

The World Market for Wine Made from Fresh Grapes or Grape Must: A 2016 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 Nor can managers be contented with out-of-date statistics that appear several years after the fact. I have 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. I do so for the current year based on a variety of key historical indicators and econometric models.

On the demand side, exporters and strategic planners approaching the world market face a number of questions. Which countries are supplying wine made from fresh grapes or grape must? What is the dollar value of these imports? How much do the imports of wine made from fresh grapes or grape must vary from one country to another? Do exporters serving the world market have similar market shares across the importing countries? Which countries supply the most exports of wine made from fresh grapes or grape must? Which countries are buying their exports? What is the value of these exports and which countries are the largest buyers?

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 2016

2.2 Imports

2.2.1 The World Market: Imported Wine Made from Fresh Grapes or Grape Must in 2016

3 EXPORTS

3.1 Africa: Export Supplies of Wine Made from Fresh Grapes or Grape Must

3.1.1 Executive Summary

3.1.2 Algeria

3.1.3 Botswana

3.1.4 Congo (formerly Zaire)

3.1.5 Cote d'Ivoire

3.1.6 Egypt

3.1.7 Ethiopia

3.1.8 Ghana

3.1.9 Kenya

3.1.10 Mauritius

3.1.11 Morocco

3.1.12 Namibia

3.1.13 Niger

3.1.14 South Africa

3.1.15 Swaziland

3.1.16 Tanzania

3.1.17 Togo

3.1.18 Tunisia

3.2 Asia: Export Supplies of Wine Made from Fresh Grapes or Grape Must

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 Philippines
- 3.2.11 Singapore
- 3.2.12 South Korea
- 3.2.13 Sri Lanka
- 3.2.14 Taiwan
- 3.2.15 Thailand
- 3.2.16 Vietnam
- 3.3 Europe: Export Supplies of Wine Made from Fresh Grapes or Grape Must
 - 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 Czech Republic
 - 3.3.12 Denmark
 - 3.3.13 Estonia
 - 3.3.14 Finland
 - 3.3.15 France
 - 3.3.16 Georgia
 - 3.3.17 Germany
 - 3.3.18 Greece
 - 3.3.19 Hungary
 - 3.3.20 Iceland
 - 3.3.21 Ireland
 - 3.3.22 Italy
 - 3.3.23 Latvia
 - 3.3.24 Lithuania

- 3.3.25 Luxembourg
- 3.3.26 Macedonia
- 3.3.27 Malta
- 3.3.28 Moldova
- 3.3.29 Norway
- 3.3.30 Poland
- 3.3.31 Portugal
- 3.3.32 Romania
- 3.3.33 Russia
- 3.3.34 Slovakia
- 3.3.35 Slovenia
- 3.3.36 Spain
- 3.3.37 Sweden
- 3.3.38 Switzerland
- 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
 - 3.4.1 Executive Summary
 - 3.4.2 Argentina
 - 3.4.3 Brazil
 - 3.4.4 Chile
 - 3.4.5 Colombia
 - 3.4.6 Ecuador
 - 3.4.7 Guatemala
 - 3.4.8 Mexico
 - 3.4.9 Panama
 - 3.4.10 Peru
 - 3.4.11 Uruguay
 - 3.4.12 Venezuela
- 3.5 North America & the Caribbean: Export Supplies of Wine Made from Fresh Grapes or Grape Must
 - 3.5.1 Executive Summary
 - 3.5.2 Anguilla
 - 3.5.3 Antigua and Barbuda
 - 3.5.4 Aruba
 - 3.5.5 Barbados
 - 3.5.6 Canada
 - 3.5.7 Dominican Republic

- 3.5.8 Jamaica
- 3.5.9 the Netherlands Antilles
- 3.5.10 the United States
- 3.6 Oceania: Export Supplies of Wine Made from Fresh Grapes or Grape Must
 - 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
 - 3.7.1 Executive Summary
 - 3.7.2 Armenia
 - 3.7.3 Azerbaijan
 - 3.7.4 Israel
 - 3.7.5 Lebanon
 - 3.7.6 Saudi Arabia
 - 3.7.7 Syrian Arab Republic
 - 3.7.8 the United Arab Emirates
 - 3.7.9 Turkey
 - 3.7.10 Uzbekistan

4 IMPORTS

- 4.1 Africa: Wine Made from Fresh Grapes or Grape Must Imports in 2016
 - 4.1.1 Executive Summary
 - 4.1.2 Algeria
 - 4.1.3 Botswana
 - 4.1.4 Burkina Faso
 - 4.1.5 Burundi
 - 4.1.6 Cameroon
 - 4.1.7 Cape Verde
 - 4.1.8 Cote d'Ivoire
 - 4.1.9 Ethiopia
 - 4.1.10 Ghana
 - 4.1.11 Kenya
 - 4.1.12 Madagascar
 - 4.1.13 Malawi
 - 4.1.14 Mali
 - 4.1.15 Mauritania

- 4.1.16 Mauritius
- 4.1.17 Morocco
- 4.1.18 Mozambique
- 4.1.19 Niger
- 4.1.20 Nigeria
- 4.1.21 Sao Tome E Principe
- 4.1.22 Senegal
- 4.1.23 South Africa
- 4.1.24 Tanzania
- 4.1.25 the Gambia
- 4.1.26 Togo
- 4.1.27 Tunisia
- 4.1.28 Uganda
- 4.1.29 Zambia
- 4.1.30 Zimbabwe
- 4.2 Asia: Wine Made from Fresh Grapes or Grape Must Imports in 2016
 - 4.2.1 Executive Summary
 - 4.2.2 Bhutan
 - 4.2.3 Cambodia
 - 4.2.4 China
 - 4.2.5 Hong Kong
 - 4.2.6 India
 - 4.2.7 Indonesia
 - 4.2.8 Japan
 - 4.2.9 Macau
 - 4.2.10 Malaysia
 - 4.2.11 Maldives
 - 4.2.12 Nepal
 - 4.2.13 Philippines
 - 4.2.14 Singapore
 - 4.2.15 South Korea
 - 4.2.16 Sri Lanka
 - 4.2.17 Taiwan
 - 4.2.18 Thailand
- 4.3 Europe: Wine Made from Fresh Grapes or Grape Must Imports in 2016
 - 4.3.1 Executive Summary
 - 4.3.2 Albania
 - 4.3.3 Austria
 - 4.3.4 Belarus

- 4.3.5 Belgium
- 4.3.6 Bosnia and Herzegovina
- 4.3.7 Bulgaria
- 4.3.8 Croatia
- 4.3.9 Cyprus
- 4.3.10 Czech Republic
- 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 Malta
- 4.3.27 Moldova
- 4.3.28 Norway
- 4.3.29 Poland
- 4.3.30 Portugal
- 4.3.31 Romania
- 4.3.32 Russia
- 4.3.33 Slovakia
- 4.3.34 Slovenia
- 4.3.35 Spain
- 4.3.36 Sweden
- 4.3.37 Switzerland
- 4.3.38 the Netherlands
- 4.3.39 the United Kingdom
- 4.3.40 Ukraine
- 4.4 Latin America: Wine Made from Fresh Grapes or Grape Must Imports in 2016
 - 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 Costa Rica
- 4.4.9 Ecuador
- 4.4.10 El Salvador
- 4.4.11 Guatemala
- 4.4.12 Guyana
- 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 Venezuela

4.5 North America & the Caribbean: Wine Made from Fresh Grapes or Grape Must Imports in 2016

- 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 Dominica
- 4.5.8 Dominican Republic
- 4.5.9 Jamaica
- 4.5.10 St. Vincent and the Grenadines
- 4.5.11 the Bahamas
- 4.5.12 the United States

4.6 Oceania: Wine Made from Fresh Grapes or Grape Must Imports in 2016

- 4.6.1 Executive Summary
- 4.6.2 Australia
- 4.6.3 French Polynesia
- 4.6.4 New Caledonia
- 4.6.5 New Zealand
- 4.6.6 Tonga

4.7 the Middle East: Wine Made from Fresh Grapes or Grape Must Imports in 2016

- 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 Kyrgyzstan
- 4.7.8 Lebanon
- 4.7.9 Oman
- 4.7.10 Pakistan
- 4.7.11 Qatar
- 4.7.12 the United Arab Emirates
- 4.7.13 Turkey

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