

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

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Abstracts

The global sparkling wine market reached a value of US\$ 33.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 51.7 Billion by 2027, exhibiting a CAGR of 7.3% 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.

Sparkling wine is an alcoholic beverage containing a significant level of carbon dioxide (CO₂) that provides a fizzy effect. It is produced using still wine that undergoes a secondary fermentation after adding a mix of yeasts, sucrose nutrients, and adjuvants. Its high concentration of polyphenols, which are antioxidants that prevent cell death from oxidative stress, help regulate cells' response to brain injuries during a stroke, Alzheimer's disease, Parkinson's disease, and other illnesses. At present, it is widely consumed as a celebration drink on special occasions like birthdays, anniversaries, sports events, corporate parties, and social gatherings.

Sparkling Wine Market Trends:

The rising socialization trend among the young population, coupled with the increasing influence of cocktail culture, represents one of the key factors strengthening the market growth. Moreover, rapid urbanization, inflating income levels, and shifting lifestyle preferences of consumers are catalyzing the demand for premium sparkling wines across the globe. This can also be attributed to the emerging trend of celebration parties and weekend gatherings across the corporate sector. Apart from this, the thriving food tourism industry and expanding culinary services are positively influencing the adoption of sparkling wines in luxury hotels and restaurants for gourmet cooking. Furthermore, several market players are investing in marketing campaigns to retain a competitive edge in the market. They are also offering canned sparkling wines in a range of unique

and exotic flavors through online retail channels. This, in confluence with the flourishing e-commerce industry on account of the increasing Internet penetration and rising dependence on smartphones, is creating a positive outlook for the market growth. Besides this, the growing trend of gifting sparkling wines with personalized bottles and labels is anticipated to drive the market.

Key Market Segmentation:

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

Breakup by Type:

- Red
- Rose
- White

Breakup by Product:

- Cava
- Champagne
- Cremant
- Prosecco
- Others

Breakup by Price Point:

- Economy
- Mid-range
- Luxury

Breakup by Sales Channel:

- Supermarket and Hypermarket
- Specialty Stores
- On Trade
- Others

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 Accolade Wines, Bacardi Limited, Bronco Wine Company, Casella Family Brands, Caviro Extra S.p.A., Constellation Brands Inc., Freixenet Sa (Henkell & Co. Sektkellerei), Giulio Cocchi Spumanti Srl, Illinois Sparkling Co., Quady Winery, Treasury Wine Estates and Vina Concha Y Toro. Key Questions Answered in This Report:

How has the global sparkling wine market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global sparkling wine market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the product?

What is the breakup of the market based on the price point?

What is the breakup of the market based on the sales channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global sparkling wine market and who are the key players?

What is the degree of competition in the industry?

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