

Wine in Western Europe

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Abstracts

Ageing populations, a high degree of maturity and high per capita consumption in most Western European markets, along with changes in lifestyle trends towards a reduction in alcohol consumption are putting pressure on wine volume sales. The Covid 19 crisis should accelerate this trend and shift consumers' preferences towards more affordable wines over the forecast period.

Euromonitor International's Wine in Western Europe 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.

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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.

Contents

Introduction
Competitive Landscape
Key Protagonists
Key Opportunities
Conclusion
Appendix
Introduction
Defining Beauty Hotspots
Beauty by Destination
The Future of Hotspot Brands
Introduction
The Industry Pre-covid-19
Leading Companies and Brands
Top Five Trends Shaping the Industry
Global Outlook
Market Snapshots
Market shapshot
Introduction
World in 2040
Sustainable Future for Travel
Best in Class
Future Scenarios
Australia in 2040
Introduction
Regional Overview
Leading Companies and Brands
Forecast Projections
Country Snapshots
Appendix

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