

# Wine Global Industry Guide 2015-2024

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## Abstracts

Wine Global Industry Guide 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?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL WINE**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 WINE IN ASIA-PACIFIC**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

## **6 WINE IN EUROPE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 WINE IN FRANCE**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 WINE IN GERMANY**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 WINE IN ITALY**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis

## **13 MACROECONOMIC INDICATORS**

- 13.1. Country data

## **14 WINE IN JAPAN**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis

## **15 MACROECONOMIC INDICATORS**

- 15.1. Country data

## **16 WINE IN AUSTRALIA**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis

## **17 MACROECONOMIC INDICATORS**

- 17.1. Country data

## **18 WINE IN CANADA**

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 WINE IN CHINA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 WINE IN THE NETHERLANDS**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 WINE IN SPAIN**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 WINE IN THE UNITED KINGDOM**

26.1. Market Overview

26.2. Market Data

26.3. Market Segmentation

26.4. Market outlook

26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

27.1. Country data

## **28 WINE IN THE UNITED STATES**

28.1. Market Overview

28.2. Market Data

28.3. Market Segmentation

28.4. Market outlook

28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

29.1. Country data

## **30 COMPANY PROFILES**

30.1. Groupe Castel

30.2. Rotkappchen-Mumm Sektkellereien GmbH

30.3. Kirin Holdings Co Ltd

30.4. Suntory Holdings Ltd

30.5. Pernod Ricard SA

30.6. Andrew Peller Limited

30.7. Yantai Changyu Pioneer Wine Company Ltd

30.8. Tonghua Wine Co Ltd

30.9. Dynasty Fine Wine Group Ltd

- 30.10. Treasury Wine Estates Ltd
- 30.11. Delicato Family Vineyards LLC
- 30.12. E. & J. Gallo Winery
- 30.13. Constellation Brands, Inc.
- 30.14. The Wine Group Inc

## **31 APPENDIX**

- 31.1. Methodology
- 31.2. About MarketLine



## List Of Tables

### LIST OF TABLES

|   |
|---|
| Table 1: Global wine market value: \$ million, 2015-19                      |
| Table 2: Global wine market volume: million liters, 2015-19                 |
| Table 3: Global wine market category segmentation: \$ million, 2019         |
| Table 4: Global wine market geography segmentation: \$ million, 2019        |
| Table 5: Global wine market share: % share, by volume, 2019                 |
| Table 6: Global wine market distribution: % share, by volume, 2019          |
| Table 7: Global wine market value forecast: \$ million, 2019-24             |
| Table 8: Global wine market volume forecast: million liters, 2019-24        |
| Table 9: Global size of population (million), 2015-19                       |
| Table 10: Global gdp (constant 2005 prices, \$ billion), 2015-19            |
| Table 11: Global gdp (current prices, \$ billion), 2015-19                  |
| Table 12: Global inflation, 2015-19   |
| Table 13: Global consumer price index (absolute), 2015-19                   |
| Table 14: Global exchange rate, 2015-19                                     |
| Table 15: Asia-Pacific wine market value: \$ million, 2015-19               |
| Table 16: Asia-Pacific wine market volume: million liters, 2015-19          |
| Table 17: Asia-Pacific wine market category segmentation: \$ million, 2019  |
| Table 18: Asia-Pacific wine market geography segmentation: \$ million, 2019 |
| Table 19: Asia-Pacific wine market share: % share, by volume, 2019          |
| Table 20: Asia-Pacific wine market distribution: % share, by volume, 2019   |
| Table 21: Asia-Pacific wine market value forecast: \$ million, 2019-24      |
| Table 22: Asia-Pacific wine market volume forecast: million liters, 2019-24 |
| Table 23: Europe wine market value: \$ million, 2015-19                     |
| Table 24: Europe wine market volume: million liters, 2015-19                |
| Table 25: Europe wine market category segmentation: \$ million, 2019        |
| Table 26: Europe wine market geography segmentation: \$ million, 2019       |
| Table 27: Europe wine market share: % share, by volume, 2019                |
| Table 28: Europe wine market distribution: % share, by volume, 2019         |
| Table 29: Europe wine market value forecast: \$ million, 2019-24            |
| Table 30: Europe wine market volume forecast: million liters, 2019-24       |
| Table 31: Europe size of population (million), 2015-19                      |
| Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015-19            |
| Table 33: Europe gdp (current prices, \$ billion), 2015-19                  |
| Table 34: Europe inflation, 2015-19   |
| Table 35: Europe consumer price index (absolute), 2015-19                   |

|  |
|--|
| Table 36: Europe exchange rate, 2015-19                                |
| Table 37: France wine market value: \$ million, 2015-19                |
| Table 38: France wine market volume: million liters, 2015-19           |
| Table 39: France wine market category segmentation: \$ million, 2019   |
| Table 40: France wine market geography segmentation: \$ million, 2019  |
| Table 41: France wine market share: % share, by volume, 2019           |
| Table 42: France wine market distribution: % share, by volume, 2019    |
| Table 43: France wine market value forecast: \$ million, 2019-24       |
| Table 44: France wine market volume forecast: million liters, 2019-24  |
| Table 45: France size of population (million), 2015-19                 |
| Table 46: France gdp (constant 2005 prices, \$ billion), 2015-19       |
| Table 47: France gdp (current prices, \$ billion), 2015-19             |
| Table 48: France inflation, 2015-19                                    |
| Table 49: France consumer price index (absolute), 2015-19              |
| Table 50: France exchange rate, 2015-19                                |
| Table 51: Germany wine market value: \$ million, 2015-19               |
| Table 52: Germany wine market volume: million liters, 2015-19          |
| Table 53: Germany wine market category segmentation: \$ million, 2019  |
| Table 54: Germany wine market geography segmentation: \$ million, 2019 |
| Table 55: Germany wine market share: % share, by volume, 2019          |
| Table 56: Germany wine market distribution: % share, by volume, 2019   |
| Table 57: Germany wine market value forecast: \$ million, 2019-24      |
| Table 58: Germany wine market volume forecast: million liters, 2019-24 |
| Table 59: Germany size of population (million), 2015-19                |
| Table 60: Germany gdp (constant 2005 prices, \$ billion), 2015-19      |

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global wine market value: \$ million, 2015-19
- Figure 2: Global wine market volume: million liters, 2015-19
- Figure 3: Global wine market category segmentation: % share, by value, 2019
- Figure 4: Global wine market geography segmentation: % share, by value, 2019
- Figure 5: Global wine market share: % share, by volume, 2019
- Figure 6: Global wine market distribution: % share, by volume, 2019
- Figure 7: Global wine market value forecast: \$ million, 2019-24
- Figure 8: Global wine market volume forecast: million liters, 2019-24
- Figure 9: Forces driving competition in the global wine market, 2019
- Figure 10: Drivers of buyer power in the global wine market, 2019
- Figure 11: Drivers of supplier power in the global wine market, 2019
- Figure 12: Factors influencing the likelihood of new entrants in the global wine market, 2019
- Figure 13: Factors influencing the threat of substitutes in the global wine market, 2019
- Figure 14: Drivers of degree of rivalry in the global wine market, 2019
- Figure 15: Asia-Pacific wine market value: \$ million, 2015-19
- Figure 16: Asia-Pacific wine market volume: million liters, 2015-19
- Figure 17: Asia-Pacific wine market category segmentation: % share, by value, 2019
- Figure 18: Asia-Pacific wine market geography segmentation: % share, by value, 2019
- Figure 19: Asia-Pacific wine market share: % share, by volume, 2019
- Figure 20: Asia-Pacific wine market distribution: % share, by volume, 2019
- Figure 21: Asia-Pacific wine market value forecast: \$ million, 2019-24
- Figure 22: Asia-Pacific wine market volume forecast: million liters, 2019-24
- Figure 23: Forces driving competition in the wine market in Asia-Pacific, 2019
- Figure 24: Drivers of buyer power in the wine market in Asia-Pacific, 2019
- Figure 25: Drivers of supplier power in the wine market in Asia-Pacific, 2019
- Figure 26: Factors influencing the likelihood of new entrants in the wine market in Asia-Pacific, 2019
- Figure 27: Factors influencing the threat of substitutes in the wine market in Asia-Pacific, 2019
- Figure 28: Drivers of degree of rivalry in the wine market in Asia-Pacific, 2019
- Figure 29: Europe wine market value: \$ million, 2015-19
- Figure 30: Europe wine market volume: million liters, 2015-19
- Figure 31: Europe wine market category segmentation: % share, by value, 2019
- Figure 32: Europe wine market geography segmentation: % share, by value, 2019

- Figure 33: Europe wine market share: % share, by volume, 2019
- Figure 34: Europe wine market distribution: % share, by volume, 2019
- Figure 35: Europe wine market value forecast: \$ million, 2019-24
- Figure 36: Europe wine market volume forecast: million liters, 2019-24
- Figure 37: Forces driving competition in the wine market in Europe, 2019
- Figure 38: Drivers of buyer power in the wine market in Europe, 2019
- Figure 39: Drivers of supplier power in the wine market in Europe, 2019
- Figure 40: Factors influencing the likelihood of new entrants in the wine market in Europe, 2019
- Figure 41: Factors influencing the threat of substitutes in the wine market in Europe, 2019
- Figure 42: Drivers of degree of rivalry in the wine market in Europe, 2019
- Figure 43: France wine market value: \$ million, 2015-19
- Figure 44: France wine market volume: million liters, 2015-19
- Figure 45: France wine market category segmentation: % share, by value, 2019
- Figure 46: France wine market geography segmentation: % share, by value, 2019
- Figure 47: France wine market share: % share, by volume, 2019
- Figure 48: France wine market distribution: % share, by volume, 2019
- Figure 49: France wine market value forecast: \$ million, 2019-24
- Figure 50: France wine market volume forecast: million liters, 2019-24
- Figure 51: Forces driving competition in the wine market in France, 2019
- Figure 52: Drivers of buyer power in the wine market in France, 2019
- Figure 53: Drivers of supplier power in the wine market in France, 2019
- Figure 54: Factors influencing the likelihood of new entrants in the wine market in France, 2019
- Figure 55: Factors influencing the threat of substitutes in the wine market in France, 2019
- Figure 56: Drivers of degree of rivalry in the wine market in France, 2019
- Figure 57: Germany wine market value: \$ million, 2015-19
- Figure 58: Germany wine market volume: million liters, 2015-19
- Figure 59: Germany wine market category segmentation: % share, by value, 2019
- Figure 60: Germany wine market geography segmentation: % share, by value, 2019
- Figure 61: Germany wine market share: % share, by volume, 2019

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