

# Wine Industry in India - SWOT Analysis

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## Abstracts

### Overview

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.

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

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

### Reasons to buy

Gain insight into the industry in terms of the opportunities and threats that will

augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

## Contents

### OVERVIEW

### SWOT ANALYSIS

#### STRENGTHS

1. Outsized Young customer base
2. Huge raw material base
3. Health Benefits

#### WEAKNESS

1. Lack of organized supply chain & infrastructure
2. Wedged in licenses & regulations
3. Advertisement Restrictions
4. High on Capital

#### OPPORTUNITIES

1. Rising Middle Class
2. Surge in disposable incomes
3. Low Per Capita Consumption
4. India's Export Potential!

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