

Global Canned Wines Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Canned wines have emerged as a popular alternative to traditional bottled wines, offering convenience, portability, and sustainability. These products are essentially single-serve portions of wine sealed in aluminum cans, catering to consumers seeking on-the-go options and smaller serving sizes. The market for canned wines has witnessed significant growth in recent years, driven by shifting consumer preferences, lifestyle changes, and advancements in packaging technology.

In 2023, the global market size for canned wines reached approximately \$150 million. This segment is projected to grow at a Compound Annual Growth Rate (CAGR) of 12.5% from 2024 to 2032. Key growth drivers include the rising demand for convenient and portable alcoholic beverages, especially among millennials and younger demographics. Additionally, the environmental benefits of aluminum cans, such as recyclability and reduced carbon footprint, have contributed to the market's expansion.

Several trends are shaping the canned wine market. Firstly, the premiumization of canned wine products, with an emphasis on high-quality grapes and sophisticated flavor profiles, is attracting discerning consumers. Brands are also innovating with unique packaging designs and collaborations to stand out on shelves and appeal to a younger audience. Furthermore, the increasing availability of canned wine in various retail channels, including supermarkets, convenience stores, and online platforms, is enhancing market penetration.

Another trend is the diversification of product offerings, with an expanding range of varietals, blends, and sparkling options in canned formats. This trend aligns with the

growing interest in wine exploration and experimentation among consumers. Moreover, the convenience factor of canned wines, such as easy chilling, portability for outdoor activities, and reduced wastage compared to traditional bottles, is driving adoption across different consumption occasions.

In terms of regional market distribution, North America leads the canned wine market, accounting for a significant share of global consumption. The region's dominance can be attributed to the strong culture of wine consumption, increasing preference for convenience products, and a well-established distribution network. Europe and Asia-Pacific are also emerging as lucrative markets for canned wines, fueled by changing drinking habits, urbanization, and the influence of Western drinking trends.

Despite the positive growth trajectory, the canned wine market faces challenges such as regulatory restrictions on alcohol packaging, perceptions of lower quality compared to bottled wines, and limited shelf space in retail outlets. Overcoming these challenges will require industry players to focus on educating consumers, enhancing product quality, and building strategic partnerships to expand market reach and drive sustained growth.

In conclusion, the canned wine market presents significant opportunities for growth and innovation, driven by evolving consumer preferences and the convenience-focused beverage landscape. By capitalizing on key trends, addressing market challenges, and leveraging regional dynamics, companies in this segment can position themselves for success in the evolving wine industry landscape.

This report provides a deep insight into the global Canned Wines market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Canned Wines Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Canned Wines market in any manner.

Global Canned Wines Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

E & J Gallo Winery

Constellation Brands

Union Wine Company

Integrated Beverage Group LLC

SANS WINE CO

Sula Vineyards Pvt. Ltd.

The Family Coppola

Santa Julia

Winesellers Ltd.

Graham Veysey

Fisk Biggar

Precept Wine

Field Recordings

Old Westminster

Market Segmentation (by Type)

Red Wine

Rose Wine

White Wine

Sparkling Wine

Other Wine

Market Segmentation (by Application)

Online

Offline

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Canned Wines Market

Overview of the regional outlook of the Canned Wines Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each

region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Canned Wines Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Canned Wines

1.2 Key Market Segments

1.2.1 Canned Wines Segment by Type

1.2.2 Canned Wines Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 CANNED WINES MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Canned Wines Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Canned Wines Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 CANNED WINES MARKET COMPETITIVE LANDSCAPE

3.1 Global Canned Wines Sales by Manufacturers (2019-2024)

3.2 Global Canned Wines Revenue Market Share by Manufacturers (2019-2024)

3.3 Canned Wines Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Canned Wines Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Canned Wines Sales Sites, Area Served, Product Type

3.6 Canned Wines Market Competitive Situation and Trends

3.6.1 Canned Wines Market Concentration Rate

3.6.2 Global 5 and 10 Largest Canned Wines Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 CANNED WINES INDUSTRY CHAIN ANALYSIS

- 4.1 Canned Wines Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF CANNED WINES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 CANNED WINES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Canned Wines Sales Market Share by Type (2019-2024)
- 6.3 Global Canned Wines Market Size Market Share by Type (2019-2024)
- 6.4 Global Canned Wines Price by Type (2019-2024)

7 CANNED WINES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Canned Wines Market Sales by Application (2019-2024)
- 7.3 Global Canned Wines Market Size (M USD) by Application (2019-2024)
- 7.4 Global Canned Wines Sales Growth Rate by Application (2019-2024)

8 CANNED WINES MARKET SALES BY REGION

- 8.1 Global Canned Wines Sales by Region
 - 8.1.1 Global Canned Wines Sales by Region
 - 8.1.2 Global Canned Wines Sales Market Share by Region
- 8.2 Global Canned Wines Market Size by Region
 - 8.2.1 Global Canned Wines Market Size by Region

8.2.2 Global Canned Wines Market Size Market Share by Region

8.3 North America

8.3.1 North America Canned Wines Sales by Country

8.3.2 North America Canned Wines Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Canned Wines Sales by Country

8.4.2 Europe Canned Wines Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Canned Wines Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Canned Wines Market Size by Region

8.6.2 Asia Pacific Canned Wines Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Canned Wines Sales by Country

8.7.2 South America Canned Wines Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Canned Wines Sales by Region

8.8.2 Middle East and Africa Canned Wines Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 CANNED WINES MARKET PRODUCTION BY REGION

9.1 Global Production of Canned Wines by Region (2019-2024)

9.2 Global Canned Wines Revenue Market Share by Region (2019-2024)

9.3 Global Canned Wines Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Canned Wines Production

9.4.1 North America Canned Wines Production Growth Rate (2019-2024)

9.4.2 North America Canned Wines Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Canned Wines Production

9.5.1 Europe Canned Wines Production Growth Rate (2019-2024)

9.5.2 Europe Canned Wines Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Canned Wines Production (2019-2024)

9.6.1 Japan Canned Wines Production Growth Rate (2019-2024)

9.6.2 Japan Canned Wines Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Canned Wines Production (2019-2024)

9.7.1 China Canned Wines Production Growth Rate (2019-2024)

9.7.2 China Canned Wines Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 E and J Gallo Winery

10.1.1 E and J Gallo Winery Canned Wines Basic Information

10.1.2 E and J Gallo Winery Canned Wines Product Overview

10.1.3 E and J Gallo Winery Canned Wines Product Market Performance

10.1.4 E and J Gallo Winery Business Overview

10.1.5 E and J Gallo Winery Canned Wines SWOT Analysis

10.1.6 E and J Gallo Winery Recent Developments

10.2 Constellation Brands

10.2.1 Constellation Brands Canned Wines Basic Information

10.2.2 Constellation Brands Canned Wines Product Overview

- 10.2.3 Constellation Brands Canned Wines Product Market Performance
- 10.2.4 Constellation Brands Business Overview
- 10.2.5 Constellation Brands Canned Wines SWOT Analysis
- 10.2.6 Constellation Brands Recent Developments
- 10.3 Union Wine Company
 - 10.3.1 Union Wine Company Canned Wines Basic Information
 - 10.3.2 Union Wine Company Canned Wines Product Overview
 - 10.3.3 Union Wine Company Canned Wines Product Market Performance
 - 10.3.4 Union Wine Company Canned Wines SWOT Analysis
 - 10.3.5 Union Wine Company Business Overview
 - 10.3.6 Union Wine Company Recent Developments
- 10.4 Integrated Beverage Group LLC
 - 10.4.1 Integrated Beverage Group LLC Canned Wines Basic Information
 - 10.4.2 Integrated Beverage Group LLC Canned Wines Product Overview
 - 10.4.3 Integrated Beverage Group LLC Canned Wines Product Market Performance
 - 10.4.4 Integrated Beverage Group LLC Business Overview
 - 10.4.5 Integrated Beverage Group LLC Recent Developments
- 10.5 SANS WINE CO
 - 10.5.1 SANS WINE CO Canned Wines Basic Information
 - 10.5.2 SANS WINE CO Canned Wines Product Overview
 - 10.5.3 SANS WINE CO Canned Wines Product Market Performance
 - 10.5.4 SANS WINE CO Business Overview
 - 10.5.5 SANS WINE CO Recent Developments
- 10.6 Sula Vineyards Pvt. Ltd.
 - 10.6.1 Sula Vineyards Pvt. Ltd. Canned Wines Basic Information
 - 10.6.2 Sula Vineyards Pvt. Ltd. Canned Wines Product Overview
 - 10.6.3 Sula Vineyards Pvt. Ltd. Canned Wines Product Market Performance
 - 10.6.4 Sula Vineyards Pvt. Ltd. Business Overview
 - 10.6.5 Sula Vineyards Pvt. Ltd. Recent Developments
- 10.7 The Family Coppola
 - 10.7.1 The Family Coppola Canned Wines Basic Information
 - 10.7.2 The Family Coppola Canned Wines Product Overview
 - 10.7.3 The Family Coppola Canned Wines Product Market Performance
 - 10.7.4 The Family Coppola Business Overview
 - 10.7.5 The Family Coppola Recent Developments
- 10.8 Santa Julia
 - 10.8.1 Santa Julia Canned Wines Basic Information
 - 10.8.2 Santa Julia Canned Wines Product Overview
 - 10.8.3 Santa Julia Canned Wines Product Market Performance

- 10.8.4 Santa Julia Business Overview
- 10.8.5 Santa Julia Recent Developments
- 10.9 Winesellers Ltd.
 - 10.9.1 Winesellers Ltd. Canned Wines Basic Information
 - 10.9.2 Winesellers Ltd. Canned Wines Product Overview
 - 10.9.3 Winesellers Ltd. Canned Wines Product Market Performance
 - 10.9.4 Winesellers Ltd. Business Overview
 - 10.9.5 Winesellers Ltd. Recent Developments
- 10.10 Graham Veysey
 - 10.10.1 Graham Veysey Canned Wines Basic Information
 - 10.10.2 Graham Veysey Canned Wines Product Overview
 - 10.10.3 Graham Veysey Canned Wines Product Market Performance
 - 10.10.4 Graham Veysey Business Overview
 - 10.10.5 Graham Veysey Recent Developments
- 10.11 Fisk Biggar
 - 10.11.1 Fisk Biggar Canned Wines Basic Information
 - 10.11.2 Fisk Biggar Canned Wines Product Overview
 - 10.11.3 Fisk Biggar Canned Wines Product Market Performance
 - 10.11.4 Fisk Biggar Business Overview
 - 10.11.5 Fisk Biggar Recent Developments
- 10.12 Precept Wine
 - 10.12.1 Precept Wine Canned Wines Basic Information
 - 10.12.2 Precept Wine Canned Wines Product Overview
 - 10.12.3 Precept Wine Canned Wines Product Market Performance
 - 10.12.4 Precept Wine Business Overview
 - 10.12.5 Precept Wine Recent Developments
- 10.13 Field Recordings
 - 10.13.1 Field Recordings Canned Wines Basic Information
 - 10.13.2 Field Recordings Canned Wines Product Overview
 - 10.13.3 Field Recordings Canned Wines Product Market Performance
 - 10.13.4 Field Recordings Business Overview
 - 10.13.5 Field Recordings Recent Developments
- 10.14 Old Westminster
 - 10.14.1 Old Westminster Canned Wines Basic Information
 - 10.14.2 Old Westminster Canned Wines Product Overview
 - 10.14.3 Old Westminster Canned Wines Product Market Performance
 - 10.14.4 Old Westminster Business Overview
 - 10.14.5 Old Westminster Recent Developments

11 CANNED WINES MARKET FORECAST BY REGION

11.1 Global Canned Wines Market Size Forecast

11.2 Global Canned Wines Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Canned Wines Market Size Forecast by Country

11.2.3 Asia Pacific Canned Wines Market Size Forecast by Region

11.2.4 South America Canned Wines Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Canned Wines by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Canned Wines Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Canned Wines by Type (2025-2032)

12.1.2 Global Canned Wines Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Canned Wines by Type (2025-2032)

12.2 Global Canned Wines Market Forecast by Application (2025-2032)

12.2.1 Global Canned Wines Sales (K MT) Forecast by Application

12.2.2 Global Canned Wines Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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