

Wine Market in Australia 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 23%. According to StrategyHelix, the wine market in Australia is expected to increase by US\$ 2,259 million during 2021-2027, expanding at a CAGR of 3.9% 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 Australia wine market is segmented on the basis of product, and distribution channel. Based on product, the wine market in Australia 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 Australia has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Australia wine market is highly competitive. The leading players in the wine market include Accolade Wines Limited, Australian Vintage Limited (AVG), De Bortoli Wines Pty Limited, LVMH Moët Hennessy Louis Vuitton SA, McWilliam's Wines Group Ltd., Pernod Ricard Groupe, Treasury Wine Estates Limited.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

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

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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Australia 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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Fruit wine
Sparkling wine
Still wine

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Accolade Wines Limited
Australian Vintage Limited (AVG)
De Bortoli Wines Pty Limited
LVMH Moet Hennessy Louis Vuitton SA
McWilliam's Wines Group Ltd.
Pernod Ricard Groupe
Treasury Wine Estates Limited
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