

# Wine Market in India 2015

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Date: February 2015

Pages: 80

Price: US\$ 950.00 (Single User License)

ID: W1A7C7FAB32EN

## Abstracts

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Netscribes' latest market research report titled Wine Market in India 2014 highlights the competitive market scenario of the Indian wine market and its growth prospects in the ensuing years. The demand for wine in India is experiencing rising demand due to various driving factors which, in turn, have been instrumental in providing immense opportunities to manufacturers to grow and operate in the market lucratively. The report provides a snapshot of the market overview of the wine market in India. It also highlights the various recent trends in the Indian wine market. Red wine is the most popular type of wine consumed in India. While white wine and rose wine are other categories that are consumed in India, however, their consumption is very small compared to red wine.

There are certain factors that have predominantly worked towards the Indian wine market to grow in recent years. These include rise in income levels and growing awareness towards international brands. The growing youth population and current consumption trends are expected to boost wine sales in India. For the Indian wine market, various governmental policies and schemes are being implemented. These initiatives are aimed at improving the status of the industry to support future demand.

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