

# North America: Wine Market and the Impact of COVID-19 in the Medium Term

<https://marketpublishers.com/r/NAA2CF19E2D2EN.html>

Date: July 2024

Pages: 150

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

ID: NAA2CF19E2D2EN

## Abstracts

This report presents a strategic analysis of the wine market in North America and a forecast for its development in the medium term, taking into account the impact of COVID-19 on it. 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 North America, 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, taking into account the impact of COVID-19 on it. 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 North America covers the following countries: Canada, Mexico, and the United States of America.

The report on the wine market in North America includes:

Analysis and forecast for the economy of North America;

Analysis and forecast for development of the market volume (market size), value

and dynamics;

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

Country information - breakdown by country for all major indicators, showing the exact volumes and values for each individual country, covered in the report;

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 and structure of price formation;

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

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

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for market development in the medium term, taking into account the impact of COVID-19 on it (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, segmentation, forecasts, dynamics and structure – past, present and future;

Get and compare information at both aggregate level (for the whole region) and for each individual country, covered in the report;

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

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;

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, taking into account the impact of COVID-19 on it (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 value to pitches and presentations by using official and accurate data and calculations.

If you are interested in the wine market in North America, 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 THE RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF NORTH AMERICA**

- 5.1. Characteristics of the economy of North America in 2015-2019
- 5.2. Forecast for the development of the economy of North America for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE WINE MARKET IN NORTH AMERICA**

- 6.1. Volume, value and dynamics of the wine market in North America in 2015-2019
- 6.2. Structure of the wine market in North America in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the wine market in North America in 2015-2019 by types of wine
- 6.4. Structure of the wine market in North America in 2015-2019 by origin
- 6.5. Structure of the wine market in North America in 2015-2019 by country
- 6.6. Key recent trends on the wine market in North America
- 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

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF WINE IN NORTH AMERICA**

- 7.1. Volume, value and dynamics of the domestic production of wine in North America in 2015-2019
- 7.2. Structure of the domestic production of wine in 2015-2019 by types of wine
- 7.3. Structure of the North American production of wine in 2015-2019 by countries
- 7.4. Characteristics of the main producers of wine in North America

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF WINE IN NORTH AMERICA**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of wine in North America in 2015-2019
- 8.4. Characteristics of other prices of wine

## **9. TRADE BALANCE OF THE FOREIGN TRADE OPERATIONS OF WINE IN NORTH AMERICA**

- 9.1. Trade balance of the foreign trade operations of wine in North America in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF WINE TO THE NORTH AMERICAN MARKET**

- 10.1. Volume, value and dynamics of the imports of wine to North America in 2015-2019
- 10.2. Major trade inflows of wine imports to North America in 2015-2019
- 10.3. Structure of the imports of wine in 2015-2019 by importing countries
- 10.4. Structure of the imports of wine in 2015-2019 by types of products
- 10.5. Average prices of the wine, imported to North America in 2015-2019

## **11. OVERVIEW AND ANALYSIS OF THE NORTH AMERICAN EXPORTS OF WINE**

- 11.1. Volume, value and dynamics of the North American exports of wine in 2015-2019
- 11.2. Major trade outflows of wine exports from North America in 2015-2019
- 11.3. Structure of the North American exports of wine in 2015-2019 by exporting countries
- 11.4. Structure of the North American exports of wine in 2015-2019 by types of products
- 11.5. Average prices of the North American exports of wine in 2015-2019

## **12. CHARACTERISTICS OF THE CONSUMPTION OF WINE IN NORTH AMERICA**

- 12.1. Volume, value and dynamics of the consumption of wine in North America in 2015-2019
- 12.2. Structure of the consumption of wine in North America in 2015-2019 (by origin, by channel, by country, by type of wine)

12.4. Volume, value and dynamics of the per capita consumption of wine in North America in 2015-2019

12.5. Balance between supply and demand on the wine market in North America in 2015-2019

### **13. FORECAST FOR DEVELOPMENT OF THE WINE MARKET IN NORTH AMERICA IN 2020-2025**

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

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

About WMStrategy

This report is 75% ready and is in completion stage. The final version of the research report will be presented up to 5 working days after your order. The report will be updated as of the current month of purchase. If you purchase the Corporate License, you will get an Excel sheet with all the quantitative information in up to 2 working days after your purchase. Feel free to contact us for more information or to request a demo version!

## List Of Tables

### LIST OF TABLES

Key indicators on the wine market in North America in 2015-2019

Key indicators of the economy of North America in 2015-2019

Forecast for the economy of North America in 2020-2022

Volume and dynamics of the wine market in North America in 2015-2019

Value and dynamics of the wine market in North America in 2015-2019

Structure of the wine market in North America in 2015-2019, in volume terms

Structure of the wine market in North America in 2015-2019, in value terms

Structure of the wine market in North America in 2015-2019 by types of wine, in volume terms

Structure of the wine market in North America in 2015-2019 by types of wine, in value terms

Structure of the wine market in North America by origin in 2015-2019, in volume terms

Structure of the wine market in North America by origin in 2015-2019, in value terms

Structure of the wine market in North America by country in 2015-2019, in volume terms

Structure of the wine market in North America by country in 2015-2019, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of wine in North America in 2015-2019

Value and dynamics of the domestic production of wine in North America in 2015-2019

Structure of the domestic production of wine in 2015-2019 by types of wine, in volume terms

Structure of the domestic production of wine in 2015-2019 by types of wine, in value terms

Structure of the domestic production of wine in North America by producing countries in 2015-2019, in volume terms

Structure of the domestic production of wine in North America by producing countries in 2015-2019, in value terms

Value chain analysis of the wine market in North America

Cost breakdown of the price formation of wine in North America, in %

Volume and dynamics of the average producer prices of wine in North America by types of wine in 2015-2019

Volume and dynamics of the average producer prices of wine in North America by producing countries in 2015-2019

Volume and dynamics of other prices of wine in North America (wholesale, distributor, retail, etc.) in 2015-2019



Trade balance of wine foreign trade in North America in 2015-2019, in volume terms

Trade balance of wine foreign trade in North America in 2015-2019, in value terms

Trade balance of wine foreign trade in North America by trading countries in 2015-2019, in volume terms

Trade balance of wine foreign trade in North America by trading countries in 2015-2019, in value terms

Trade balance of wine foreign trade in North America by types of wine in 2015-2019, in volume terms

Trade balance of wine foreign trade in North America by types of wine in 2015-2019, in value terms

Volume and dynamics of the imports of wine to North America in 2015-2019

Value and dynamics of the imports of wine to North America in 2015-2019

Main countries, exporting wine to North America in 2015-2019, in volume terms

Main countries, exporting wine to North America in 2015-2019, in value terms

Structure of the imports of wine to North America by importing countries in 2015-2019, in volume terms

Structure of the imports of wine to North America by importing countries in 2015-2019, in value terms

Structure of the imports of wine to North America by types of wine in 2015-2019, in volume terms

Structure of the imports of wine to North America by types of wine in 2015-2019, in value terms

Average prices of the wine, imported to North America in 2015-2019

Average prices of the wine, imported to North America in 2015-2019 by importing countries

Volume and dynamics of the North American exports of wine in 2015-2019

Value and dynamics of the North American exports of wine in 2015-2019

Recipient countries of the North American exports of wine in 2015-2019, in volume terms

Recipient countries of the North American exports of wine in 2015-2019, in value terms

Structure of the North American exports of wine by exporting countries in 2015-2019, in volume terms

Structure of the North American exports of wine by exporting countries in 2015-2019, in value terms

Structure of the North American exports of wine by types of wine in 2015-2019, in volume terms

Structure of the North American exports of wine by types of wine in 2015-2019, in value terms

Average prices of the North American exports of wine in 2015-2019

Average prices of the North American exports of wine in 2015-2019 by exporting countries

Volume and dynamics of the consumption of wine in North America in 2015-2019

Value and dynamics of the consumption of wine in North America in 2015-2019

Structure of the consumption of wine in North America in 2015-2019, in volume terms

Structure of the consumption of wine in North America in 2015-2019, in value terms

Structure of the consumption of wine in North America by types of wine, in volume terms

Structure of the consumption of wine in North America by types of wine, in value terms

Structure of the consumption of wine in North America by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of wine in North America in 2015-2019

Value and dynamics of the per capita consumption of wine in North America in 2015-2019

Balance between supply and demand on the wine market in North America in 2015-2019, in volume terms

Balance between supply and demand on the wine market in North America in 2015-2019, in value terms

Forecast for the total supply of wine in North America in 2020-2025 (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of wine in North America in 2020-2025 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of wine in North America in 2020-2025 (under the framework of the optimistic scenario), in volume and value terms

## List Of Figures

### LIST OF FIGURES

- Volume and dynamics of the wine market in North America in 2015-2019
- Value and dynamics of the wine market in North America in 2015-2019
- Structure of the wine market in North America in 2015-2019, in volume terms
- Structure of the wine market in North America in 2015-2019, in value terms
- Structure of the wine market in North America in 2015-2019 by types of wine, in volume terms
- Structure of the wine market in North America in 2015-2019 by types of wine, in value terms
- Structure of the wine market in North America by origin in volume terms in 2015-2019
- Structure of the wine market in North America by origin in value terms in 2015-2019
- Structure of the wine market in North America by country in 2015-2019, in volume terms
- Structure of the wine market in North America by country in 2015-2019, in value terms
- Volume and dynamics of the domestic production of wine in North America in 2015-2019
- Value and dynamics of the domestic production of wine in North America in 2015-2019
- Structure of the domestic production of wine in North America in 2015-2019 by types of wine, in volume terms
- Structure of the domestic production of wine in North America in 2015-2019 by types of wine, in value terms
- Structure of the domestic production of wine in North America by producing countries in 2015-2019, in volume terms
- Structure of the domestic production of wine in North America by producing countries in 2015-2019, in value terms
- Value chain analysis of the wine market in North America
- Structure of the wine price formation in North America, in %
- Deviation of the average producer prices of wine in North America in 2015-2019 by types of wine
- Deviation of the average producer prices of wine in North America in 2015-2019 by producing countries
- Volume and dynamics of other prices of wine in North America (wholesale, distributor, retail, etc.) in 2015-2019
- Trade balance of wine foreign trade in North America in 2015-2019, in volume terms
- Trade balance of wine foreign trade in North America in 2015-2019, in value terms
- Trade balance of wine foreign trade in North America by trading countries in 2015-2019, in volume terms

Trade balance of wine foreign trade in North America by trading countries in 2015-2019, in value terms

Trade balance of wine foreign trade in North America by types of wine in 2015-2019, in volume terms

Trade balance of wine foreign trade in North America by types of wine in 2015-2019, in value terms

Volume and dynamics of the imports of wine to North America in 2015-2019

Value and dynamics of the imports of wine to North America in 2015-2019

Main countries, exporting wine to North America in 2015-2019, in volume terms

Main countries, exporting wine to North America in 2015-2019, in value terms

Structure of the imports of wine to North America by importing countries in 2015-2019, in volume terms

Structure of the imports of wine to North America by importing countries in 2015-2019, in value terms

Volume and dynamics of the imports of wine by types of wine in 2015-2019

Value and dynamics of the imports of wine by types of wine in 2015-2019

Average prices of the wine, imported to North America in 2015-2019

Average prices of the wine, imported to North America in 2015-2019 by importing countries

Volume and dynamics of the North American exports of wine in 2015-2019

Value and dynamics of the North American exports of wine in 2015-2019

Recipient countries of the North American exports of wine in 2015-2019, in volume terms

Recipient countries of the North American exports of wine in 2015-2019, in value terms

Structure of the North American exports of wine by exporting countries in 2015-2019, in volume terms

Structure of the North American exports of wine by exporting countries in 2015-2019, in value terms

Structure of the North American exports of wine by types of wine in 2015-2019, in volume terms

Structure of the North American exports of wine by types of wine in 2015-2019, in value terms

Average prices of the North American exports of wine in 2015-2019

Average prices of the North American exports of wine in 2015-2019 by exporting countries

Volume and dynamics of the consumption of wine in North America in 2015-2019

Value and dynamics of the consumption of wine in North America in 2015-2019

Structure of the consumption of wine in North America in 2015-2019, in volume terms

Structure of the consumption of wine in North America in 2015-2019, in value terms

Structure of the consumption of wine in North America by types of wine, in volume terms

Structure of the consumption of wine in North America by types of wine, in value terms

Structure of the consumption of wine in North America by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of wine in North America in 2015-2019

Value and dynamics of the per capita consumption of wine in North America in 2015-2019

Balance between supply and demand on the wine market in North America in 2015-2019, in volume terms

Balance between supply and demand on the wine market in North America in 2015-2019, in value terms

Forecast for the total supply of wine in North America in 2020-2025 (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of wine in North America in 2020-2025 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of wine in North America in 2020-2025 (under the framework of the optimistic scenario), in volume and value terms

## I would like to order

Product name: North America: Wine Market and the Impact of COVID-19 in the Medium Term

Product link: <https://marketpublishers.com/r/NAA2CF19E2D2EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NAA2CF19E2D2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970