

Assessment of the United States Wine Market

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Abstracts

Executive Summary

The United States is the world's largest wine market, having recently overtaken France. Consumption of wine in US increased by 0.5% y-o-y in 2013 to reach 2.9 billion litres. Even though the quantity of wine consumed per head is still higher in France than in the US, French wine consumption decreased by 7% from 2012 to reach 2.8 billion litres in 2013. While, fine wine sales are expected to rise approximately 6-10% it is the luxury wines and wines priced between USD10-18 which are projected to see the largest growth in sales.

While the US is the overall market leader in the wine segment, China has emerged as the largest market for red wine with 1.86 billion bottles being sold in 2013, a rise of 136% over the previous year.

Why should the report be purchased?

The report 'Assessment of the United States Wine Market' highlights key drivers of and trends emerging in United States' wine market. The Initiatives and performance of key players including E&J Gallo, Constellation Brands, The Wine Group, Bronco Wine Company and Barefoot Cellars has been presented. The current market scenario and future prospects of the sector has also been examined. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent

developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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Contents

1. GLOBAL WINE INDUSTRY OVERVIEW

2. US WINE INDUSTRY

2.1 Current Statistics

2.2 Performance

3. TRENDS & DRIVERS

4. COMPETITIVE LANDSCAPE

4.1 E&J Gallo

4.2 Constellation Brands

4.3 The Wine Group

4.4 Bronco Wine Company

4.5 Barefoot Cellars

5. CHALLENGES

6. FUTURE OUTLOOK

7. RESEARCH METHODOLOGY

8. ABOUT SMART RESEARCH INSIGHTS

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