

Wine Market in Asia Pacific 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 25%. According to StrategyHelix, the wine market in Asia Pacific is projected to shrink at a CAGR of -0.3% between 2020 and 2027 to reach USD 98,293 million. 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 Asia Pacific wine market is segmented on the basis of product, distribution channel, and country. Based on product, the wine market in Asia Pacific is categorized into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment captured the largest share of the market in 2020. On the basis of distribution channel, the wine market in Asia Pacific has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others. Geographically, the wine market in Asia Pacific is segmented into China, India, Japan, South Korea, Malaysia, Vietnam, Taiwan.

The Asia Pacific wine market is highly competitive. The prominent players operating in the Asia Pacific wine market include Bright Food (Group) Co. Ltd., China National Cereals Oils and Foodstuffs Import & Export Corporation (COFCO), Diageo plc, Grover Zampa Vineyards Ltd., 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, Samant Soma Wines Limited, Sankalp Winery Private Limited, Suntory Holdings Limited, Takara Holdings Inc., Treasury Wine Estates Limited, 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

Country: China, India, Japan, South Korea, Malaysia, Vietnam, Taiwan

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Food & drink specialists
Online retail
Others

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China
India
Japan
South Korea
Malaysia
Vietnam
Taiwan

PART 6. KEY COMPANIES

Bright Food (Group) Co., Ltd.
China National Cereals Oils and Foodstuffs Import & Export Corporation (COFCO)

Diageo plc
Grover Zampa Vineyards Ltd.
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
Samant Soma Wines Limited
Sankalp Winery Private Limited
Suntory Holdings Limited
Takara Holdings Inc.
Treasury Wine Estates Limited
Yantai Changyu Group Company Limited
Zhejiang Guyuelongshan Shaoxing Wine Co., Ltd.
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