



WINECAP  
WEALTH REPORT  
2025

UK REPORT

 WINECAP

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## MESSAGE FROM THE FOUNDER & CEO

Alexander Westgarth

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For the third consecutive year, WineCap has conducted its comparative study among wealth managers and financial advisors in the UK and US. With each iteration, our research deepens, providing invaluable insights into how fine wine is maturing as an investment class. This year, we have observed a consolidation of overarching themes, with subtle shifts that are paving the way for a more sustainable and open fine wine market.

Fine wine has long been recognised as a collectible, yet it is increasingly proving its credentials as a mainstream alternative investment. As investors seek stability beyond traditional assets, fine wine's resilience, tax efficiency, and diversification benefits have come into even sharper focus this year.

The broader investment climate has undergone significant developments over the past 12 months. The return of Donald Trump to the White House and anticipated policy changes have introduced new dynamics into global markets, while inflation and interest rates have left investors reassessing their strategies. Against this backdrop, fine wine's position within wealth portfolios is evolving, with portfolio allocations adjusting in response to both risk and opportunity.

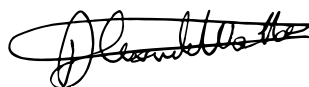
Our survey found that a younger generation of investors is entering the market, leveraging AI-driven tools and new strategies to navigate this historically exclusive asset. Simultaneously, experienced collectors are liquidating holdings, leading to price corrections and more stock availability. Like all shifts, these have disturbed the equilibrium but also laid the foundation for a more resilient and accessible fine wine market.

**As investors seek stability beyond traditional assets, fine wine's resilience, tax efficiency, and diversification benefits have come into even sharper focus this year.**

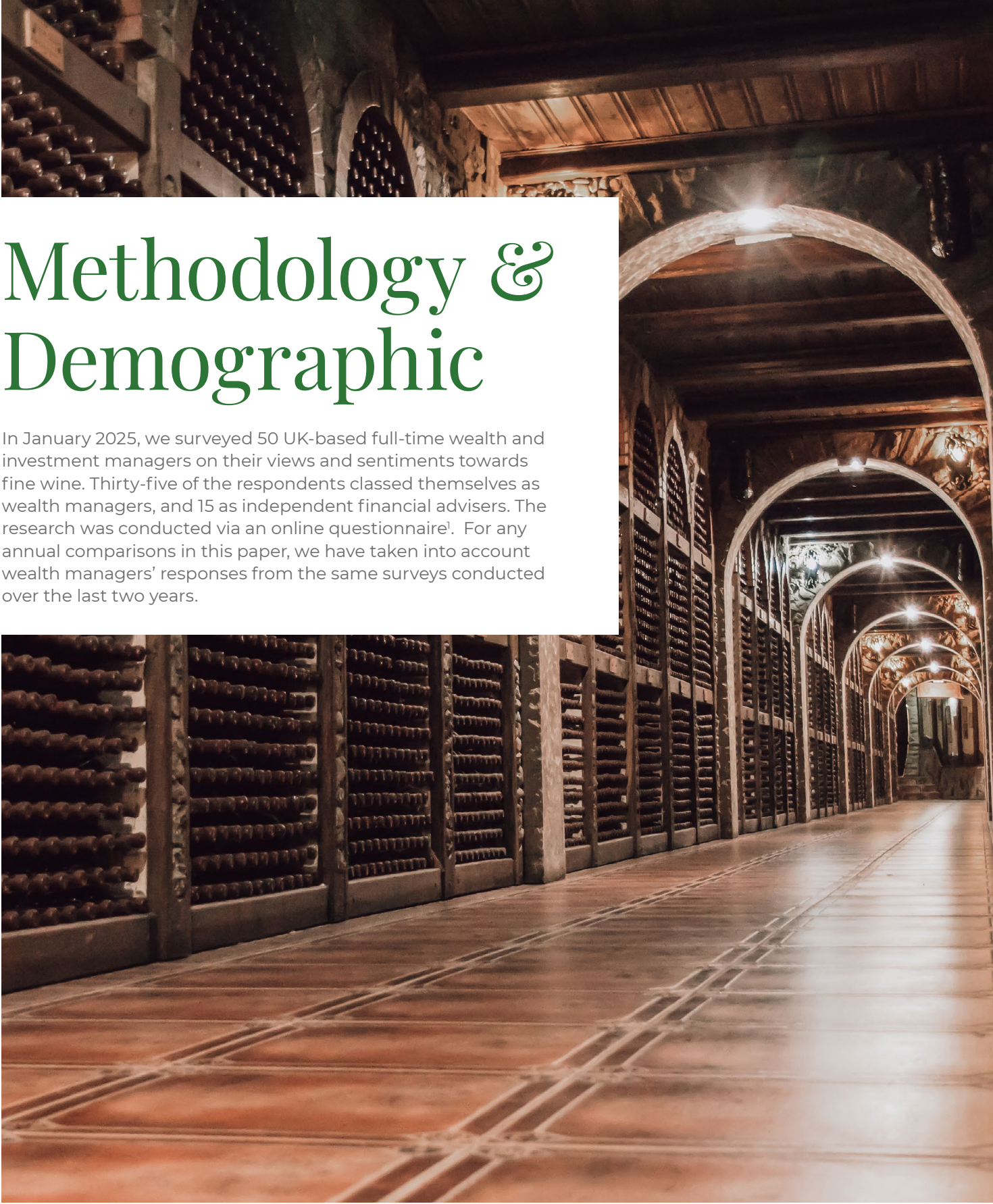
This report explores how UK wealth managers are adapting to these changes, analysing evolving portfolio strategies, investor risk appetite, and fine wine's role in an increasingly complex financial landscape.

Looking ahead, WineCap remains committed to providing research, transparency, and strategic insights to help investors navigate this dynamic market. We hope this report offers valuable perspectives for those looking to understand and capitalise on the evolving fine wine investment landscape.

Many thanks to all involved in the creation of this report.



ALEXANDER WESTGARTH  
**Founder and CEO of WineCap**



# Methodology & Demographic

In January 2025, we surveyed 50 UK-based full-time wealth and investment managers on their views and sentiments towards fine wine. Thirty-five of the respondents classed themselves as wealth managers, and 15 as independent financial advisers. The research was conducted via an online questionnaire<sup>1</sup>. For any annual comparisons in this paper, we have taken into account wealth managers' responses from the same surveys conducted over the last two years.



<sup>1</sup> WineCap commissioned independent research firm PureProfile in January 2025 to canvass 100 wealth managers, independent financial advisers and financial intermediaries in both the UK and US on views and sentiments towards fine wine (split 50 per market).

## THE FINE WINE INVESTOR IN 2025

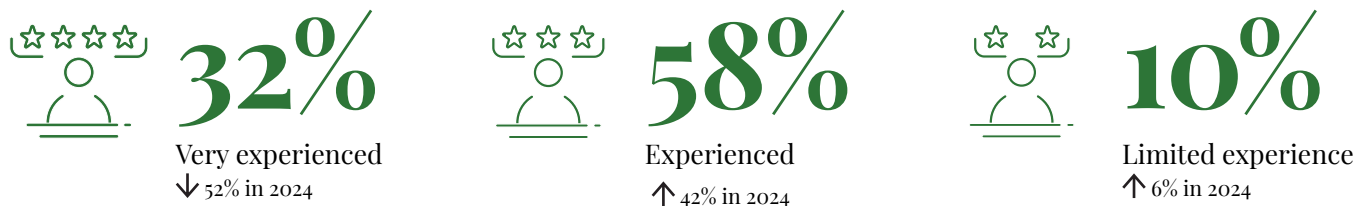
The fine wine investment landscape is undergoing a demographic transformation. Once a niche asset favoured by seasoned collectors, fine wine has continued to draw in a new wave of investors – many of whom are younger, tech-savvy, and more aggressive in their portfolio strategies.

### GENERATIONAL SHIFT IN FINE WINE INVESTMENT

The fine wine market is evolving as wealth transitions from one generation to the other. Baby boomers, who have long dominated the space with carefully curated cellars and decades-long holding strategies, are gradually exiting and liquidating assets. Meanwhile, a new wave of investors is stepping in, bringing a fresh perspective – one that values accessibility, data-driven insights, and diversified alternative assets.

Our latest survey highlights this transformation: in 2025, 10% of fine wine investors are newcomers, a significant jump from just 2% in 2023. Very experienced investors now make up only 32% of the market, a sharp decline from 62% two years ago. Their increasing sell-off has expanded market supply, leading to price shifts that create prime opportunities for the next generation of buyers.

### Overall investment experience of fine wine investors



Unlike their predecessors, younger investors are approaching fine wine with a different mindset. Rather than seeing it purely as a passion asset or collectible, they view it as a strategic financial instrument, leveraging AI-powered analytics and digital platforms to assess trends, optimise portfolio allocations, and make more informed investment decisions.

This transition aligns with broader consumer behaviour shifts – Millennials and Gen Z are drinking less overall but are more focused on premium wines, reinforcing fine wine's status as a long-term financial asset rather than just a consumable luxury. The result is a market that is becoming more dynamic, data-driven, and accessible to a wider range of investors.

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## THE FINE WINE INVESTOR IN 2025

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#### HOW PORTFOLIO ALLOCATIONS ARE CHANGING

UK wealth managers and advisors that took part in our study estimated that 30% of their high-net-worth (HNW) client base invests in fine wine, the same as last year.

The size of the portfolio allocation to fine wine has fallen from 10.8% in 2024 to 7.8% in 2025, reflecting a shift towards more diversified strategies. This coincides with an average 10% decline in fine wine prices.

Eighty-two per cent of investors now limit fine wine to comprise under 10% of their portfolios (up from 66% in 2024).

Notably, none of the respondents allocate more than a third of their portfolio to fine wine, reinforcing its role as a diversifier rather than a core investment focus.

One possible explanation for the contraction in holdings is that more experienced investors have taken profits, selling assets accumulated over long-term horizons. This trend has contributed to increased stock availability, resulting in falling prices. However, investors who have held onto their fine wine assets for over a decade have still realised considerable returns despite recent downturns.

This phase of recalibration in the fine wine investment market is a necessary and natural cycle. As historical trends suggest, downturns often set the stage for future growth, and the current climate may ultimately strengthen the market by fostering a more balanced and sustainable investor base.



# THE FINE WINE INVESTOR IN 2025

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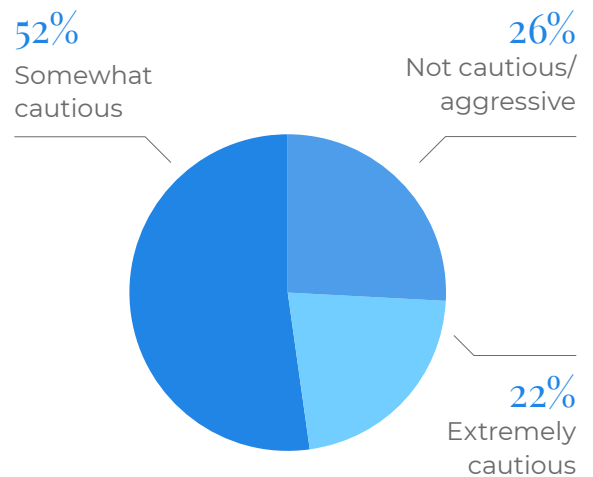
### EMERGING TRENDS IN INVESTMENT STRATEGIES

Once viewed as a conservative investment, fine wine is increasingly appearing in higher-risk strategies.

Our survey showed that the proportion of fine wine in high-risk investment portfolios has more than doubled (12% in 2024 to 26% in 2025).

While 74% of fine wine investments remain in cautious portfolios, this signals growing confidence in its performance beyond traditional safe-haven assets.

### Fine wine investors' risk profiles



Furthermore, this shift raises an important question: has fine wine become a more volatile asset, or are investors simply willing to embrace its potential? The answer varies by region; Burgundy, for example, presents a classic higher-risk, higher-reward scenario (explored in depth in [our Burgundy report](#)). Meanwhile, regions such as Bordeaux and Italy have demonstrated remarkable resilience.

As technology enhances market access and analysis, fine wine is attracting a new wave of investors who are more comfortable with risk and more strategic in their allocations. This evolution marks a pivotal moment in fine wine's journey from a niche asset to an essential component of diversified portfolios.



## FINE WINE AS A SAFE-HAVEN ASSET

Fine wine continues to prove its value as a hedge against economic uncertainty. Its low correlation with stocks and bonds makes it a strong diversifier. Wealth managers also recognise its inflation-resistance benefits.

### INTEREST RATE ADJUSTMENTS AND INFLATION

The number one concern for investors in 2025 has been interest rates. In the UK, the Bank of England began raising rates in late 2021 to combat inflation. As inflationary pressures have eased, the central bank has taken a more accommodative stance, implementing a series of rate cuts – from 5.25% in August 2024 to 4.5% in February 2025. Further reductions are anticipated, but their timing and magnitude will depend on the broader economic landscape.

Interestingly, wealth managers view high interest rates, particularly during inflationary periods, as a supportive factor for fine wine investment. While rising rates can negatively impact equities and other financial assets, fine wine, as a tangible luxury good, tends to retain its value.

**Investors often turn to fine wine as a store of wealth when inflation erodes the purchasing power of traditional currency-based assets.**





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## FINE WINE AS A SAFE-HAVEN ASSET

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Moreover, fine wine's [low correlation with stock markets](#) makes it an attractive hedge during economic uncertainty. Unlike financial markets, where rising interest rates can dampen sentiment and restrict capital flows, fine wine's value is primarily driven by supply and demand fundamentals.

This characteristic has allowed it to perform well even in high-interest-rate environments, reinforcing its reputation as an inflation-resistant asset.

This also explains why higher risk investors are turning to fine wine as a safe-haven asset in uncertain times.

### Key factors that help fine wine performance during market volatility

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84%

Rising interest rates  
↑ 68% in 2024

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78%

Increase in wine consumption  
↓ 82% in 2024

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34%

The wine market being self-contained from equity markets  
↑ 30% in 2024

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16%

Spikes in inflation  
↓ 30% in 2024

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8%

Conflict in other countries  
↓ 24% in 2024

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6%

Decrease in wine availability  
↑ 2% in 2024

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## FINE WINE AS A SAFE-HAVEN ASSET

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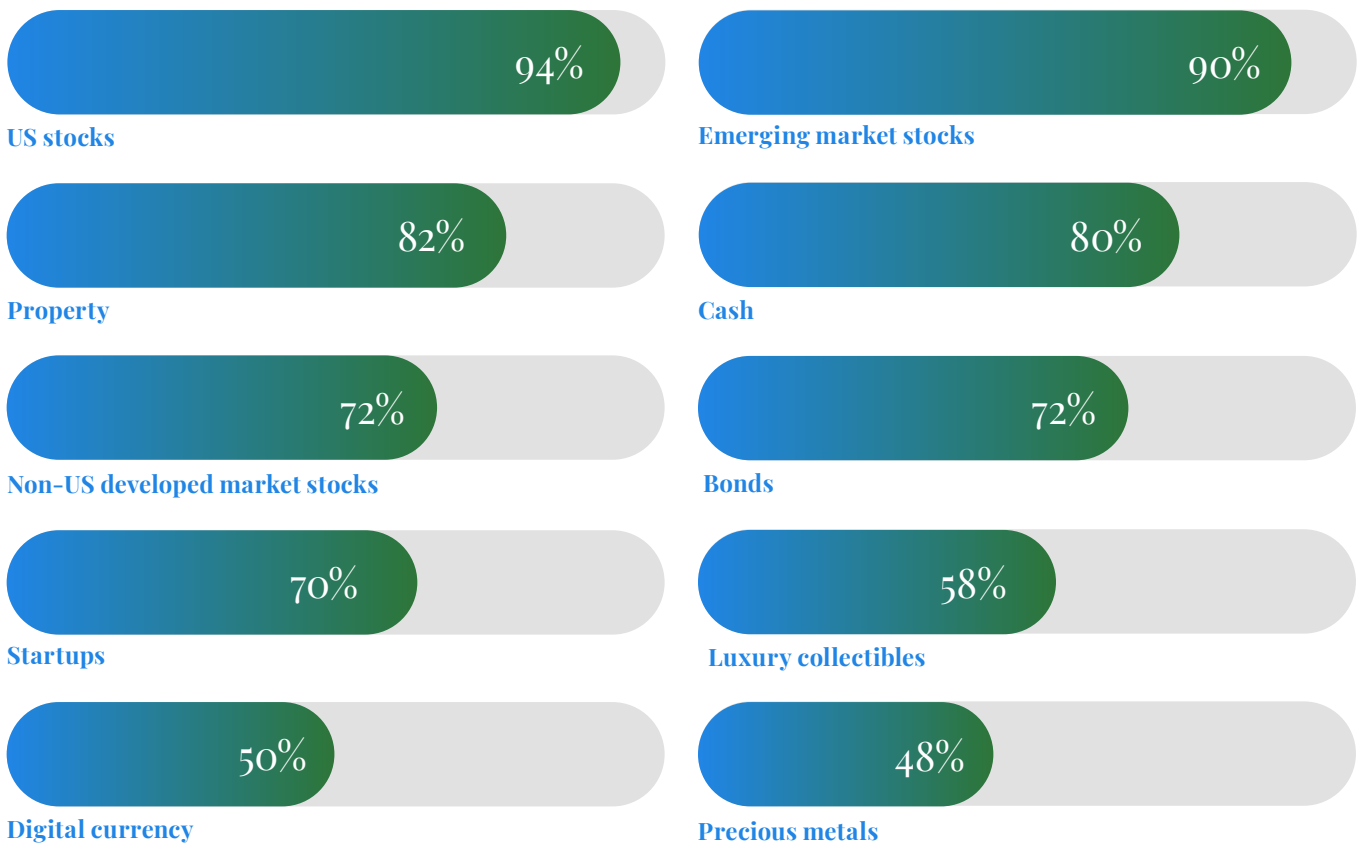
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#### TRADE TENSIONS UNDER TRUMP

Geopolitical shifts are once again influencing investor sentiment. The return of Donald Trump has injected uncertainty into global trade policies. While his administration's previous tariff measures on European wines disrupted the market, fine

wine has historically weathered such challenges due to its long-term investment appeal and global demand. Investors may once again turn to tangible assets like fine wine as a hedge against policy-driven volatility.

#### Expected increase in demand due to Trump's policies



Additionally, should Trump's policies lead to a surge in disposable income among US HNW individuals – as was seen after the 2017 tax cuts – demand for luxury assets, including fine wine, could increase.

If history repeats itself, fine wine may see a dual benefit: rising US domestic consumption and renewed international demand as global investors seek inflation-resistant, hard assets.

## WHY FINE WINE BELONGS IN INVESTMENT PORTFOLIOS

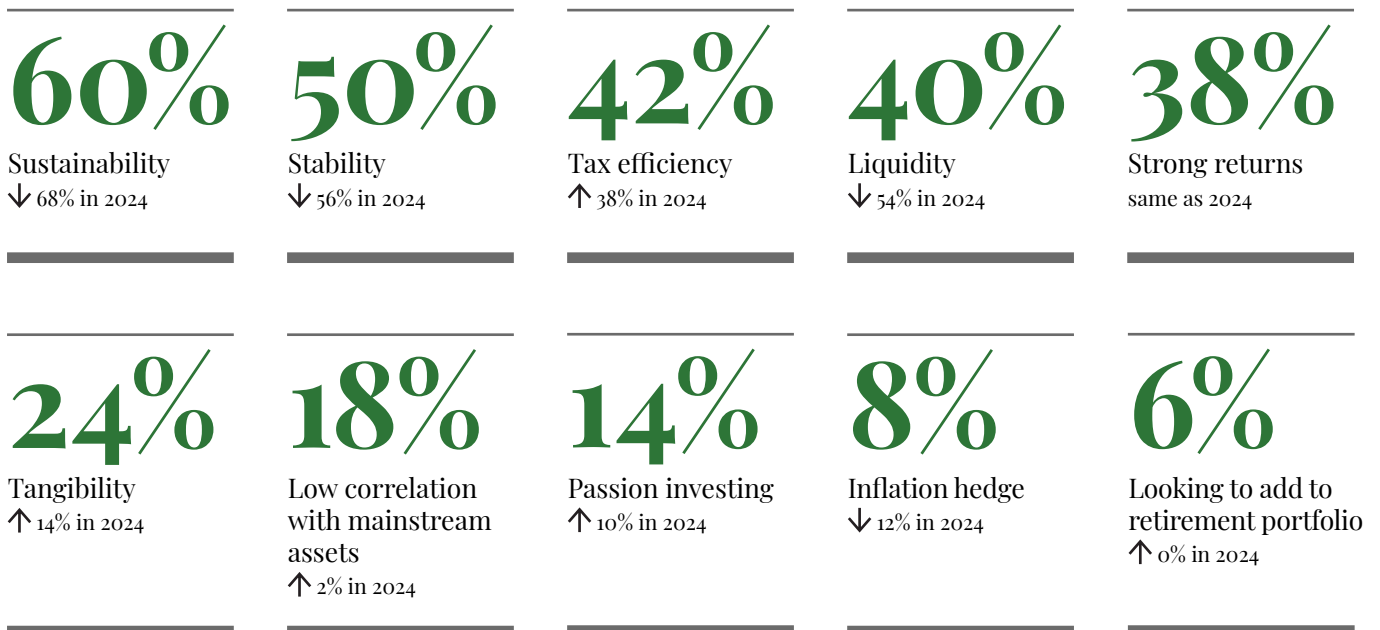
Fine wine remains a compelling alternative investment due to its sustainability, tangible value, historical stability, tax efficiency, and strong diversification benefits. While investor sentiment shifts with market cycles, fine wine's core strengths endure, reinforcing its place within well-structured portfolios.

### INVESTMENT STRENGTHS

Sentiment across specific investment factors has evolved since last year, and fine wine's position

as an alternative asset class has continued to strengthen in key areas.

### Factors increasing demand for fine wine investment



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## WHY FINE WINE BELONGS IN INVESTMENT PORTFOLIOS

### CONTINUED

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#### LOW CORRELATION WITH OTHER ASSETS

The appeal of fine wine as a diversification tool has grown, with sentiment rising from 2% to 18%. While not as high as 2023's peak of 28%, this shift underscores wine's ability to act as a hedge in volatile markets.

#### TANGIBILITY

As a physical, finite asset, fine wine holds intrinsic value independent of financial market volatility, making it a reliable store of wealth. Investors appreciate wine's intrinsic worth, with sentiment increasing from 14% to 24% in 2025.

#### PROVEN LONG-TERM PERFORMANCE

Fine wine has historically outperformed other asset classes, demonstrating strong appreciation over time. In 2025, 38% of wealth managers choose fine wine due to its high returns on investment.

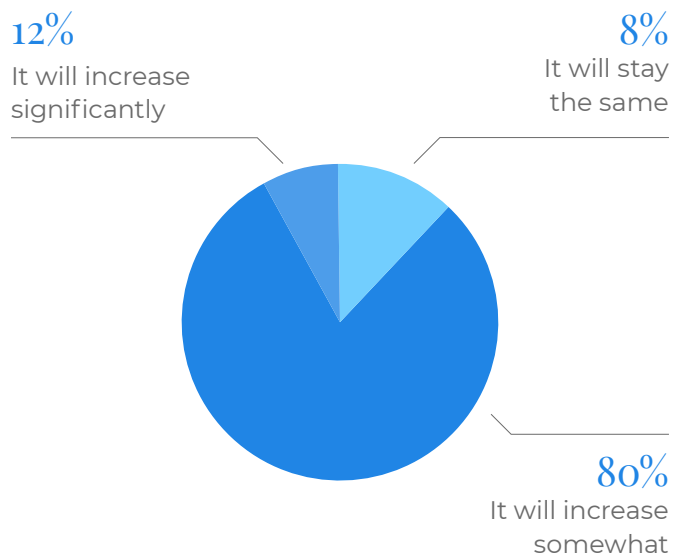
#### TAX EFFICIENCY

Fine wine is exempt from UK Capital Gains Tax (CGT) due to its classification as a 'wasting asset.' This gives it a distinct advantage over equities and other taxable investments, particularly as CGT rates rise.

With the UK government reducing the CGT tax-free threshold to £3,000 in 2024 and raising tax rates, fine wine's CGT exemption is more valuable than ever. For instance, a fine wine investor with a £5,000 profit would pay zero CGT, compared to a 24% tax burden on traditional assets, significantly increasing net returns. The tax advantage makes fine wine particularly appealing to HNW individuals and wealth managers looking to preserve gains while diversifying portfolios.

80% of investors believe fine wine investment will rise as a result of these tax changes, while 12% expect significant growth.

### How CGT changes will impact fine wine demand



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## WHY FINE WINE BELONGS IN INVESTMENT PORTFOLIOS

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### FINE WINE'S GROWING ROLE IN RETIREMENT PORTFOLIOS

Over the past two decades, pension funds have increased their exposure to alternative assets like fine wine by 25%, recognising its role in hedging against market volatility and inflation.

In 2025, the percentage of investors allocating fine wine for retirement planning rose from 0% to 6%, underscoring its rising appeal as a wealth preservation tool.

Unlike traditional investments tied to economic cycles, fine wine derives its value from scarcity, provenance, and collector demand, rather than stock market performance.

Additionally, fine wine's long ageing potential allows for strategic alignment with long-term financial goals, giving investors the flexibility to hold and release assets based on optimal market conditions.

“*Fine wine pairs well with younger investors with long-term horizons. A good Bordeaux, for example, can age up to 50 years, adding stability to portfolios.*”

*Alexander Westgarth, CEO, WineCap*



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## WHY FINE WINE BELONGS IN INVESTMENT PORTFOLIOS

CONTINUED

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### FINE WINE VS OTHER COLLECTIBLES

Fine wine has consistently seen more demand than other tangible assets due to its greater liquidity, transparency, and stability compared to traditional collectibles.

In 2025, art saw the biggest resurgence, jumping from 44% in 2024 straight to second place with 94% of respondents predicting increased demand. Watches also enjoyed rising confidence, from 78% to 90%. The market for rare timepieces remains strong, with highly sought-after models breaking pricing records. Coveted handbag pieces from Hermès, Chanel, and Louis Vuitton also continue to hold their value, with collectors viewing them as both fashion statements and alternative investments.

Meanwhile, wealth managers expect demand for coins, jewellery, furniture, classic cars, stamps and rare whisky to soften.

### WHY FINE WINE STANDS OUT


Unlike speculative luxury assets, fine wine has a well-documented performance history and wines from many regions benefit from stronger market liquidity.

Moreover, with established auction houses, secondary markets, and digital platforms, fine wine offers more transparency in pricing than art, watches, or handbags.

Increasing investor confidence and a track record of stability further solidify fine wine's position as a leading alternative investment in 2025.

“Luxury collecting is more than passion and attraction – it should be seen as an investment strategy.”

*Desislava Lyapova,  
Head of Content, WineCap*



The demand for fine wine remains strong, positioning it as the top-performing collectible in 2025. According to our survey, 96% of wealth managers expect demand for fine wine to increase, up from 92% in 2024.

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## WHY FINE WINE BELONGS IN INVESTMENT PORTFOLIOS

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Expected increase in demand for collectible assets in 2025

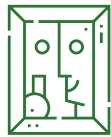


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96%

Fine wine  
↑ 92% in 2024

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94%

Art  
↑ 44% in 2024

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90%

Watches  
↑ 78% in 2024

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86%

Luxury handbags  
same as 2024

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78%

Coins  
↓ 82% in 2024

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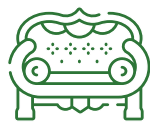


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72%

Jewellery  
↓ 84% in 2024

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70%

Antique furniture  
↓ 72% in 2024

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28%

Stamps  
↓ 60% in 2024

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28%

Rare whisky  
↓ 78% in 2024

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22%

Classic cars  
↓ 70% in 2024

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## CHALLENGES & OPPORTUNITIES IN THE FINE WINE MARKET

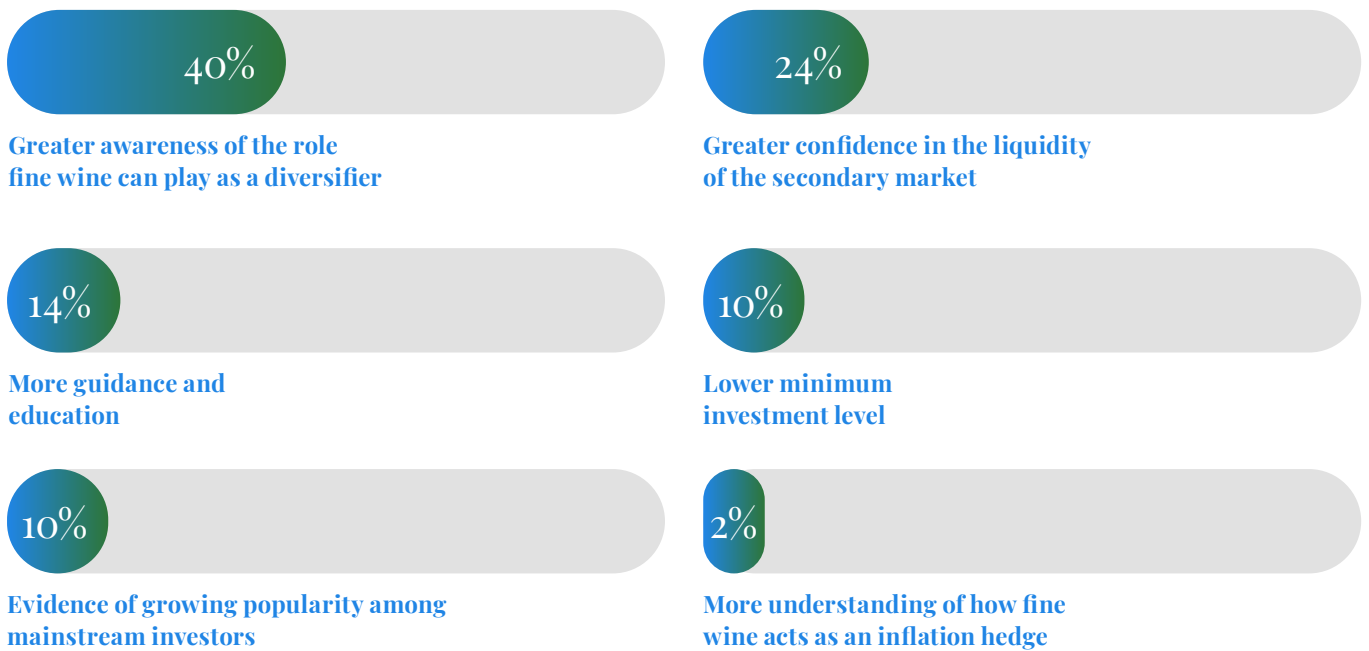
The fine wine investment market is attracting new participants, as examined in the beginning of this report, but sustaining and expanding demand will require continued education, improved market transparency, and enhanced liquidity.

### MARKET LIQUIDITY & ACCESSIBILITY

Liquidity remains a challenge in the fine wine market, particularly as seasoned investors begin to sell off decades-old holdings. While secondary market transparency has improved, further development is needed to ensure seamless trading and greater investor confidence.

At the same time, fine wine still lacks full recognition as an asset class among mainstream investors. Our survey found that 40% of wealth managers believe fine wine remains underappreciated as a financial instrument, limiting its potential for broader adoption.

### Factors that contribute to more demand for fine wine investment





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## CHALLENGES & OPPORTUNITIES IN THE FINE WINE MARKET

### CONTINUED

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#### HOW TECHNOLOGY CAN POPULARISE WINE INVESTMENT

Advancements in AI and improved market reporting present significant opportunities to overcome the barriers mentioned above.

For instance, AI-driven analytics allow investors to make data-backed decisions, increasing confidence in market trends and valuations. Meanwhile, greater price transparency through digital platforms improves liquidity, ensuring easier trading and investment optimisation.

**Our survey showed that wealth managers believe the market will continue to develop in the next five years with the increased adoption of AI.**

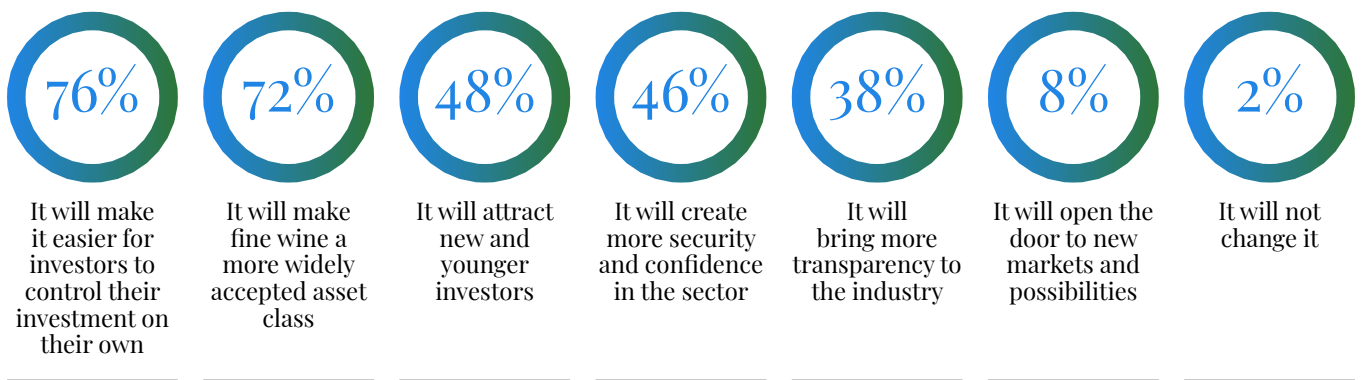
Seventy-six per cent expect that AI will make it easier for investors to control their assets on their own; 72% think that it will make fine wine a more widely accepted asset class.

“AI’s integration into the fine wine investment sector is set to revolutionise how investors operate, making the market more accessible, data-driven, and transparent.”

*Martin Pruszynski, Wine Investment Expert, WineCap*

By improving market infrastructure, enhancing accessibility, and broadening awareness, fine wine can solidify its status as a mainstream alternative asset for years to come.

### Expected AI impact on fine wine investment



# Conclusion

Fine wine continues to prove its worth as a viable investment despite market fluctuations. While corrections are a natural part of any investment cycle, the fundamentals of fine wine – scarcity, tax efficiency, and portfolio diversification – remain strong.

A generational shift is shaping the market, with younger investors leveraging technology and data-driven insights to refine their strategies. As seasoned collectors exit, new entrants are bringing a fresh perspective, reinforcing fine wine's role as both a financial asset and a passion investment.

For fine wine to reach its full potential, improving liquidity, accessibility, and investor awareness will be key. Advancements in market transparency and AI-driven analytics are already helping to bridge the gap between fine wine's traditional exclusivity and its growing appeal as an alternative asset.

As the market matures, fine wine is poised for continued growth. By addressing key challenges and embracing opportunities, the industry can ensure that fine wine remains a compelling investment for future generations.

**As we look ahead, WineCap remains committed to providing research and analysis to help our clients and the broader investment community navigate this fascinating market.**



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## MAKING WINE INVESTMENT AFFORDABLE, TRANSPARENT AND SIMPLE FOR YOU

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Our mission is to democratise wine investment, making it more affordable, more transparent and easier to access. With decades of experience navigating the international fine wine market, we offer propositions that translate into maximised profits for our customers. Put simply, we facilitate easy access to wine: a proven, highly desirable asset that has historically delivered stable and substantial returns.

We've developed our own, bespoke technology that analyses over 400,000 wine prices a day to identify undervalued wines to buy and sell across the global market at the optimal time and price. By automating this process, we can pass substantial cost savings on to our customers and don't charge any management fees.

Assuming the role of agent, we analyse our customers' goals and circumstances and then work to source the optimal wines to create a sound, diversified and profitable portfolio. With our longstanding UK alliances, our customers also benefit from the most developed secondary fine wine market in existence. We're excellently positioned to buy well and sell high due to our sister companies in Bordeaux and the US. We have an unparalleled global reach as we are strategically positioned in London: the fine wine market hub.

**We've built an organisation over the years that elicits trust, partnership and profitability.**

Whether you're new to the world of wine or a seasoned investor, we work diligently to establish a personal relationship with you to align with and enhance your investment goals. Our priority is designing a customised portfolio that meets your objectives, all while ensuring that you retain full and unconditional ownership of your assets. This strategy means we've built an organisation over the years that elicits trust, partnership and profitability. We're proud of the accolades our investors have provided to us regarding the quality and reach of services and we welcome an opportunity to share them with you.



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