

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 Nor can managers be contented with out-of-date statistics that appear several years after the fact.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?

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