

Sparkling Wines Market by Type (Red, Rose, and White), Product (Cava, Champagne, Cremant, Prosecco, and Others), Price Point (Economy, Mid-range, and Luxury), and Sales Channel (Supermarket/Hypermarket, Specialty Stores, On Trade, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Sparkling wine is a type of wine with high carbon dioxide levels, which makes it fizzy. Wine with a pressure of three atmospheres and more is categorized as sparkling wine. It is usually distinguished by the content of alcohol by volume (ABV), which usually varies from 10.5–11.5% in these products. Sparkling wines consumption is generally associated with events of significant importance in consumer's life, for example, celebrations, anniversaries, parties, social gatherings, and personal moments. Currently, the products offered in this market are wines extracted from different fruit juices such as grapes, apples, and pomegranate.

The global sparkling wines market size was valued at \$33.9 billion in 2019, and is anticipated to reach \$51.7 billion by 2027, with a CAGR of 7.3% during the forecast period. Rise in production of wine, advancements in flavor of products, increase in spending on luxurious wines, and surge in number of wineries across the globe are the key factors that fuel the sparkling wines market growth.

The global sparkling wines market is generally driven by consumer satisfaction and fine quality of products. Rise in disposable income has further increased the consumption of these products as they are considered as status symbols.

However, stringent government policies & regulations restrict their sales and distribution in some countries. Opportunities, such as providing quality products to large masses at comparatively less premium pricing and increasing opportunities in developing region, can further help boost the growth of the market.

According to the sparkling wines market analysis, the market is segmented on the basis of type, product, price point, sales channel, and region. By type, it is categorized into red, rose, and white. By product, it is divided into cava, champagne, cremant, prosecco, and others. Depending on price point, it is classified into economy, mid-range, and luxury. By sales channel, it is fragmented into supermarket/hypermarket, specialty stores, on trade, and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, Italy, Russia, and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Singapore, New Zealand, and Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, the UAE, South Africa, Saudi Arabia, Turkey, and Rest of LAMEA).

The key players profiled in this report include Accolade Wines Australia Limited, Bronco Wine Company, Casella Family Brands, Caviro Extra S.P.A, Constellation Brands, E. & J. Gallo Winery, Pernod Ricard, The Wine Group, Treasury Wine Estates, and Vina Concha Y Toro SA.

Key benefits for stakeholders

The study provides an in-depth analysis of the global sparkling wines market, with current and future trends to elucidate the imminent investment pockets in the market.

Current and future trends are outlined in the report to determine the overall market attractiveness and single out profitable trends to gain a stronger foothold in the global sparkling wines market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis of the current market and estimation for the same from 2019 to 2027 is provided to showcase the financial competency of the global sparkling wines market.

Porter's five forces model of the industry illustrates competitiveness of the global sparkling wines market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive analysis highlights the business practices followed by the leading market players across various regions.

Key market segments

By Type

Red

Rose

White

Product

Cava

Champagne

Cremant

Prosecco

Others

By Price Point

Economy

Mid-range

Luxury

By Sales Channel

Supermarket/Hypermarket

Specialty Stores

On Trade

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Singapore

New Zealand

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

UAE

South Africa

Saudi Arabia

Turkey

Rest of LAMEA

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