

Champagne Market: Exports Drive Buoyant Trend

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Abstracts

Champagne, a classic example of sparkling wine, has achieved the status of a luxury brand. Besides competing with other sparkling wines, it is also offering stiff competition to premium distilled spirits. However, champagne houses are worried over how to cope with increasing demand since there is an average of two-year time lag in champagne production. Another major concern is rising grape prices impacting profit margins of producers.

France is still the dominant market for champagne, which is named after the Champagne region of France. The French market is highly fragmented and competitive with several brands like Charles Lafitte, Nicolas Feuillatte, and Mumm. The global champagne market is dominated by two brands - Moët & Chandon (LVMH) and Veuve Clicquot (LVMH).

The report is aimed at providing a basic understanding of the champagne market. It analyzes the worldwide, US, UK, and French champagne markets. Apart from providing a competitive landscape of the market, the report also profiles the major champagne houses, with a discussion of their key business strategies. It also analyzes the major trends prevalent in the champagne market.

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