

Sparkling Wine Market Report by Type (Red, Rose, White), Product (Cava, Champagne, Cremant, Prosecco, and Others), Price Point (Economy, Mid-range, Luxury), Sales Channel (Supermarket and Hypermarket, Specialty Stores, On Trade, and Others), and Region 2023-2028

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Abstracts

The global sparkling wine market size reached US\$ 36.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 55.4 Billion by 2028, exhibiting a growth rate (CAGR) of 7.10% during 2022-2028.

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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

1. What was the size of the global sparkling wine market in 2022?
2. What is the expected growth rate of the global sparkling wine market during 2023-2028?
3. What are the key factors driving the global sparkling wine market?
4. What has been the impact of COVID-19 on the global sparkling wine market?
5. What is the breakup of the global sparkling wine market based on the type?
6. What is the breakup of the global sparkling wine market based on the product?
7. What is the breakup of the global sparkling wine market based on the price point?
8. What is the breakup of the global sparkling wine market based on the sales channel?
9. What are the key regions in the global sparkling wine market?
10. Who are the key players/companies in the global sparkling wine market?

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