

Still Wine in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the still wine market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains information on three categories: red wine, white wine and rosé

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

Highlights

Russia is home to the second largest still wine market, led by red wine category.

India is set to be the most lucrative investment destination for the still wine market in future.

China leads the still wine market in terms of volume among the BRIC nations.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the still wine market in high growth / emerging nations

Identify key players within the still wine in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the still wine market in Brazil, Russia, India and China

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Russia is home to the second largest still wine market, led by red wine category
India is set to be the most lucrative investment destination for the still wine market in future
China leads the still wine market in terms of volume among the BRIC nations

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 OVERVIEW

BRIC still wine market, volume overview
BRIC still wine market, value overview

CHAPTER 4 GLOBAL STILL WINE MARKET – TOP FIVE VS BRIC COUNTRIES

Value Analysis
Volume Analysis

CHAPTER 5 BRAZIL

Value analysis (Brazilian Real), 2004?09
Value analysis (Brazilian Real), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 RUSSIA

Value analysis (Russian Ruble), 2004?09
Value analysis (Russian Ruble), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 INDIA

Value analysis (Indian Rupee), 2004?09
Value analysis (Indian Rupee), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CHINA

Value analysis (Chinese Yuan Renminbi), 2004?09
Value analysis (Chinese Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 NEW PRODUCT DEVELOPMENT

Product launches 2009: Brazil
Recent product launches
Product launches 2009: Russia

Recent product launches
Product launches 2009: India
Recent product launches
Product launches 2009: China
Recent product launches

CHAPTER 10 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 11 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Still Wine market, BRIC, volume (liters, million), 2004?14
- Figure 2: Still Wine market, BRIC, volume (liters, million), 2004?09
- Figure 3: Still Wine market, BRIC, volume (liters, million), 2009–14
- Figure 4: Still Wine market, BRIC, volume growth analysis, 2004?14
- Figure 5: Still Wine market, BRIC, value (\$m), 2004?14
- Figure 6: Still Wine market, BRIC, value (\$m) , 2004?09
- Figure 7: Still Wine market, BRIC, value (\$m) , 2009?14
- Figure 8: Still Wine market, BRIC, value growth analysis, 2004?14
- Figure 9: Global still wine market split (\$m), top five vs BRIC countries, 2009–14
- Figure 10: Global still wine market split (liters, million), top five vs BRIC countries, 2009–14
- Figure 11: Still wine, Brazil, value by segment (BRLm), 2004?14
- Figure 12: Still wine, Brazil, category growth comparison, by value, 2004?14
- Figure 13: Still wine, Brazil, volume by segment (liters, million), 2004?14
- Figure 14: Still wine, Brazil, category growth comparison, by volume, 2004?14
- Figure 15: Still wine, Brazil, company share by volume (%), 2008?09
- Figure 16: Still wine, Brazil, distribution channels by volume (%), 2008?09
- Figure 17: Still wine, Russia, value by segment (RUBm), 2004?14
- Figure 18: Still wine, Russia, category growth comparison, by value, 2004?14
- Figure 19: Still wine, Russia, volume by segment (liters, million), 2004?14
- Figure 20: Still wine, Russia, category growth comparison, by volume, 2004?14
- Figure 21: Still wine, Russia, company share by volume (%), 2008?09
- Figure 22: Still wine, Russia, distribution channels by volume (%), 2008?09
- Figure 23: Still wine, India, value by segment (INRm), 2004?14
- Figure 24: Still wine, India, category growth comparison, by value, 2004?14
- Figure 25: Still wine, India, volume by segment (liters, million), 2004?14
- Figure 26: Still wine, India, category growth comparison, by volume, 2004?14
- Figure 27: Still wine, India, company share by volume (%), 2008?09
- Figure 28: Still wine, India, distribution channels by volume (%), 2008?09
- Figure 29: Still wine, China, value by segment (CNYm), 2004?14
- Figure 30: Still wine, China, category growth comparison, by value, 2004?14
- Figure 31: Still wine, China, volume by segment (liters, million), 2004?14
- Figure 32: Still wine, China, category growth comparison, by volume, 2004?14
- Figure 33: Still wine, China, company share by volume (%), 2008?09
- Figure 34: Still wine, China, distribution channels by volume (%), 2008?09

Figure 35: Annual data review process

List Of Tables

LIST OF TABLES

- Table 1: Still wine category definitions
- Table 2: Still wine distribution channels
- Table 3: Still Wine market, BRIC, volume (liters, million), 2004?14
- Table 4: Still Wine market, BRIC, volume (liters, million), 2004?09
- Table 5: Still Wine market, BRIC, volume (liters, million), 2009–14
- Table 6: Still Wine market, BRIC, value (\$m), 2004?14
- Table 7: Still Wine market, BRIC, value (\$m), 2004?09
- Table 8: Still Wine market, BRIC, value (\$m), 2009?14
- Table 9: Global still wine market split (\$m), top five vs BRIC countries, 2009–14
- Table 10: Global still wine market split (liters, million), top five vs BRIC countries, 2009–14
- Table 11: Still wine, Brazil, value by segment (BRLm), 2004?09
- Table 12: Still wine, Brazil, value forecast by segment (BRLm), 2009?14
- Table 13: Still wine, Brazil, value by segment (\$m), 2004?09
- Table 14: Still wine, Brazil, value forecast by segment (\$m), 2009?14
- Table 15: Still wine, Brazil, volume by segment (liters, million), 2004?09
- Table 16: Still wine, Brazil, volume forecast by segment (liters, million), 2009?14
- Table 17: Still wine, Brazil, brand share by volume (%), 2008?09
- Table 18: Still wine, Brazil, volume by brand (liters, million), 2008?09
- Table 19: Still wine, Brazil, company share by volume (%), 2008?09
- Table 20: Still wine, Brazil, volume by company (liters, million), 2008?09
- Table 21: Still wine, Brazil, distribution channels by volume (%), 2008?09
- Table 22: Still wine, Brazil, volume by distribution channel (liters, million), 2008?09
- Table 23: Still wine, Brazil, expenditure per capita (BRL), 2004?09
- Table 24: Still wine, Brazil, forecast expenditure per capita (BRL), 2009?14
- Table 25: Still wine, Brazil, expenditure per capita (\$), 2004?09
- Table 26: Still wine, Brazil, forecast expenditure per capita (\$), 2009?14
- Table 27: Still wine, Brazil, consumption per capita (liters), 2004?09
- Table 28: Still wine, Brazil, forecast consumption per capita (liters), 2009?14
- Table 29: Still wine, Russia, value by segment (RUBm), 2004?09
- Table 30: Still wine, Russia, value forecast by segment (RUBm), 2009?14
- Table 31: Still wine, Russia, value by segment (\$m), 2004?09
- Table 32: Still wine, Russia, value forecast by segment (\$m), 2009?14
- Table 33: Still wine, Russia, volume by segment (liters, million), 2004?09
- Table 34: Still wine, Russia, volume forecast by segment (liters, million), 2009?14

- Table 35: Still wine, Russia, brand share by volume (%), 2008?09
- Table 36: Still wine, Russia, volume by brand (liters, million), 2008?09
- Table 37: Still wine, Russia, company share by volume (%), 2008?09
- Table 38: Still wine, Russia, volume by company (liters, million), 2008?09
- Table 39: Still wine, Russia, distribution channels by volume (%), 2008?09
- Table 40: Still wine, Russia, volume by distribution channel (liters, million), 2008?09
- Table 41: Still wine, Russia, expenditure per capita (RUB), 2004?09
- Table 42: Still wine, Russia, forecast expenditure per capita (RUB), 2009?14
- Table 43: Still wine, Russia, expenditure per capita (\$), 2004?09
- Table 44: Still wine, Russia, forecast expenditure per capita (\$), 2009?14
- Table 45: Still wine, Russia, consumption per capita (liters), 2004?09
- Table 46: Still wine, Russia, forecast consumption per capita (liters), 2009?14
- Table 47: Still wine, India, value by segment (INRm), 2004?09
- Table 48: Still wine, India, value forecast by segment (INRm), 2009?14
- Table 49: Still wine, India, value by segment (\$m), 2004?09
- Table 50: Still wine, India, value forecast by segment (\$m), 2009?14
- Table 51: Still wine, India, volume by segment (liters, million), 2004?09
- Table 52: Still wine, India, volume forecast by segment (liters, million), 2009?14
- Table 53: Still wine, India, brand share by volume (%), 2008?09
- Table 54: Still wine, India, volume by brand (liters, million), 2008?09
- Table 55: Still wine, India, company share by volume (%), 2008?09
- Table 56: Still wine, India, volume by company (liters, million), 2008?09
- Table 57: Still wine, India, distribution channels by volume (%), 2008?09
- Table 58: Still wine, India, volume by distribution channel (liters, million), 2008?09
- Table 59: Still wine, India, expenditure per capita (INR), 2004?09
- Table 60: Still wine, India, forecast expenditure per capita (INR), 2009?14
- Table 61: Still wine, India, expenditure per capita (\$), 2004?09
- Table 62: Still wine, India, forecast expenditure per capita (\$), 2009?14
- Table 63: Still wine, India, consumption per capita (liters), 2004?09
- Table 64: Still wine, India, forecast consumption per capita (liters), 2009?14
- Table 65: Still wine, China, value by segment (CNYm), 2004?09
- Table 66: Still wine, China, value forecast by segment (CNYm), 2009?14
- Table 67: Still wine, China, value by segment (\$m), 2004?09
- Table 68: Still wine, China, value forecast by segment (\$m), 2009?14
- Table 69: Still wine, China, volume by segment (liters, million), 2004?09
- Table 70: Still wine, China, volume forecast by segment (liters, million), 2009?14
- Table 71: Still wine, China, brand share by volume (%), 2008?09
- Table 72: Still wine, China, volume by brand (liters, million), 2008?09
- Table 73: Still wine, China, company share by volume (%), 2008?09

- Table 74: Still wine, China, volume by company (liters, million), 2008?09
- Table 75: Still wine, China, distribution channels by volume (%), 2008?09
- Table 76: Still wine, China, volume by distribution channel (liters, million), 2008?09
- Table 77: Still wine, China, expenditure per capita (CNY), 2004?09
- Table 78: Still wine, China, forecast expenditure per capita (CNY), 2009?14
- Table 79: Still wine, China, expenditure per capita (\$), 2004?09
- Table 80: Still wine, China, forecast expenditure per capita (\$), 2009?14
- Table 81: Still wine, China, consumption per capita (liters), 2004?09
- Table 82: Still wine, China, forecast consumption per capita (liters), 2009?14
- Table 83: Brazil still wine new product launches reports, by company (top five companies), 2009
- Table 84: Brazil still wine new product launches SKUs, by company (top five companies), 2009
- Table 85: Brazil still wine new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 86: Brazil still wine new product launches (reports), by ingredients, 2009
- Table 87: Brazil still wine new product launches (reports), by package tags or claims, 2009
- Table 88: Brazil still wine new product launches - recent five launches (2009)
- Table 89: Russia still wine new product launches reports, by company (top five companies), 2009
- Table 90: Russia still wine new product launches SKUs, by company (top five companies), 2009
- Table 91: Russia still wine new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 92: Russia still wine new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 93: Russia still wine new product launches (reports), by package tags or claims, 2009
- Table 94: Russia still wine new product launches - recent five launches (2009)
- Table 95: India still wine new product launches reports, by company (top five companies), 2009
- Table 96: India still wine new product launches SKUs, by company (top five companies), 2009
- Table 97: India still wine new product launches (reports), by flavor and fragrances, 2009
- Table 98: India still wine new product launches (reports), by ingredients, 2009
- Table 99: India still wine new product launches (reports), by package tags or claims, 2009
- Table 100: India still wine new product launches - recent five launches (2009)

Table 101: China still wine new product launches reports, by company (top five companies), 2009

Table 102: China still wine new product launches SKUs, by company (top five companies), 2009

Table 103: China still wine new product launches (reports), by flavor and fragrances, 2009

Table 104: China still wine new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 105: China still wine new product launches (reports), by package tags or claims, 2009

Table 106: China still wine new product launches - recent five launches (2009)

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