

Champagne Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global champagne market size reached US\$ 5.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 7 Billion by 2027, exhibiting a growth rate (CAGR) of 3.2% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Champagne is an alcoholic beverage produced from a variety of grapes and flavors, such as citrus, almond, and apple, to enhance the overall taste. It is aged for several years to add texture and complexity and comes in varying levels of sweetness. It contains low amounts of calories and sugar while high levels of resveratrol compared to wine. Its low to moderate consumption provides various health benefits, including boosting mood, minimizing bad cholesterol, lowering the risk of diabetes, improving heart health, reducing damage to blood vessels, and preventing dementia and blood clots. At present, champagne is widely consumed as a celebration drink on special occasions like anniversaries, parties, weddings, sports events, and corporate events around the world.

Global Champagne Market Trends:

The rising socialization trend, especially among the young population, coupled with the increasing influence of cocktail culture, represents one of the key factors strengthening the growth of the market. Moreover, due to rapid urbanization and inflating income levels, there is a significant shift in consumer preferences towards premium champagne. In addition to this, the expanding food tourism and culinary services are positively influencing the adoption of champagne in luxury hotels for gourmet cooking across the globe. Apart from this, several market players are adopting innovative

strategies, such as combining traditional hybridization techniques and advanced tools, for producing champagne. They are also investing in marketing campaigns to retain a competitive edge in the market. Furthermore, they are offering canned champagne with unique, exotic flavors through online retail channels. This, along with the thriving e-commerce industry on account of the increasing internet penetration and rising dependence on devices, such as smartphones, laptops, and tablets, is creating a positive outlook for the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global champagne market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product, price and distribution channel.

Breakup by Product:

- Prestige Cuvée
- Blanc De Noirs
- Blanc De Blancs
- Rosé Champagne
- Others

Breakup by Price:

- Economy
- Mid-Range
- Luxury

Breakup by Distribution Channel:

- Supermarket and Hypermarket
- Specialty Stores
- Online Stores

Breakup by Region:

- North America
- United States
- Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Arvitis, Centre Vinicole – Champagne Nicolas Feuillatte, Champagne Piper-Heidsieck, Diageo, LANSON-BCC, Laurent-Perrier, LVMH Moët Hennessy Louis Vuitton, Pernod Ricard, Taittinger and Vranken - Pommery Monopole SA.

Key Questions Answered in This Report

1. What was the size of the global champagne market in 2021?
2. What is the expected growth rate of the global champagne market during 2022-2027?
3. What are the key factors driving the global champagne market?
4. What has been the impact of COVID-19 on the global champagne market?
5. What is the breakup of the global champagne market based on the product?
6. What is the breakup of the global champagne market based on the price?
7. What is the breakup of the global champagne market based on the distribution channel?
8. What are the key regions in the global champagne market?

9. Who are the key players/companies in the global champagne market?

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