

# Gen Z and wine: the silent break we can no longer ignore

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*Generation Z is transforming the wine industry's rules. Far from rejecting wine outright, they seek experiences, values, and stories that resonate with their identity. This editorial highlights the need for a radical shift in communication, moving away from tradition and toward authenticity, beauty, and lifestyle, if the sector wants to stay in touch with future consumers.*

**It's not a trend, it's a generational shift.** Generation Z, born between 1997 and 2012 – isn't just "young," they're different. In habits, values, and consumption. And if the wine industry wants to stay relevant, it must stop waiting for them to "grow up" and become like us. **They won't.**

**Young people don't drink wine anymore? Not exactly.** One of the

most common and misleading claims is: “Young people don’t drink wine anymore.” But beyond the headline, it’s not alcohol that’s in crisis—it’s the way it’s consumed that has changed. Gen Z drinks more consciously, selectively, tied to specific moments and more experimental products—often linked to mixology rather than wine.

**It’s not (just) about money, it’s about priorities.** Yes, young people often have limited budgets. But price isn’t the real issue, perceived value is. Some will spend €12, €18, €25 on a bottle if it convinces them, represents them, or moves them emotionally. **But if wine only communicates “tradition” or “excellence” in a cold, formal, distant way... they simply won’t choose it.**

**One of the wine world’s biggest mistakes is waiting to be understood.** “Our wine is good, they’ll get it eventually” is a dangerous assumption. **They won’t get it—unless we tell the story in their language.** That doesn’t mean dumbing it down. It means listening before speaking, observing before offering, understanding before demanding attention.

**Wine is no longer necessary, it’s emotional.** Gen Z doesn’t see wine as a daily habit but as something to enjoy on special occasions. **This changes everything: the communication, tone, and experience.** If it’s no longer “liquid bread” as it was for our grandparents, it becomes a desirable object. And desire means beauty, style, storytelling, and identity.

**Those who don’t embrace this shift risk becoming irrelevant.** But for those who do, there’s a major opportunity: **to recreate wine for a new generation—not by distorting it, but by bringing it back to life.**

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## Key points

1. **Gen Z drinks less wine**, but more selectively and emotionally.
2. **Traditional messages of heritage no longer resonate with young consumers.**
3. **Perceived value is more important than price** for Gen Z.
4. **Communication must be redesigned** using Gen Z's language and platforms.
5. **Wine must become an object of lifestyle** and identity, not habit.