

# Treasury Wine Estates Ltd in Luxury Goods (Australia)

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## Abstracts

Treasury Wines remains focused on its key strategy of premiumisation, as a response to consumers' demand for higher-quality, more premium wine. To increase the number of premium wines it sells across the globe and to leverage the growth of Australian wine, the company plans to enter emerging markets, including India, Russia and Brazil.

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

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