

Wine North America (NAFTA) Industry Guide

2015-2024

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Abstracts

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SUMMARY

The NAFTA 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The wine industry within the NAFTA countries had a total market value of \$56,100.8 million in 2019. The Mexico was the fastest growing country, with a CAGR of 9.3% over the 2015-19 period.

Within the wine industry, the US is the leading country among the NAFTA bloc, with market revenues of \$43,754.6 million in 2019. This was followed by Canada and Mexico, with a value of \$10,438.6 and \$1,907.6 million, respectively.

The US is expected to lead the wine industry in the NAFTA bloc, with a value of \$47,317.1 million in 2024, followed by Canada and Mexico with expected values of \$12,032.8 and \$2,165.1 million, respectively.

SCOPE

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

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

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

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in the NAFTA wine market?

Contents

1 INTRODUCTION

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

2 NAFTA WINE

- 2.1. Industry Outlook

3 WINE IN CANADA

- 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 MEXICO

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

6 MACROECONOMIC INDICATORS

- 6.1. Country data

7 WINE IN THE UNITED STATES

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 COMPANY PROFILES

- 9.1. Constellation Brands, Inc.
- 9.2. Andrew Peller Limited
- 9.3. Treasury Wine Estates Ltd
- 9.4. Vina Concha y Toro SA
- 9.5. E. & J. Gallo Winery
- 9.6. The Wine Group Inc

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

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

Table 36: United States wine market share: % share, by volume, 2019
Table 37: United States wine market distribution: % share, by volume, 2019
Table 38: United States wine market value forecast: \$ million, 2019-24
Table 39: United States wine market volume forecast: million liters, 2019-24
Table 40: United States size of population (million), 2015-19
Table 41: United States gdp (constant 2005 prices, \$ billion), 2015-19
Table 42: United States gdp (current prices, \$ billion), 2015-19
Table 43: United States inflation, 2015-19
Table 44: United States consumer price index (absolute), 2015-19
Table 45: United States exchange rate, 2015-19
Table 46: Constellation Brands, Inc.: key facts
Table 47: Constellation Brands, Inc.: Key Employees
Table 48: Andrew Peller Limited: key facts
Table 49: Andrew Peller Limited: Key Employees
Table 50: Treasury Wine Estates Ltd: key facts
Table 51: Treasury Wine Estates Ltd: Key Employees
Table 52: Vina Concha y Toro SA: key facts
Table 53: Vina Concha y Toro SA: Key Employees
Table 54: E. & J. Gallo Winery: key facts
Table 55: E. & J. Gallo Winery: Key Employees
Table 60: The Wine Group Inc: key facts

List Of Figures

LIST OF FIGURES

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

Figure 32: United States wine market value: \$ million, 2015-19

Figure 33: United States wine market volume: million liters, 2015-19

Figure 34: United States wine market category segmentation: % share, by value, 2019

Figure 35: United States wine market geography segmentation: % share, by value, 2019

Figure 36: United States wine market share: % share, by volume, 2019

Figure 37: United States wine market distribution: % share, by volume, 2019

Figure 38: United States wine market value forecast: \$ million, 2019-24

Figure 39: United States wine market volume forecast: million liters, 2019-24

Figure 40: Forces driving competition in the wine market in the United States, 2019

Figure 41: Drivers of buyer power in the wine market in the United States, 2019

Figure 42: Drivers of supplier power in the wine market in the United States, 2019

Figure 43: Factors influencing the likelihood of new entrants in the wine market in the United States, 2019

Figure 44: Factors influencing the threat of substitutes in the wine market in the United States, 2019

Figure 45: Drivers of degree of rivalry in the wine market in the United States, 2019

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