

# Wine Industry in India (2011-15)

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## Abstracts

### EXECUTIVE SUMMARY

Wine is a rapidly growing category within the Indian alcohol industry. With urbanization and hedonism emerging in the Indian consumer, wine is one of the new categories that have grown immensely. With increased focus from governments, both state and central, as well as a widening base of producers in states such as Maharashtra, there is wider visibility and availability of wines throughout the country as well as widening price points and product types within the wine category.

### Trends in the Industry

Wine Tourism

Wine & Women

New Fruity Concepts

Wine as an investment class

Beyond the metro's

With rising awareness and social acceptability of wine, government support along with growing disposable income, the demand for wine is on a spurt in India. After facing problems in the last few years, the industry is all set to meet the burgeoning demand that favorable demographics and changing lifestyles have brought.

Indian Wine industry currently pegged at USD 352 million in FY11 is stated to grow at a

CAGR of 35% to reach USD 1169 million by 2015. The wine industry has once again geared up for a take-off with rising government focus on various issues faced by the players.

## **SCOPE OF THE REPORT**

Indian Wine Industry at a glance

Emerging trends in the industry like wine tourism, fruity concepts, wine clubs etc

Demand Supply scenario encompassing domestic production and import numbers and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

## **REASONS TO BUY**

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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