

Wine Market in Thailand 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%. A study by StrategyHelix indicates that the wine market in Thailand is expected to increase by US\$ 410 million from 2021 to 2027, garnering a CAGR of 4.2% 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 Thailand wine market is segmented on the basis of product, and distribution channel. Based on product, the wine market in Thailand 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 Thailand has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The Thailand wine market is highly competitive. The key players in the wine market include Accolade Wines Limited, Ambrose Wine Ltd., C.P.K. Plantation Co. Ltd., LVMH Moet Hennessy Louis Vuitton SA, Pernod Ricard Groupe, Siam Winery Company Limited, 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 Thailand 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

Accolade Wines Limited
Ambrose Wine Ltd.
C.P.K. Plantation Co., Ltd.
LVMH Moet Hennessy Louis Vuitton SA
Pernod Ricard Groupe
Siam Winery Company Limited
Treasury Wine Estates Limited
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