

Wine Market in Malaysia 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 Malaysia is expected to increase at a CAGR of 4% till 2027. 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 Malaysia wine market is segmented on the basis of product, and distribution channel. Based on product, the wine market in Malaysia is categorized into fortified wine, fruit wine, sparkling wine, still wine. In Malaysia, the still wine segment made up the largest share of the wine market. On the basis of distribution channel, the wine market in Malaysia has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Malaysia wine market is highly competitive. The prominent players operating in the Malaysia wine market include Constellation Brands Inc., Groupe Castel, LVMH Moët Hennessy Louis Vuitton SA, Pernod Ricard Groupe, Treasury Wine Estates Limited, Vina Concha Y Toro S.A., Vina Montes S.A.

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 Malaysia 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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Scope of the study
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Fortified wine
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

Constellation Brands, Inc.
Groupe Castel
LVMH Moët Hennessy Louis Vuitton SA
Pernod Ricard Groupe
Treasury Wine Estates Limited
Vina Concha Y Toro S.A.
Vina Montes S.A.
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