

Dessert Wine Market By Product Type (Still Wine, Sparkling Wine, Fortified Wine) , By Grape Type (White Grapes, Red Grapes) By Distribution Channel (On-trade, Off-trade) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/D53E938D6B46EN.html>

Date: September 2024

Pages: 235

Price: US\$ 2,439.00 (Single User License)

ID: D53E938D6B46EN

Abstracts

Dessert Wine Market

The dessert wine market was valued at \$35.7 billion in 2023 and is projected to reach \$64.4 billion by 2033, growing at a CAGR of 6.1% from 2024 to 2033.

Dessert wine, also known by the name pudding wine, is a sweet beverage served with the final course of meal or is considered a dessert on its own. The wine is produced from extra sweet grapes and its preparation involves ceasing the fermentation process in between, before yeast converts all the grape sugar into alcohol. Therefore, residual sugar and fruity notes are the hallmarks of a dessert wine. Apart from being a dessert, the wine is often paired with savory or spicy dishes to cleanse the palate of individuals.

Rise in inclination of consumers toward high-end premium beverages and desserts is a key driver of the dessert wine market. In addition, expansion of the niche sector of dessert wine, including special events, fine dining, and gifting occasions augments the development of the market. An emerging trend poised to dominate the market in coming years is the usage of AI to analyze existing wines and help in crafting new blends with unique flavor experiences for consumers. Furthermore, AI exhibits the capability to help winemakers in selecting suitable tanks for the blending process.

However, the labor-intensive production process and low yields limit the profitability of winemaking and hamper the development of the dessert wine market. Moreover,

restricted knowledge and popularity of dessert wines confines their consumption, hence restraining the market growth considerably. On the contrary, expansion of the wine tourism industry and rise in focus on sustainability on these tours are projected to present lucrative opportunities for the dessert wine market. According to a survey conducted by WineTourism.com—a Spain-based online booking platform—approximately 87% of the participants assume that sustainable practices are poised to become a key factor in the promotion of wine tourism. Therefore, the rise of wine tourism is projected to open new avenues for the dessert wine market.

Segment Review

The dessert wine market is segmented into product type, grape type, distribution channel, and region. On the basis of product type, the market is divided into still wine, sparkling wine, fortified wine. Depending on grape type, it is bifurcated into white grapes and red grapes. As per distribution channel, it is classified into on-trade and off-trade. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of product type, the still wine segment held a high share of the market in 2023.

Depending on grape type, the white grapes segment acquired a high stake in the market in 2023.

As per distribution channel, the off-trade segment accounted for a high share of the market in 2023.

Region wise, Europe was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global dessert wine market include E & J Gallo Winery, Constellation Brands, The Wine Group, Treasury Wine Estates, Pernod Ricard, Viña Concha y Toro, Castel Group, Grupo Peñaflor, Accolade Wines, and Caviro. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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SWOT Analysis

Key Market Segments

By Product Type

Still Wine

Sparkling Wine

Fortified Wine

By Grape Type

White Grapes

Red Grapes

By Distribution Channel

On-trade

Off-trade

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

E & J Gallo Winery

Constellation Brands

The Wine Group

Treasury Wine Estates

Pernod Ricard

Viña Concha y Toro

Castel Group

Grupo Peñaflor

Accolade Wines

Caviro

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