

# Wine Market in Hong Kong 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 a report by StrategyHelix, the wine market in Hong Kong is set to increase by US\$ 173 million during 2021-2027, growing at a CAGR of 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 Hong Kong wine market is segmented on the basis of product, and distribution channel. On the basis of product, the wine market in Hong Kong has been segmented into fortified wine, fruit wine, sparkling wine, still wine. Among these, the still wine segment was accounted for the highest revenue generator in 2020. By distribution channel, the wine market in Hong Kong has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Hong Kong wine market is highly competitive. The report also includes the profiles of leading companies such as Baron Philippe de Rothschild S.A., Delegat Group Limited, Domaines Barons de Rothschild (Lafite), E & J Gallo Winery Inc, LVMH Moet Hennessy Louis Vuitton SA, 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 Hong Kong 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

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Supermarkets & hypermarkets  
Food & drink specialists  
Online retail  
Others

### **PART 5. KEY COMPANIES**

Baron Philippe de Rothschild S.A.  
Delegat Group Limited  
Domaines Barons de Rothschild (Lafite)  
E & J Gallo Winery Inc  
LVMH Moët Hennessy Louis Vuitton SA  
Pernod Ricard Groupe  
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