

Wine Market in New Zealand 2021

<https://marketpublishers.com/r/WFFA1B9F7362EN.html>

Date: January 2022

Pages: 19

Price: US\$ 550.00 (Single User License)

ID: WFFA1B9F7362EN

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 New Zealand is set to increase by US\$ 265 million during 2021-2027, growing at a CAGR of 2.7% 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 New Zealand wine market is segmented on the basis of product, and distribution channel. On the basis of product, the wine market in New Zealand has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment is estimated to account for the largest share of the wine market in New Zealand. By distribution channel, the wine market in New Zealand has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The New Zealand wine market is highly competitive. Key companies profiled in the report include Constellation Brands Inc., Delectat Group Limited, Kirin Holdings Company Limited, LVMH Moët Hennessy Louis Vuitton SA, Pernod Ricard Groupe, Treasury Wine Estates Limited, Villa Maria Estate 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 New Zealand 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
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Still wine

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Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Constellation Brands, Inc.
Delegat Group Limited
Kirin Holdings Company, Limited
LVMH Moët Hennessy Louis Vuitton SA
Pernod Ricard Groupe
Treasury Wine Estates Limited
Villa Maria Estate Limited
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