

# Wine Global Industry Almanac 2015-2024

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## Abstracts

Wine Global Industry Almanac 2015-2024

### SUMMARY

Global Wine industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains company market share info and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The wine market consists of the retail sale of fortified wine, sparkling wine and still wine products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The global wine market had total revenues of \$362.0bn in 2019, representing a compound annual growth rate (CAGR) of 5.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.2% between 2015 and 2019, to reach a total of 26,016.6 million liters in 2019.

Increasing disposable income and rapid urbanization are the primary factors supporting the growth of this market.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global wine market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global wine market

Add weight to presentations and pitches by understanding the future growth prospects of the global wine market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the global wine market by value in 2019?

What will be the size of the global wine market in 2024?

What factors are affecting the strength of competition in the global wine market?

How has the market performed over the last five years?

Who are the top competitors in the global wine market?

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