

The World Market for Wine Made from Fresh Grapes or Grape Must: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for wine made from fresh grapes or grape must. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for wine made from fresh grapes or grape must for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Wine made from fresh grapes or grape must' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'wine made from fresh grapes or grape must' is 1121.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: WINE MADE FROM FRESH GRAPES OR GRAPE MUST EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 ALGERIA

3.1.3 BURKINA FASO

3.1.4 CAMEROON

3.1.5 CAPE VERDE

3.1.6 COTE D'IVOIRE

3.1.7 EGYPT

3.1.8 EQUATORIAL GUINEA

3.1.9 ESWATINI

3.1.10 ETHIOPIA

3.1.11 GABON

3.1.12 GHANA

3.1.13 KENYA

3.1.14 MAURITIUS

3.1.15 MOROCCO

3.1.16 NAMIBIA

3.1.17 SOUTH AFRICA

3.1.18 TOGO

3.1.19 TUNISIA

3.1.20 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CAMBODIA

3.2.3 CHINA

3.2.4 HONG KONG

3.2.5 INDIA

3.2.6 INDONESIA

3.2.7 JAPAN

3.2.8 MACAU

3.2.9 MALAYSIA

3.2.10 SINGAPORE

3.2.11 SOUTH KOREA

3.2.12 SRI LANKA

3.2.13 TAIWAN

3.2.14 THAILAND

3.2.15 THE MALDIVES

3.2.16 THE PHILIPPINES

3.2.17 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 ANDORRA

3.3.4 AUSTRIA

3.3.5 BELARUS

3.3.6 BELGIUM

3.3.7 BOSNIA AND HERZEGOVINA

3.3.8 BULGARIA

3.3.9 CROATIA

3.3.10 CYPRUS

3.3.11 DENMARK

3.3.12 ESTONIA

3.3.13 FINLAND

3.3.14 FRANCE

3.3.15 GEORGIA

3.3.16 GERMANY

3.3.17 GREECE

3.3.18 HUNGARY

- 3.3.19 ICELAND
- 3.3.20 IRELAND
- 3.3.21 ITALY
- 3.3.22 LATVIA
- 3.3.23 LITHUANIA
- 3.3.24 LUXEMBOURG
- 3.3.25 MACEDONIA
- 3.3.26 MALTA
- 3.3.27 MOLDOVA
- 3.3.28 NORWAY
- 3.3.29 POLAND
- 3.3.30 PORTUGAL
- 3.3.31 ROMANIA
- 3.3.32 RUSSIA
- 3.3.33 SLOVAKIA
- 3.3.34 SLOVENIA
- 3.3.35 SPAIN
- 3.3.36 SWEDEN
- 3.3.37 SWITZERLAND
- 3.3.38 THE CZECH REPUBLIC
- 3.3.39 THE NETHERLANDS
- 3.3.40 THE UNITED KINGDOM
- 3.3.41 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 ECUADOR
- 3.4.8 EL SALVADOR
- 3.4.9 GUATEMALA
- 3.4.10 HONDURAS
- 3.4.11 MEXICO
- 3.4.12 PANAMA
- 3.4.13 PERU
- 3.4.14 URUGUAY

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 ANTIGUA AND BARBUDA

3.5.3 ARUBA

3.5.4 BARBADOS

3.5.5 CANADA

3.5.6 JAMAICA

3.5.7 THE DOMINICAN REPUBLIC

3.5.8 THE UNITED STATES

3.5.9 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 FRENCH POLYNESIA

3.6.4 NEW CALEDONIA

3.6.5 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF WINE MADE FROM FRESH GRAPES OR GRAPE MUST IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 AFGHANISTAN

3.7.3 ARMENIA

3.7.4 AZERBAIJAN

3.7.5 IRAQ

3.7.6 ISRAEL

3.7.7 LEBANON

3.7.8 PAKISTAN

3.7.9 SAUDI ARABIA

3.7.10 SYRIA

3.7.11 THE UNITED ARAB EMIRATES

3.7.12 TURKEY

3.7.13 UZBEKISTAN

4 IMPORTS

4.1 AFRICA: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

- 4.1.2 ALGERIA
- 4.1.3 BENIN
- 4.1.4 BOTSWANA
- 4.1.5 BURKINA FASO
- 4.1.6 BURUNDI
- 4.1.7 CAMEROON
- 4.1.8 CAPE VERDE
- 4.1.9 COTE D'IVOIRE
- 4.1.10 ETHIOPIA
- 4.1.11 GUINEA
- 4.1.12 MADAGASCAR
- 4.1.13 MALAWI
- 4.1.14 MAURITANIA
- 4.1.15 MAURITIUS
- 4.1.16 MOROCCO
- 4.1.17 MOZAMBIQUE
- 4.1.18 NAMIBIA
- 4.1.19 NIGER
- 4.1.20 NIGERIA
- 4.1.21 RWANDA
- 4.1.22 SAO TOME E PRINCIPE
- 4.1.23 SENEGAL
- 4.1.24 SIERRA LEONE
- 4.1.25 SOUTH AFRICA
- 4.1.26 TANZANIA
- 4.1.27 THE CENTRAL AFRICAN REPUBLIC
- 4.1.28 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.29 UGANDA
- 4.1.30 ZAMBIA
- 4.1.31 ZIMBABWE
- 4.2 ASIA: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 BRUNEI
 - 4.2.3 CHINA
 - 4.2.4 HONG KONG
 - 4.2.5 INDIA
 - 4.2.6 INDONESIA
 - 4.2.7 JAPAN
 - 4.2.8 MACAU

- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA
- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

4.3 EUROPE: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM
- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA

- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

4.4 LATIN AMERICA: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 SURINAME
- 4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

4.6 OCEANIA: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 THE SOLOMON ISLANDS

4.6.9 TONGA

4.7 THE MIDDLE EAST: WINE MADE FROM FRESH GRAPES OR GRAPE MUST IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 LEBANON

4.7.8 OMAN

4.7.9 PAKISTAN

4.7.10 QATAR

4.7.11 TURKEY

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