

# Wine in Australia

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## Abstracts

Wine in Australia

### Summary

Wine in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics 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 Australian wine market had total revenues of \$7,848.2m in 2019, representing a compound annual growth rate (CAGR) of 3.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.1% between 2015 and 2019, to reach a total of 623.6 million liters in 2019.

Increasing purchasing power is the primary reason driving market growth in Australia.

## Scope

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

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

Leading company profiles reveal details of key wine market players' global operations and financial performance

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

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Australia's wine market?

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### COMPANIES MENTIONED

Constellation Brands, Inc.  
Treasury Wine Estates Ltd  
Pernod Ricard SA

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