

Wine - Scandinavia Industry Guide

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Abstracts

Datamonitor's Wine - Scandinavia Industry Guide is an essential resource for top-level data and analysis covering the Wine industry in each of the Scandinavian (Denmark, Norway and Sweden) countries. The report includes easily comparable data on market value, segmentation, and five forces analysis, plus full five year market forecasts for each country. It examines future problems, innovations and potential growth areas within the market.

Scope of the Report

Contains an executive summary market values, and segmentation

Provides textual analysis of the industry's prospects, competitive landscape and profiles of leading companies

Incorporates in-depth five forces competitive environment analysis and scorecards

Compares data from Denmark, Norway and Sweden, alongside individual chapters on each country. .

Includes a five-year forecast of the industry

Highlights

The Scandinavian wine market had a total market value of \$5,856.million in 2009.

Within the wine industry, Sweden is the leading country among the Scandinavian

countries, with market revenues of \$2,389.7 million in 2009.

The wine industry in Sweden is expected to lead the Scandinavian countries with a value of \$2,976.5 million in 2014.

Why you should buy this report

Spot future trends and developments

Inform your business decisions

Add weight to presentations and marketing materials

Save time carrying out entry-level research

Market Definition

The wine market consists of retail sale of champagne, fortified wine, sparkling wine and still wine. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2009 annual average exchange rates.

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