

# Global Wine Market 2021

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## Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 28%. A study by StrategyHelix indicates that the global wine market is expected to increase by US\$ 55,486 million from 2021 to 2027, garnering a CAGR of 2.2% during the forecast period. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The global wine market is segmented on the basis of product, distribution channel, and region. Based on product, the global wine market is categorized into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment held the largest share of the global wine market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the global wine market has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others. In terms of geography, the global wine market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America. Europe was the largest contributor to the global wine market in 2020.

The global wine market is highly competitive. As of 2020, the major players in the global wine market were Antonio Basso & Filhos Ltda, Bodegas Valentin Bianchi S.A., Bright Food (Group) Co. Ltd., Cepas Argentinas S.A., China National Cereals Oils and Foodstuffs Import & Export Corporation (COFCO), Cooperativa Vinicola Aurora Ltda, Diageo plc, Fecovita Coop Ltda, Grover Zampa Vineyards Ltd., Grupo Penaflo S.A., HAKUTSURU SAKE Brewing Co. Ltd., Jiangsu Zhangjiagang Brewing Co. Ltd., John Distilleries Private Limited, Kirin Holdings Company Limited, Kuaijishan Shaoxing Rice

Wine Co. Ltd., LVMH Moet Hennessy Louis Vuitton SA, Pernod Ricard Groupe, RPB S.A., Samant Soma Wines Limited, Sankalp Winery Private Limited, Suntory Holdings Limited, Takara Holdings Inc., Treasury Wine Estates Limited, Vinhos Salton S/A. Industria e Comercio., Vinicola Campestre Ltda, Vinicola Miolo Ltda, Yantai Changyu Group Company Limited, Zhejiang Guyuelongshan Shaoxing Wine Co. Ltd.

#### Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the global wine market

Pinpoint growth sectors and trends for investment

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Antonio Basso & Filhos Ltda  
Bodegas Valentin Bianchi S.A.  
Bright Food (Group) Co., Ltd.  
Cepas Argentinas S.A.

China National Cereals Oils and Foodstuffs Import & Export Corporation (COFCO)  
Cooperativa Vinicola Aurora Ltda  
Diageo plc  
Fecovita Coop Ltda  
Grover Zampa Vineyards Ltd.  
Grupo Penaflor S.A.  
HAKUTSURU SAKE Brewing Co., Ltd.  
Jiangsu Zhangjiagang Brewing Co., Ltd.  
John Distilleries Private Limited  
Kirin Holdings Company, Limited  
Kuaijishan Shaoxing Rice Wine Co., Ltd.  
LVMH Moet Hennessy Louis Vuitton SA  
Pernod Ricard Groupe  
RPB S.A.  
Samant Soma Wines Limited  
Sankalp Winery Private Limited  
Suntory Holdings Limited  
Takara Holdings Inc.  
Treasury Wine Estates Limited  
Vinhos Salton S/A. Industria e Comercio.  
Vinicola Campestre Ltda  
Vinicola Miolo Ltda  
Yantai Changyu Group Company Limited  
Zhejiang Guyuelongshan Shaoxing Wine Co., Ltd.  
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