

EUROPE WINE MARKET FORECAST 2017-2025

<https://marketpublishers.com/r/ED10C7AC8BDEN.html>

Date: February 2017

Pages: 92

Price: US\$ 1,250.00 (Single User License)

ID: ED10C7AC8BDEN

Abstracts

KEY FINDINGS

The Europe wine market size is expected to \$ 159217 million by 2025, at a CAGR of 1.13% between 2017 and 2025. The base year considered for the wine market report is 2016 and the forecast period is from 2017 to 2025. The changing lifestyle of consumers and consumption habits of wine is a key factor in driving the growth of the wine market. Drinking wine in social occasions and during celebrations has become very popular and has become a status symbol is also a prime factor for the growth of wine market. High disposable income and rapid urbanization and rise in marketing and promotional activities also add to the growth of wine market. Also, the new innovative packaging is boosting the demand for the market.

MARKET INSIGHTS

The Europe market of wine is segmented on the basis of distribution channel and geography. The Europe wine market distribution channel is further classified into liquor specialist stores, duty-free, hypermarket and supermarket, online retailing and others. The wine market in Europe by geography is bifurcated into UK, Germany, France, Italy, Spain, Switzerland, Sweden, Russia, and Poland and rest of Europe. Stringent rules and regulations across different regions and accessibility to alternate products are some factors that are restricting the growth of the market. The leading players of the wine market are encountering challenges in heavy taxation and restriction on advertising in certain countries.

COMPETITIVE INSIGHTS

Major players in the wine market are The Wine Group, E & J Gallo Winery, Gruppo Campari, Treasury Wine Estate, Miguel Torres SA, Remy Cointreau, Diageo Plc, Vina

Concha y Toro, Andrew Peller Ltd, AMVYX, Pernod Ricard, Accolade Wines, Bacardi Limited, Constellation Brands Inc, and Castle Group.

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