

Wine Market in Taiwan 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%. The wine market in Taiwan is poised to grow by US\$ 37 million during 2021-2027, progressing at a CAGR of 1% during the forecast period, according to data and analytics company StrategyHelix. 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 Taiwan wine market is segmented on the basis of product, and distribution channel. By product, the wine market in Taiwan has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment was the largest contributor to the Taiwan wine market in 2020. Based upon distribution channel, the wine market in Taiwan is categorized into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Taiwan wine market is highly competitive. The prominent players operating in the Taiwan wine market include Casella Wines Pty. Limited, E & J Gallo Winery Inc, LVMH Moet Hennessy Louis Vuitton SA, Pernod Ricard Groupe, Sea & Land Wine & Spirits Inc., Taiwan Tobacco and Liquor Corporation, 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 Taiwan 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

PART 5. KEY COMPANIES

Casella Wines Pty. Limited
E & J Gallo Winery Inc
LVMH Moët Hennessy Louis Vuitton SA
Pernod Ricard Groupe
Sea & Land Wine & Spirits Inc.
Taiwan Tobacco and Liquor Corporation
Treasury Wine Estates Limited
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