

Global Champagne Market Report: 2014 Edition

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Abstracts

Champagne is a key constituent of luxury spirit market and is often associated with celebratory occasions and events. This beverage category has long been observed to thrive in times of economic boom while its sales decline during times of recession. Currently, the global market for champagne is on the path to recovery after suffering a year of decline due to European economic downturn which was the result of sovereign debt crisis in European Union. Champagne is of mainly three types based on the type of grapes used in the production process: Blanc-des-Blancs, Blanc-des-Noirs, and Rosé Champagnes.

France is the largest and most ancient wine and champagne producer in the world with UK remaining the top export destination for champagne in 2013. Shipments of champagnes to emerging markets like China, Brazil and India, also posted a strong growth registering new records both in volumes and value. Factors contributing to the demand in these countries include rising disposable income, increasing brand awareness, established consumer base, credit availability and improving standard of living.

The key factors driving growth of the global champagne market include rising number of HNWI and employed population, increasing internet penetration, ameliorating global economic condition and growing overall luxury market. Some of the noteworthy trends and developments of the respective industry are shifting attention to US and Asia, deep discounting by retailers and enhancing demand from emerging markets. However, the growth of champagne market is hindered by a number of factors including high import duty, adverse economic conditions, grape shortage and counterfeiting.

The report offers an analysis of the global champagne market along with the study of regional markets. It discusses major market trends, growth drivers and challenges, in detail. The market for champagne is personified by intense competition, with numerous

large and regional players competing majorly on the basis of quality and cost.

LVMH is the leading player in the global champagne market in terms of revenues, volume, and number of portfolio of strong brands such as Ruinart, Moët & Chandon, Veuve Clicquot, Krug, Mercier and Dom Pérignon. The other leading players include Lanson-BCC Group, Vranken-Pommery Monopole SA, Pernod-Ricard and Laurent Perrier, among others.

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