

# Middle East and Africa Wine Market Industry Trends and Forecast to 2026

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## Abstracts

Middle East & Africa wine market is projected to register a healthy CAGR of 5.8 % in the forecast period of 2019 to 2026. The new market report contains data for historic years 2017, the base year of calculation is 2018 and the forecast period is 2019 to 2026.

## MARKET SEGMENTATION

By Type (Still Wines, Sparkling Wines, Fortified Wines, Others), Colour (Red Wine, White Wine, Rose Wine, Others), Product Type (Unflavoured, Flavoured), Packaging (Bottles, Can, Others), Body Type (Full-Bodied, Light-Bodied, Medium-Bodied), Distribution Channel (Off Trade, On Trade), Country (South Africa and rest of Middle East & Africa)

Major growing sectors under the market segmentation are as follows:

In type, the still wine is the commonest type of wine as it includes largest number of sub categories of the wine. The production of still wine is on the highest rate in the world. However sparkling wine is growing in the market as the wine is highly considered for the special-occasion and celebration such as Champagne.

In colour, the red wine is highly produced worldwide and therefore it is dominating the wine market. The red wine has many health benefits and therefore widely accepted worldwide however white is also in demand as it is also offering many health benefits. The white wine consists of antioxidant properties that can help prevent cancer.

In product type, it has been found that wine has no flavor and is produced from grapes which are more common among people. Grape wine is available in market in more quantity and is more preferred product in beverages industry due to its health benefit properties.

In packaging, bottles segment is dominating because aging of wine in bottle is potentially able to improve the quality of wine and can be kept for longer time. The wine can be stored in different bottles made from glass, plastics and wooden barrels.

In body type, full bodied segment is dominating because aging of wine in bottle is potentially able to improve the quality of wine and can be kept for longer time. The wine can be stored in different bottles made from glass, plastics and wooden barrels.

In distribution channel, off trade is dominating the wine market as wines are easily available in restaurants, clubs and others places where group of customers organized mostly for parties and enjoyment.

The key market players for Middle East & Africa wine market are listed below:

Accolade Wines

The Wine Group

Davide Campari-Milano S.p.A.

E. & J. Gallo Winery

Constellation Brands, Inc.

John Distilleries

India, Castel Group

CDV - Compagnia del Vino

AMVYX

BACARDI

Pernod Ricard

TREASURY WINE ESTATES

Caviro, Miguel Torres S. A.

Concha y Toro

Sula Vineyards Pvt. Ltd.

Chapel Down

Others

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 OVERVIEW OF MIDDLE EAST AND AFRICA WINE MARKET
- 1.4 CURRENCY AND PRICING
- 1.5 LIMITATION
- 1.6 MARKETS COVERED

### **2 MARKET SEGMENTATION**

- 2.1 MARKETS COVERED
- 2.2 GEOGRAPHIC SCOPE
- 2.3 YEARS CONSIDERED FOR THE STUDY
- 2.4 CURRENCY AND PRICING
- 2.5 RESEARCH METHODOLOGY
- 2.6 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS
- 2.7 DBMR MARKET POSITION GRID
- 2.8 DBMR MARKET CHALLENGE MATRIX
- 2.9 MULTIVARIATE MODELLING
- 2.10 MARKET TIME LINE
- 2.11 SECONDARY SOURCES
- 2.12 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 KEY PRIMARY INSIGHTS

### **5 MARKET OVERVIEW**

- 5.1 DRIVERS
  - 5.1.1 GROWING CONSUMPTION OF WINE
  - 5.1.2 CHANGES IN LIFESTYLE
  - 5.1.3 GROWING HEALTH CONSCIOUSNESS AMONG CONSUMERS
  - 5.1.4 INCREASING MERGER AND ACQUISITION ON LARGE SCALE

## 5.2 RESTRAINTS

### 5.2.1 HIGH COST OF WINE PRODUCTION

### 5.2.2 REGULATORY SCENARIO

## 5.3 OPPORTUNITIES

### 5.3.1 INCREASING DISPOSABLE INCOME & GROWING DEMAND OF WINE

### 5.3.2 INNOVATION IN THE PRODUCTS WITH FLAVORED WINE

## 5.4 CHALLENGES

### 5.4.1 INCREASE IN SUBSTITUTE PRODUCTS AND SERVICES

## **6 MIDDLE EAST AND AFRICA WINE MARKET, BY TYPE**

### 6.1 OVERVIEW

### 6.2 STILL WINES

### 6.3 SPARKLING WINES

### 6.4 FORTIFIED WINES

### 6.5 OTHERS

## **7 MIDDLE EAST AND AFRICA WINE MARKET, BY COLOUR**

### 7.1 OVERVIEW

### 7.2 RED WINE

### 7.3 WHITE WINE

### 7.4 ROSE WINE

### 7.5 OTHERS

## **8 MIDDLE EAST AND AFRICA WINE MARKET, BY PRODUCT TYPE**

### 8.1 OVERVIEW

### 8.2 UNFLAVOURED

### 8.3 FLAVOURED

## **9 MIDDLE EAST AND AFRICA WINE MARKET, BY PACKAGING**

### 9.1 OVERVIEW

### 9.2 BOTTLES

#### 9.2.1 GLASS

#### 9.2.2 PLASTIC

#### 9.2.3 WOODEN

### 9.3 CAN

## 9.4 OTHERS

## **10 MIDDLE EAST AND AFRICA WINE MARKET, BY BODY TYPE**

### 10.1 OVERVIEW

### 10.2 FULL-BODIED

### 10.3 LIGHT-BODIED

### 10.4 MEDIUM-BODIED

## **11 MIDDLE EAST AND AFRICA WINE MARKET, BY DISTRIBUTION CHANNEL**

### 11.1 OVERVIEW

### 11.2 OFF TRADE

### 11.3 ON TRADE

#### 11.3.1 SPECIALTY STORES

#### 11.3.2 ONLINE RETAILERS

#### 11.3.3 OTHERS

## **12 MIDDLE EAST AND AFRICA WINE MARKET, BY GEOGRAPHY**

### 12.1 MIDDLE EAST & AFRICA

#### 12.1.1 SOUTH AFRICA

#### 12.1.2 REST OF MIDDLE EAST & AFRICA

#### 12.1.3 EGYPT

#### 12.1.4 SAUDI ARABIA

#### 12.1.5 UNITED ARAB EMIRATES

#### 12.1.6 ISRAEL

## **13 MIDDLE EAST AND AFRICA WINE MARKET, COMPANY LANDSCAPE**

### 13.1 COMPANY SHARE ANALYSIS: MIDDLE EAST AND AFRICA

### 13.2 COMPANY SHARE ANALYSIS: EUROPE

### 13.3 COMPANY SHARE ANALYSIS: NORTH AMERICA

### 13.4 COMPANY SHARE ANALYSIS: ASIA-PACIFIC

## **14 COMPANY PROFILES**

### 14.1 E. & J. GALLO WINERY

#### 14.1.1 COMPANY SNAPSHOT

- 14.1.2 GEOGRAPHICAL PRESENCE
- 14.1.3 COMPANY SHARE ANALYSIS
- 14.1.4 PRODUCT PORTFOLIO
- 14.1.5 RECENT DEVELOPMENTS
- 14.2 CONSTELLATION BRANDS, INC.
  - 14.2.1 COMPANY SNAPSHOT
  - 14.2.2 REVENUE ANALYSIS
  - 14.2.3 COMPANY SHARE ANALYSIS
  - 14.2.4 PRODUCT PORTFOLIO
  - 14.2.5 RECENT DEVELOPMENTS
- 14.3 THE WINE GROUP
  - 14.3.1 COMPANY SNAPSHOT
  - 14.3.2 GEOGRAPHICAL PRESENCE
  - 14.3.3 COMPANY SHARE ANALYSIS
  - 14.3.4 PRODUCT PORTFOLIO
  - 14.3.5 RECENT DEVELOPMENT
- 14.4 TREASURY WINE ESTATES
  - 14.4.1 COMPANY SNAPSHOT
  - 14.4.2 REVENUE ANALYSIS
  - 14.4.3 COMPANY SHARE ANALYSIS
  - 14.4.4 PRODUCT PORTFOLIO
  - 14.4.5 RECENT DEVELOPMENTS
- 14.5 CONCHA Y TORO
  - 14.5.1 COMPANY SNAPSHOT
  - 14.5.2 REVENUE ANALYSIS
  - 14.5.3 COMPANY SHARE ANALYSIS
  - 14.5.4 PRODUCT PORTFOLIO
  - 14.5.5 RECENT DEVELOPMENTS
- 14.6 ACCOLADE WINES
  - 14.6.1 COMPANY SNAPSHOT
  - 14.6.2 GEOGRAPHICAL PRESENCE
  - 14.6.3 PRODUCT PORTFOLIO
  - 14.6.4 RECENT DEVELOPMENTS
- 14.7 AMVYX
  - 14.7.1 COMPANY SNAPSHOT
  - 14.7.2 PRODUCT PORTFOLIO
  - 14.7.3 RECENT DEVELOPMENT
- 14.8 BACARDI
  - 14.8.1 COMPANY SNAPSHOT

- 14.8.2 GEOGRAPHICAL PRESENCE
- 14.8.3 PRODUCT PORTFOLIO
- 14.8.4 RECENT DEVELOPMENTS
- 14.9 CASTEL GROUP
  - 14.9.1 COMPANY SNAPSHOT
  - 14.9.2 GEOGRAPHICAL PRESENCE
  - 14.9.3 PRODUCT PORTFOLIO
  - 14.9.4 RECENT DEVELOPMENTS
- 14.10 CAVIRO
  - 14.10.1 COMPANY SNAPSHOT
  - 14.10.2 GEOGRAPHICAL PRESENCE
  - 14.10.3 PRODUCT PORTFOLIO
  - 14.10.4 RECENT DEVELOPMENT
- 14.11 CDV · COMPAGNIA DEL VINO
  - 14.11.1 COMPANY SNAPSHOT
  - 14.11.2 GEOGRAPHICAL PRESENCE
  - 14.11.3 PRODUCT PORTFOLIO
  - 14.11.4 RECENT DEVELOPMENT
- 14.12 CHAPEL DOWN
  - 14.12.1 COMPANY SNAPSHOT
  - 14.12.2 REVENUE ANALYSIS
  - 14.12.3 PRODUCT PORTFOLIO
  - 14.12.4 RECENT DEVELOPMENTS
- 14.13 DAVIDE CAMPARI-MILANO S.P.A.
  - 14.13.1 COMPANY SNAPSHOT
  - 14.13.2 REVENUE ANALYSIS
  - 14.13.3 PRODUCT PORTFOLIO
  - 14.13.4 RECENT DEVELOPMENT
- 14.14 JOHN DISTILLERIES, INDIA
  - 14.14.1 COMPANY SNAPSHOT
  - 14.14.2 PRODUCT PORTFOLIO
  - 14.14.3 RECENT DEVELOPMENT
- 14.15 MIGUEL TORRES S. A.
  - 14.15.1 COMPANY SNAPSHOT
  - 14.15.2 GEOGRAPHICAL PRESENCE
  - 14.15.3 PRODUCT PORTFOLIO
  - 14.15.4 RECENT DEVELOPMENTS
- 14.16 PERNOD RICARD
  - 14.16.1 COMPANY SNAPSHOT



14.16.2 REVENUE ANALYSIS

14.16.3 PRODUCT PORTFOLIO

14.16.4 RECENT DEVELOPMENTS

14.17 SULA VINEYARDS PVT. LTD.

14.17.1 COMPANY SNAPSHOT

14.17.2 GEOGRAPHICAL PRESENCE

14.17.3 PRODUCT PORTFOLIO

14.17.4 RECENT DEVELOPMENT

## **15 RELATED REPORTS**

## **16 QUESTIONNAIRE**

## List Of Tables

### LIST OF TABLES

TABLE 1 WINE EXPORT DATA BY COUNTRIES (2017)

TABLE 2 WINE IMPORT DATA BY COUNTRIES (2017)

TABLE 3 MIDDLE EAST AND AFRICA WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

TABLE 4 MIDDLE EAST AND AFRICA STILL WINES MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 5 MIDDLE EAST AND AFRICA SPARKLING WINES MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 6 MIDDLE EAST AND AFRICA FORTIFIED WINES MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 7 MIDDLE EAST AND AFRICA OTHERS MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 8 MIDDLE EAST AND AFRICA WINE MARKET, BY COLOUR, 2017-2026 (USD MILLION)

TABLE 9 MIDDLE EAST AND AFRICA RED WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 10 MIDDLE EAST AND AFRICA WHITE WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 11 MIDDLE EAST AND AFRICA ROSE WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 12 MIDDLE EAST AND AFRICA OTHERS MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 13 MIDDLE EAST AND AFRICA WINE MARKET, BY PRODUCT TYPE, 2017-2026 (USD MILLION)

TABLE 14 MIDDLE EAST AND AFRICA UNFLAVOURED IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 15 MIDDLE EAST AND AFRICA FLAVOURED IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 16 MIDDLE EAST AND AFRICA WINE MARKET, BY PACKAGING, 2017-2026 (USD MILLION)

TABLE 17 MIDDLE EAST AND AFRICA BOTTLES IN WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

TABLE 18 MIDDLE EAST AND AFRICA BOTTLES IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 19 MIDDLE EAST AND AFRICA CANS IN WINE MARKET, BY REGION,

2017-2026 (USD MILLION)

TABLE 20 MIDDLE EAST AND AFRICA OTHERS IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 21 MIDDLE EAST AND AFRICA WINE MARKET, BY BODY TYPE, 2017-2026 (USD MILLION)

TABLE 22 MIDDLE EAST AND AFRICA FULL-BODIED IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 23 MIDDLE EAST AND AFRICA LIGHT-BODIED IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 24 MIDDLE EAST AND AFRICA MEDIUM-BODIED IN WINE MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 25 MIDDLE EAST AND AFRICA WINE MARKET, BY DISTRIBUTION CHANNEL, 2017-2026 (USD MILLION)

TABLE 26 MIDDLE EAST AND AFRICA OFF TRADE IN WINES MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 27 MIDDLE EAST AND AFRICA ON TRADE IN WINES MARKET, BY DISTRIBUTION CHANNEL, 2017-2026 (USD MILLION)

TABLE 28 MIDDLE EAST AND AFRICA ON TRADE IN WINES MARKET, BY REGION, 2017-2026 (USD MILLION)

TABLE 29 MIDDLE EAST & AFRICA WINE MARKET, BY COUNTRY, 2017-2026 (USD MILLION)

TABLE 30 MIDDLE EAST & AFRICA WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

TABLE 31 MIDDLE EAST & AFRICA WINE MARKET, BY COLOUR, 2017-2026 (USD MILLION)

TABLE 32 MIDDLE EAST & AFRICA WINE MARKET, BY PRODUCT TYPE, 2017-2026 (USD MILLION)

TABLE 33 MIDDLE EAST & AFRICA WINE MARKET, BY PACKAGING, 2017-2026 (USD MILLION)

TABLE 34 MIDDLE EAST & AFRICA BOTTLES IN WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

TABLE 35 MIDDLE EAST & AFRICA WINE MARKET, BY BODY TYPE, 2017-2026 (USD MILLION)

TABLE 36 MIDDLE EAST & AFRICA WINE MARKET, BY DISTRIBUTION CHANNEL, 2017-2026 (USD MILLION)

TABLE 37 MIDDLE EAST & AFRICA ON TRADE WINE MARKET, BY DISTRIBUTION CHANNEL, 2017-2026 (USD MILLION)

TABLE 38 SOUTH AFRICA WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

TABLE 39 SOUTH AFRICA WINE MARKET, BY COLOUR, 2017-2026 (USD MILLION)

TABLE 40 SOUTH AFRICA WINE MARKET, BY PRODUCT TYPE, 2017-2026 (USD MILLION)

TABLE 41 SOUTH AFRICA WINE MARKET, BY PACKAGING, 2017-2026 (USD MILLION)

TABLE 42 SOUTH AFRICA BOTTLES IN WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

TABLE 43 SOUTH AFRICA WINE MARKET, BY BODY TYPE, 2017-2026 (USD MILLION)

TABLE 44 SOUTH AFRICA WINE MARKET, BY DISTRIBUTION CHANNEL, 2017-2026 (USD MILLION)

TABLE 45 SOUTH AFRICA ON TRADE WINE MARKET, BY DISTRIBUTION CHANNEL, 2017-2026 (USD MILLION)

TABLE 46 REST OF MIDDLE EAST & AFRICA WINE MARKET, BY TYPE, 2017-2026 (USD MILLION)

## List Of Figures

### LIST OF FIGURES

- FIGURE 1 MIDDLE EAST AND AFRICA WINE MARKET: SEGMENTATION
- FIGURE 2 MIDDLE EAST AND AFRICA WINE MARKET: DATA TRIANGULATION
- FIGURE 3 MIDDLE EAST AND AFRICA WINE MARKET: DROC ANALYSIS
- FIGURE 4 MIDDLE EAST AND AFRICA WINE MARKET: BOTTOM UP APPROACH
- FIGURE 5 MIDDLE EAST AND AFRICA WINE MARKET: TOP DOWN APPROACH
- FIGURE 6 MIDDLE EAST AND AFRICA WINE MARKET: INTERVIEW
- DEMOGRAPHICS
- FIGURE 7 MIDDLE EAST AND AFRICA WINE MARKET: DBMR MARKET POSITION GRID
- FIGURE 8 MIDDLE EAST AND AFRICA WINE MARKET: THE MARKET CHALLENGE MATRIX
- FIGURE 9 MIDDLE EAST AND AFRICA WINE MARKET: THE MULTIVARIATE MODELLING
- FIGURE 10 MIDDLE EAST AND AFRICA WINE MARKET: THE MARKET TIME LINE
- FIGURE 11 MIDDLE EAST AND AFRICA WINE MARKET: SEGMENTATION
- FIGURE 12 INCREASING CONSUMPTION OF LIQUOR PRODUCTS CHANGES IN LIFESTYLE GROWING HEALTH CONSCIOUSNESS AMONG CONSUMERS INCREASING MERGER AND ACQUISITION ON LARGE SCALE TO DRIVE THE MARKET FOR WINE MARKET IN THE FORECAST PERIOD 2019 TO 2026
- FIGURE 13 STILL WINE SEGMENT IS EXPECTED TO ACCOUNT FOR THE LARGEST SHARE OF THE WINE MARKET IN 2019 & 2026
- FIGURE 14 MIDDLE EAST AND AFRICA WINE MARKET: KEY PRIMARY INSIGHTS
- FIGURE 15 DRIVERS, RESTRAINTS, OPPORTUNITIES AND CHALLENGES OF MIDDLE EAST AND AFRICA WINE MARKET
- FIGURE 16 WINE CONSUMPTION BY THE COUNTRY IN 2015
- FIGURE 17 INVESTMENTS IN ADVANCED FERMENTATION EQUIPMENT FOR WIN PRODUCTION (TOTAL INVESTMENT COST BY BULK WINERY SIZE (IN USD FOR 1,00,000 GALLONS )
- FIGURE 18 IN SEPTEMBER 2018, DISPOSABLE PERSONAL INCOME BY TRADE ECONOMICS (MONTHLY BASIS)
- FIGURE 19 ACCORDING TO OECD LIBRARY, THE HOUSEHOLD DISPOSABLE INCOME FOR YEAR 2016 IS GIVEN BELOW (NET ANNUAL GROWTH RATE IN (%)).
- FIGURE 20 MIDDLE EAST AND AFRICA WINE MARKET: BY TYPE, 2018
- FIGURE 21 MIDDLE EAST AND AFRICA WINE MARKET: BY COLOUR, 2018
- FIGURE 22 MIDDLE EAST AND AFRICA WINE MARKET: BY PRODUCT TYPE, 2018

FIGURE 23 MIDDLE EAST AND AFRICA WINE MARKET: BY PACKAGING, 2018

FIGURE 24 MIDDLE EAST AND AFRICA WINE MARKET: BY BODY TYPE, 2018

FIGURE 25 MIDDLE EAST AND AFRICA WINE MARKET: BY DISTRIBUTION CHANNEL, 2018

FIGURE 1 MIDDLE EAST & AFRICA WINE MARKET SNAPSHOT (2018)

FIGURE 2 MIDDLE EAST & AFRICA WINE MARKET: BY GEOGRAPHY (2018)

FIGURE 3 MIDDLE EAST & AFRICA WINE MARKET: BY GEOGRAPHY (2019 & 2026)

FIGURE 4 MIDDLE EAST & AFRICA WINE MARKET: BY COUNTRY (2018 & 2026)

FIGURE 5 MIDDLE EAST & AFRICA WINE MARKET: BY TYPE (2019 - 2026)

FIGURE 6 MIDDLE EAST AND AFRICA WINE MARKET: COMPANY SHARE 2018 (%)

FIGURE 7 EUROPE WINE MARKET: COMPANY SHARE 2018 (%)

FIGURE 8 NORTH AMERICA WINE MARKET: COMPANY SHARE 2018 (%)

FIGURE 9 ASIA-PACIFIC WINE MARKET: COMPANY SHARE 2018 (%)

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