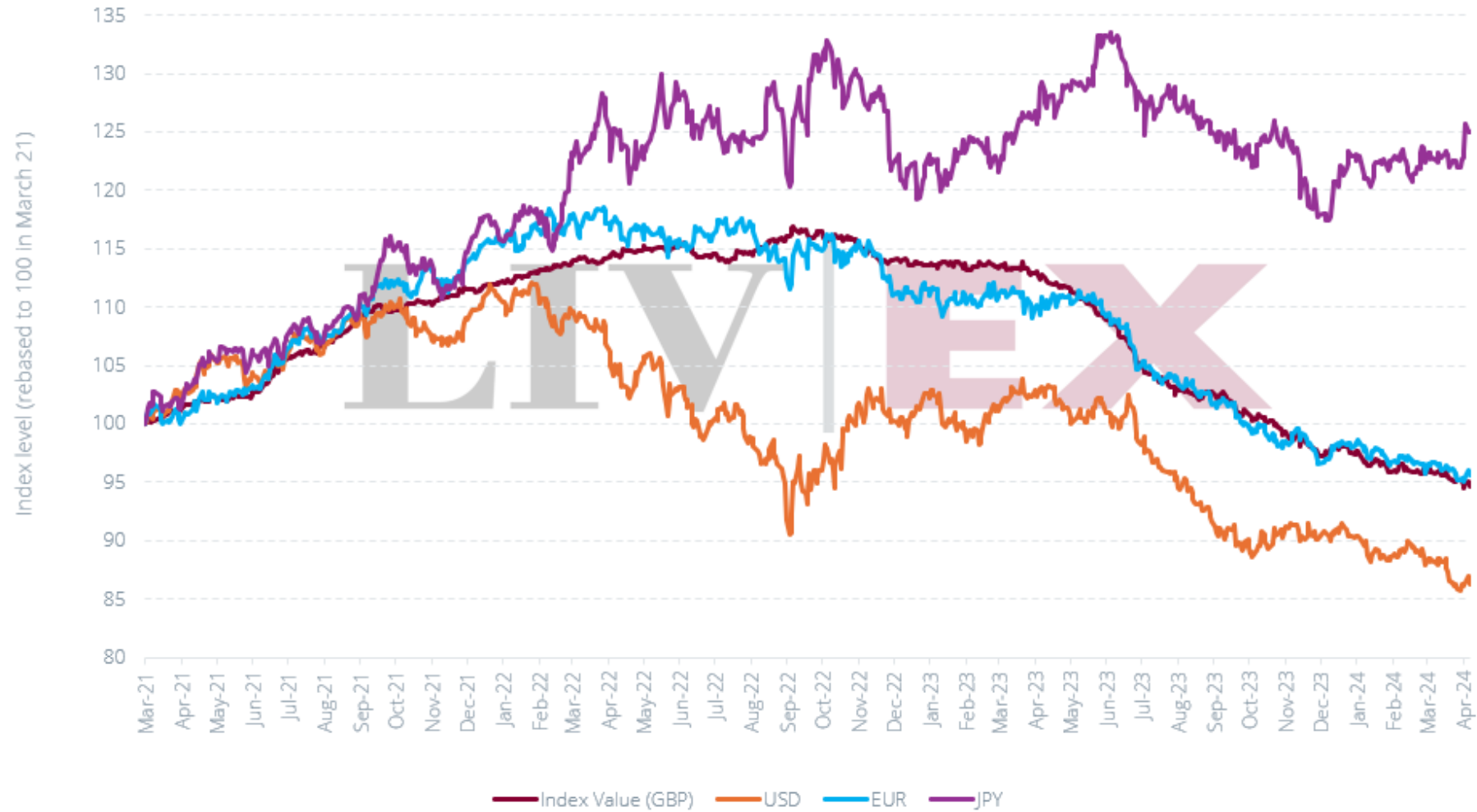
# Liv-ex Fine Wine 100 since inception



# LX 1000 with sub-indices over 3 years

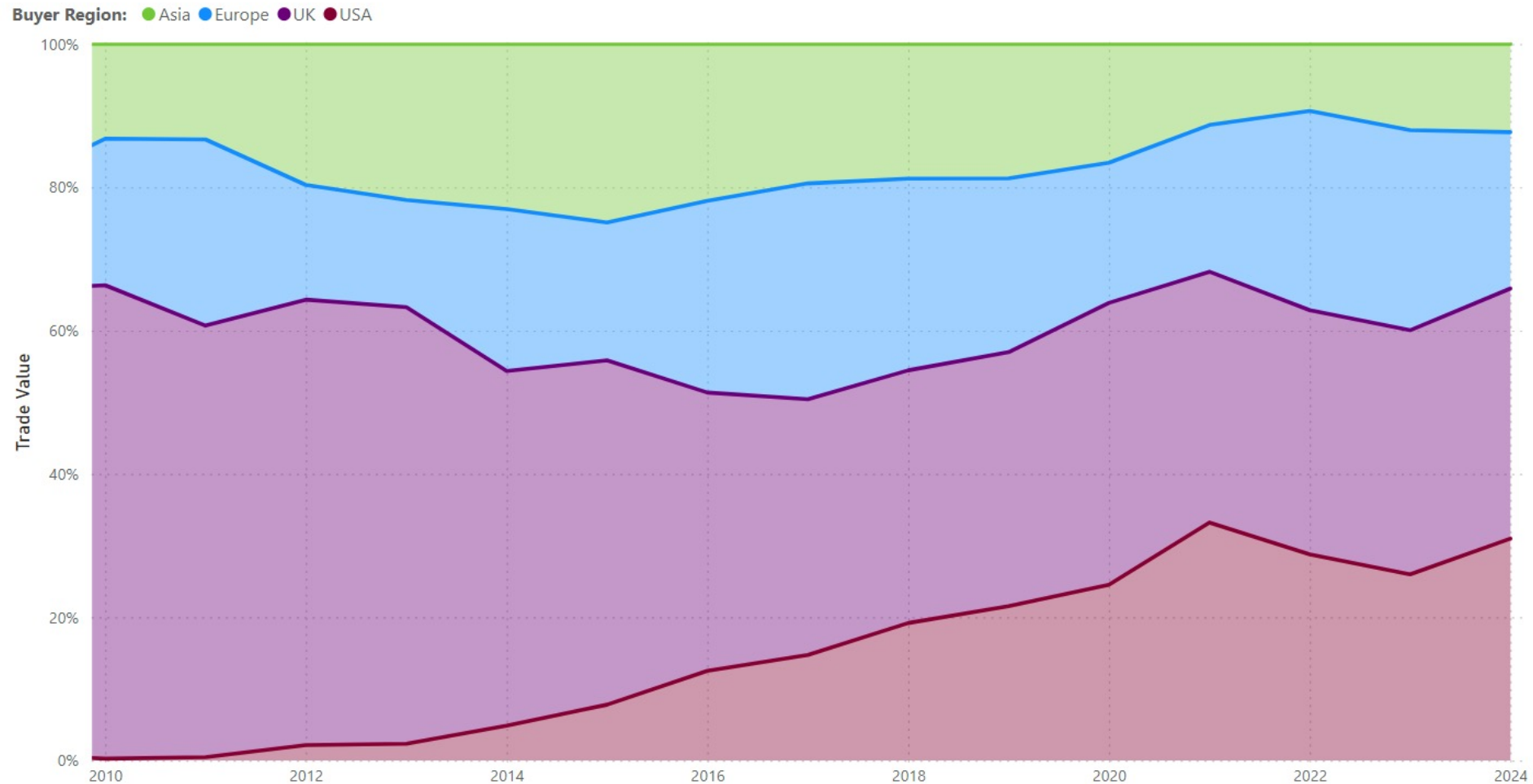


## Evolution of the Liv-ex Fine Wine 50 in different currencies

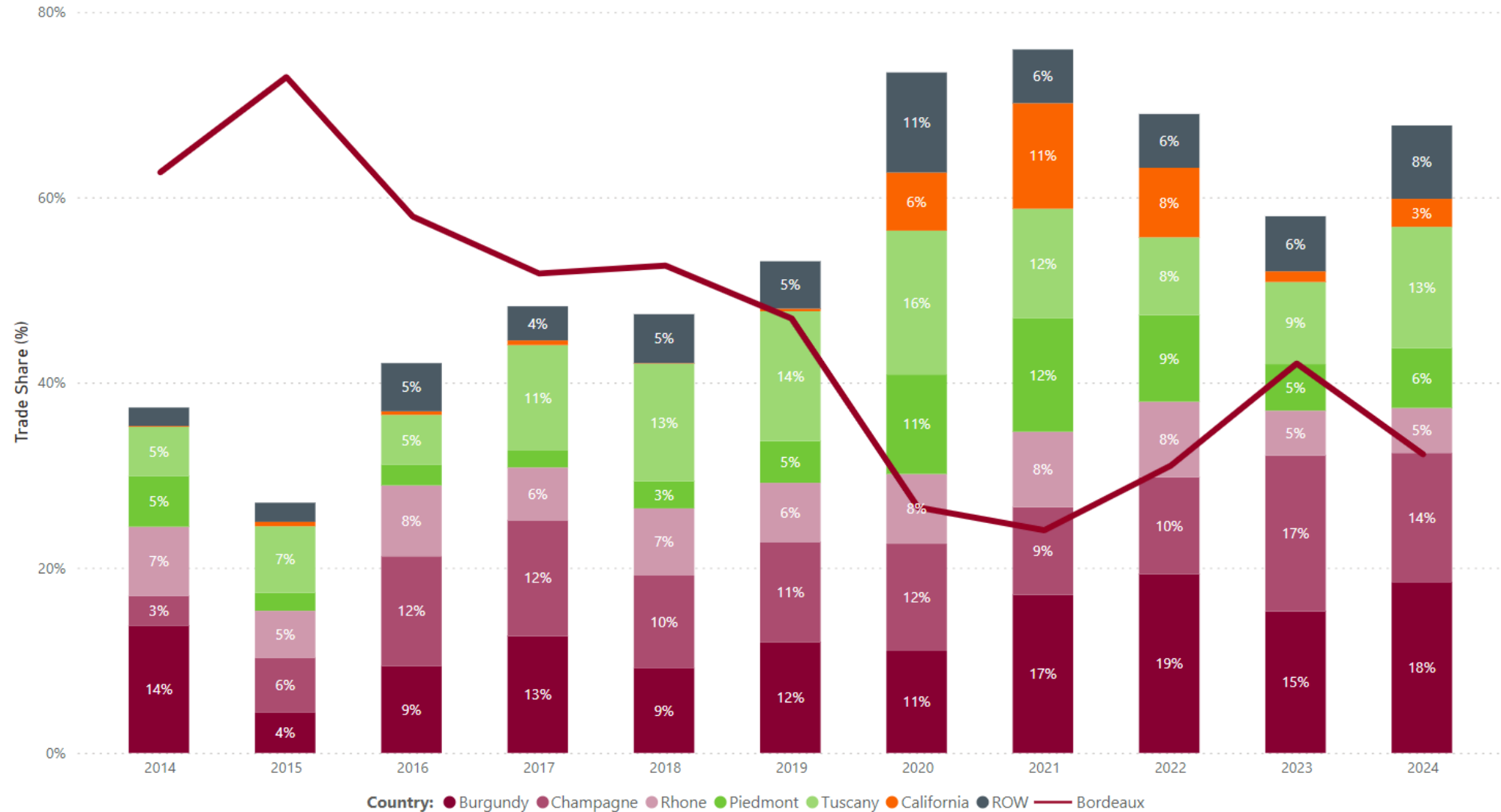


# USA view – regional trade

## Global trade by buyer region



# Breakdown of US merchants' trade by wine region



## So, what happens next?

- Indices performance are indicating a slowing of the downturn
- Consumers expectations are increasing
- Market transparency is increasing
- The modern merchant is evolving





Robbie Stevens,  
Head of Broking

+44 (0) 20 7062 8788

robbie@liv-ex.com

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