

Wine in Asia Pacific

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Abstracts

Asia Pacific is the second largest market for wine consumption in volume terms, driven primarily by China, Japan and South Korea. The region offers significant potential due to its large customer base, rising disposable incomes and favourable climatic conditions for wine cultivation, especially in China. On the back of premiumisation, especially in non-grape wine – the largest category in volume terms – the region will experience higher value growth than volume growth over the period 2018-2023.

Euromonitor International's Wine in Asia Pacific global briefing offers an insight into to the size and shape of the Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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