HSBC Private Bank

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New collectors and changing tastes reshape the fine wine and rare whisky market

London, 24 November 2026 – Buyers of fine wine and rare whisky are broadening their horizons to explore new markets and vintages, as evolving tastes create new opportunities, according to A Taste for Time, a report published today by HSBC Private Bank in collaboration with Justerini & Brooks

The report explores how changing consumer preferences, new production regions, and an evolving collector base are reshaping the market. Collectors are increasingly seeking limited-production wines and whiskies with distinctive provenance, heritage and stories. Younger collectors, in particular, are researching extensively and placing greater emphasis on quality over quantity. Meanwhile, whisky is drawing in younger drinkers and more women, with Scotland still exporting 43 bottles every second to more than 160 markets.

A Taste for Time also shows how Asia's wealthy entrepreneurs are leading the world in fine wine collecting. Drawing on HSBC's survey of more than 3,000 high net worth and ultra high net worth entrepreneurs, the report finds 54% of respondents in the Chinese mainland collect fine wines, with 39% in the UK, and 36% in both Singapore and India.

Globally, one in three (32%) collects fine wine and rare vintages, more than those who invest in art and sculpture (25%), or antiques (25%). Enjoyment is the primary motivation, with 57% of collectors buying purely for pleasure, while a quarter buy solely as an investment. This is particularly pronounced in Asia; in India, 76% collect for enjoyment, compared with 12% who collect to invest.

Collectors are planning to increase how much they buy, with 73% expecting to spend more on their collections either for enjoyment or investment over the next 12 months. Asian collectors are more likely to plan to spend more for their enjoyment, including 47% in Hong Kong and 43% in Singapore, compared with 38% globally.

Ida Liu, Chief Executive Officer, HSBC Private Bank, said: "Asia is helping reshape the world of fine wine, with a new generation of collectors bringing curiosity, sophistication and a deep appreciation for craftsmanship and provenance. For our clients, the value of a great collection goes far beyond its financial worth. It is about discovery, shared experiences and the stories passed from one generation to the next."

Naomi Alston, Managing Director, Justerini & Brooks, said: "What resonates most strongly in this report is the importance of enjoyment. Fine wine and rare whisky can bring people together, creating opportunities for conversation, connection and lasting friendships. For many enthusiasts, the communities that form around these shared interests are an important part of what makes collecting so rewarding."

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About the report
A Taste for Time: From treasured bottles to lasting legacies covers fine wine and rare whisky and is the latest in HSBC Private Bank's passion assets series, following reports on art, collectibles and longevity. It can be downloaded at www.privatebanking.hsbc.com/passions-interests/wine

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About Justerini & Brooks
Justerini & Brooks has been at the heart of Britain's fine wine and spirits landscape ever since it was founded in London's St James's in 1749. The business sources exceptional wines and spirits and builds enduring relationships with the greatest producers and distilleries around the world. It was granted its first Royal Warrant by King George III in 1761 and has held successive Royal Warrants for more than two centuries.

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