

# Fundamental Issues Facing Champagne and Other Sparkling Wine

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## Abstracts

This briefing takes the reader through the challenges facing the sparkling wine trade. It argues that while champagne and other sparkling wines cater to a specific consumer base, Millennials and Gen Xers, it shouldn't ignore Gen Zers and their changing attitudes towards drinking. The briefing also touches upon the increasingly hostile trading environment between the EU, the biggest producer of sparkling wines and the UK and US, the biggest export markets.

Euromonitor International's Fundamental Issues Facing Champagne and Other Sparkling Wine global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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A Short Overview of Champagne and Other Sparkling Wine

Short Downside Risk and Long-Term Impacts

Tradition Versus Modernisation, Innovating Its Way Out of the Crisis?

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