



UNDERSTANDING THE WINE BUYER

*A practical guide for building private label
wines people come back to.*

WINE BUYERS IN 2026 ARE BEHAVING DIFFERENTLY THAN THEY DID EVEN A FEW YEARS AGO.

Faced with more choice and tighter budgets, consumers are simplifying their purchasing decisions. Instead of browsing broadly, they're consolidating around wines that feel familiar, trustworthy, and worth repeating.

For businesses exploring private label wine, understanding this shift is critical.



Why Wine Buyers Are Simplifying

Across the alcohol category, consumers are prioritizing value and confidence. Research highlighted by Forbes shows that buyers are becoming more selective, choosing fewer products but placing greater importance on quality and trust.

In wine, this means:

- Fewer impulse purchases
- More reliance on recommendations
- Stronger loyalty to familiar options

What This Means for Private Label

Private label wines naturally align with this behavior. When a business curates its own wine, customers perceive it as a recommendation rather than a promotion. This trust is one reason private label continues to grow even as overall wine sales soften.

Supermarket News reports that private label wine remains a bright spot in a challenging market, driven by consumer demand for value and familiarity.

The Role of Focus

Successful private label programs in 2026 are focused. Rather than offering many wines, they prioritize a small number of core red and/or white options that work across occasions.

Focus leads to:

- Faster decision-making for customers
- Easier training for staff
- Stronger repeat purchase behavior



Questions to Ask Before You Launch

- Who is my ideal customer?
- When do they buy wine?
- What price feels comfortable and repeatable?
- How many wines do I realistically need?

Answering these questions upfront helps ensure your private label program aligns with real buying behavior.

Moving Forward

Private label success starts with understanding your buyer. When wines are selected and positioned with clarity, they become assets — not experiments.

If you're considering private label wine in 2026, start by defining who you're serving and what they value most.

At E2 Family Winery, we help businesses translate buyer insight into private label programs that work in the real world — today and over time.