

Europe: wine market

<https://marketpublishers.com/r/E4C1D882863EN.html>

Date: May 2024

Pages: 0

Price: US\$ 1,999.00 (Single User License)

ID: E4C1D882863EN

Abstracts

This report presents a strategic analysis of the wine market in Europe and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the wine market in Europe, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the wine market in Europe covers the following countries: Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Norway, The Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, and The United Kingdom.

The report on the wine market in Europe includes:

Analysis and forecast for the economy of Europe;

Analysis and forecast of the market size, value and dynamics;

Market structure (by origin, by country, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis and forecast of the trends and levels of supply and demand on the market;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive

intelligence about the market;

Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Explore and identify new market opportunities in the countries and regions within the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the wine market in Europe, this research report will provide you

with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

Contents

1. INTRODUCTION

- 1.1. Report description
- 1.2. Research methodology

2. EXECUTIVE SUMMARY

3. CHARACTERISTICS OF WINE

4. CHARACTERISTICS AND ANALYSIS OF RAW MATERIALS BASE

5. STATE OF THE ECONOMY OF EUROPE

- 5.1. Characteristics of the economy of Europe in 2009-2014
- 5.2. Forecast for the development of the economy of Europe for 2015-2018

6. OVERVIEW AND ANALYSIS OF THE WINE MARKET IN EUROPE

- 6.1. Volume, value and dynamics of the wine market in Europe in 2009-2014
- 6.2. Structure of the wine market in Europe in 2009-2014: production, imports, exports, consumption
- 6.3. Structure of the wine market in Europe by types of wine
- 6.4. Structure of the wine market in Europe by origin
- 6.5. Structure of the wine market in Europe by country
- 6.6. Key recent trends on the wine market in Europe
- 6.7. Competitive landscape of the market
- 6.8. Country opportunity analysis
- 6.9. Key drivers and restraints for the market development in the medium term
- 6.10. Forecast for development of the wine market in Europe for 2015-2020

7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF WINE IN EUROPE

- 7.1. Volume, value and dynamics of the domestic production of wine in Europe in 2009-2014
- 7.2. Structure of the domestic production of wine by types of wine
- 7.3. Structure of the European production of wine by countries

7.4. Characteristics of the main producers of wine in Europe

8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF WINE IN EUROPE

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of wine in Europe in 2009-2014

8.4. Characteristics of other prices of wine

9. FOREIGN TRADE OPERATIONS OF WINE IN EUROPE

9.1. Foreign trade operations of wine in Europe in 2009-2014

10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF WINE TO THE EUROPEAN MARKET

10.1. Volume, value and dynamics of the imports of wine to Europe in 2009-2014

10.2. Major trade inflows of wine imports to Europe

10.3. Structure of the imports of wine by types of products

10.4. Prices of imported wine in Europe

11. OVERVIEW AND ANALYSIS OF THE EUROPEAN EXPORTS OF WINE

11.1. Volume, value and dynamics of the European exports of wine in 2009-2014

11.2. Major trade outflows of wine exports from Europe

11.3. Structure of the European exports of wine by types of products

11.4. Prices of European exports of wine

12. CHARACTERISTICS OF THE CONSUMPTION OF WINE IN EUROPE

12.1. Volume, value and dynamics of the consumption of wine in Europe in 2009-2014

12.2. Structure of the consumption of wine in Europe in 2009-2014 (by origin, by channel, by type of wine)

12.3. Structure of the consumption of wine in Europe by country

12.4. Volume, value and dynamics of the per capita consumption of wine in Europe in 2009-2014

12.5. Balance between supply and demand on the wine market in Europe in 2009-2014 and forecast for 2015-2020

13. FORECAST FOR DEVELOPMENT OF THE WINE MARKET IN EUROPE FOR 2015-2020

13.1. Factors, influencing the development of the wine market in Europe in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

LIST OF FIGURES

Volume and dynamics of the wine market in Europe in 2009-2014

Value and dynamics of the wine market in Europe in 2009-2014

Structure of the wine market in Europe in 2009-2014, in physical terms

Structure of the wine market in Europe in 2009-2014, in value terms

Structure of the wine market in Europe by types of wine, in physical terms

Structure of the wine market in Europe by types of wine, in value terms

Structure of the wine market in Europe by origin in physical terms in 2009-2014

Structure of the wine market in Europe by origin in value terms in 2009-2014

Structure of the wine market in Europe by country in 2009-2014, in physical terms

Structure of the wine market in Europe by country in 2009-2014, in value terms

Volume and dynamics of the domestic production of wine in Europe in 2009-2014

Value and dynamics of the domestic production of wine in Europe in 2009-2014

Structure of the domestic production of wine by types of wine, in physical terms

Structure of the domestic production of wine by types of wine, in value terms

Structure of the domestic production of wine in Europe by producing countries in 2009-2014, in volume terms

Structure of the domestic production of wine in Europe by producing countries in 2009-2014, in value terms

Value chain analysis of the wine market in Europe

Structure of the wine price formation in Europe, in %

Deviation of the average producer prices of wine in Europe in 2009-2014

Trade balance of wine foreign trade in Europe in 2009-2014, in physical terms

Trade balance of wine foreign trade in Europe in 2009-2014, in value terms

Volume and dynamics of the imports of wine to Europe in 2009-2014

Value and dynamics of the imports of wine to Europe in 2009-2014

Main countries, importing wine to Europe in 2009-2014, in physical terms

Main countries, importing wine to Europe in 2009-2014, in value terms

Volume and dynamics of the imports of wine by types of wine in 2009-2014

Value and dynamics of the imports of wine by types of wine in 2009-2014

Average prices of imported wine to Europe in 2009-2014
Volume and dynamics of the European exports of wine in 2009-2014
Value and dynamics of the European exports of wine in 2009-2014
Recipient countries of the European exports of wine in 2009-2014, in physical terms
Recipient countries of the European exports of wine in 2009-2014, in value terms
Structure of the European exports of wine by types of wine in 2009-2014, in physical terms
Structure of the European exports of wine by types of wine in 2009-2014, in value terms
Average prices of the European exports of wine in 2009-2014
Volume and dynamics of the consumption of wine in Europe in 2009-2014
Value and dynamics of the consumption of wine in Europe in 2009-2014
Structure of the consumption of wine in Europe in 2009-2014, in physical terms
Structure of the consumption of wine in Europe in 2009-2014, in value terms
Structure of the consumption of wine in Europe by types of wine, in physical terms
Structure of the consumption of wine in Europe by types of wine, in value terms
Structure of the consumption of wine in Europe by consuming countries in 2009-2014
Volume and dynamics of the per capita consumption of wine in Europe in 2009-2014
Value and dynamics of the per capita consumption of wine in Europe in 2009-2014
Balance between supply and demand on the wine market in Europe in 2009-2014 and forecast for 2015-2020, in physical terms
Balance between supply and demand on the wine market in Europe in 2009-2014 and forecast for 2015-2020, in value terms
Forecast for the total supply of wine in Europe for 2015-2020 (under the framework of the base scenario), in physical and value terms
Forecast for the total supply of wine in Europe for 2015-2020 (under the framework of the pessimistic scenario), in physical and value terms
Forecast for the total supply of wine in Europe for 2015-2020 (under the framework of the optimistic scenario), in physical and value terms

About

ABOUT WMSTRATEGY

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List Of Tables

LIST OF TABLES

Key indicators on the wine market in Europe in 2009-2014
Key indicators of the economy of Europe in 2009-2014
Forecast for the economy of Europe for 2015-2018
Volume and dynamics of the wine market in Europe in 2009-2014
Value and dynamics of the wine market in Europe in 2009-2014
Structure of the wine market in Europe in 2009-2014, in physical terms
Structure of the wine market in Europe in 2009-2014, in value terms
Structure of the wine market in Europe by types of wine, in physical terms
Structure of the wine market in Europe by types of wine, in value terms
Structure of the wine market in Europe by origin in 2009-2014, in physical terms
Structure of the wine market in Europe by origin in 2009-2014, in value terms
Structure of the wine market in Europe by country in 2009-2014, in physical terms
Structure of the wine market in Europe by country in 2009-2014, in value terms
Country opportunity analysis
Volume and dynamics of the domestic production of wine in Europe in 2009-2014
Value and dynamics of the domestic production of wine in Europe in 2009-2014
Structure of the domestic production of wine by types of wine, in physical terms
Structure of the domestic production of wine by types of wine, in value terms
Structure of the domestic production of wine in Europe by producing countries in 2009-2014, in volume terms
Structure of the domestic production of wine in Europe by producing countries in 2009-2014, in value terms
Value chain analysis of the wine market in Europe
Cost breakdown of the price formation of wine in Europe, in %
Volume and dynamics of the average producer prices of wine in Europe in 2009-2014
Volume and dynamics of other prices of wine in Europe (wholesale, distributor, retail, etc.) in 2009-2014
Trade balance of wine foreign trade in Europe in 2009-2014, in physical terms
Trade balance of wine foreign trade in Europe in 2009-2014, in value terms
Volume and dynamics of the imports of wine to Europe in 2009-2014
Value and dynamics of the imports of wine to Europe in 2009-2014
Main countries, importing wine to Europe in 2009-2014, in physical terms
Main countries, importing wine to Europe in 2009-2014, in value terms
Structure of the imports of wine by types of wine in 2009-2014, in physical terms
Structure of the imports of wine by types of wine in 2009-2014, in value terms

Average prices of imported wine to Europe in 2009-2014

Volume and dynamics of the European exports of wine in 2009-2014

Value and dynamics of the European exports of wine in 2009-2014

Recipient countries of the European exports of wine in 2009-2014, in physical terms

Recipient countries of the European exports of wine in 2009-2014, in value terms

Structure of the European exports of wine by types of wine in 2009-2014, in physical terms

Structure of the European exports of wine by types of wine in 2009-2014, in value terms

Average prices of the European exports of wine in 2009-2014

Volume and dynamics of the consumption of wine in Europe in 2009-2014

Value and dynamics of the consumption of wine in Europe in 2009-2014

Structure of the consumption of wine in Europe in 2009-2014, in physical terms

Structure of the consumption of wine in Europe in 2009-2014, in value terms

Structure of the consumption of wine in Europe by types of wine, in physical terms

Structure of the consumption of wine in Europe by types of wine, in value terms

Structure of the consumption of wine in Europe by consuming countries in 2009-2014

Volume and dynamics of the per capita consumption of wine in Europe in 2009-2014

Value and dynamics of the per capita consumption of wine in Europe in 2009-2014

Balance between supply and demand on the wine market in Europe in 2009-2014 and forecast for 2015-2020, in physical terms

Balance between supply and demand on the wine market in Europe in 2009-2014 and forecast for 2015-2020, in value terms

Forecast for the total supply of wine in Europe for 2015-2020 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of wine in Europe for 2015-2020 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of wine in Europe for 2015-2020 (under the framework of the optimistic scenario), in physical and value terms

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