

Wine Market Study



About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Sula Vineyards Pvt. Ltd.

Asahi Groups Holdings Ltd

Halewood Wines International

Beijing Yanjing Beer Group Corporation

Castel Freres

Accolade Wines

Constellation Brands

Treasury Wine Estates (TWE)

The Wine Group

E & J Gallo Winery

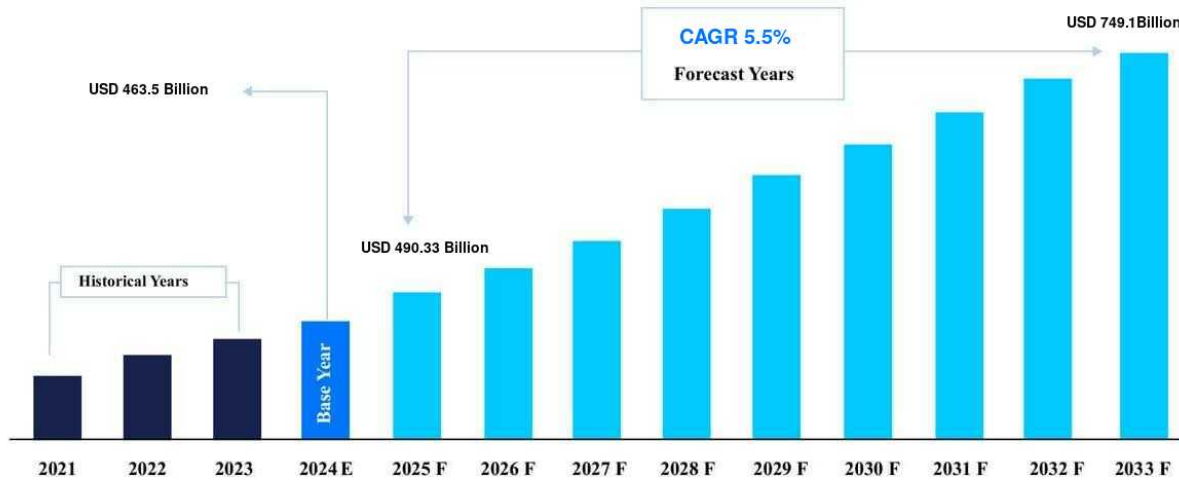
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
65%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

France

China

Emerging Companies

Sula Vineyards Pvt. Ltd.

Asahi Groups Holdings Ltd

Halewood Wines International

Market Trends

Growth Trends

- Increasing preference for premium and luxury wines.
- Shift toward online platforms for wine purchases due to the pandemic.
- Growth in organic, vegan, and sustainable wine production.
- Increasing demand for flavored and sparkling wines.
- Expansion of wine tourism and related experiences.
- Trends towards personalized wines, wine subscriptions, and home delivery services.

Factors to Consider While Calculating Market Size and Share

- Global production and consumption of wines.
- Geographical distribution and presence of wine producers and brands.
- Regional and local market demand patterns.
- Demographics, lifestyle and consumer preferences.
- Price ranges and affordability of different wine categories.
- Retail and distribution channels like supermarkets, specialty stores, online platforms, etc.
- Regulatory environment, including various laws, regulations, and trade agreements that impact the wine business.

Key Market Indicators

- Overall wine consumption and sale volumes.
- Emerging markets and growth rate in these markets.
- The market share is dominated by leading wine brands.
- Consumer spending on wine and other alcoholic beverages.
- Import-export volumes and trends of wines.
- Sales trends across different distribution channels.

Fluctuation in raw material prices

The rapid increase in the costs of raw materials, energy, and transportation has become a significant challenge in the global industry, particularly concerning adjusting mass retail price lists where margins are already narrow. Companies are experiencing an average price increase of 10% per bottle, leading to an estimated total burden of USD 1.44 billion in additional costs. This situation has been exacerbated by soaring bills, raw material costs, and transportation expenses.

- In March 2024, the International Spirit and Wine Association of India reported a significant rise in raw material costs, highlighting that industry margins have diminished due to the surge in material prices. This spike can be attributed to the state government claiming a substantial portion of about 60-80% of liquor sales.

Market Trends

Rising demand for organic and premium wine

Recently, consumer preferences have shifted toward organic and premium liquors due to growing health consciousness and a desire for sustainable and eco-friendly products. Organic liquors, free from additives and harmful residues, are perceived as healthier and more salubrious than conventional options.

- According to the International Wine and Spirits Record, the premium segment is anticipated to grow by around 6% between 2022 and 2024. Notably, approximately 90% of organic grapes are produced in Europe, with Spain, France, and Italy being the largest producers of organic grapes worldwide.

Additionally, organic grape production has expanded in countries such as China and Turkey. Consequently, the demand for premium and organic production of it is surging as Gen Z and millennials increasingly prioritize quality over quantity, thus contributing significantly to the overall growth of the global market.

Growing trend for low and no-alcohol wine

The global market is witnessing a significant opportunity driven by the growing demand for low and no-alcohol grape-based alcoholic beverages. This trend aligns with the increasing health and wellness consciousness among consumers, who are opting for healthier lifestyles and reducing their alcohol consumption. In particular, the low and no-alcohol segment is experiencing robust growth, especially in Europe and North America, where health awareness is becoming a pivotal factor influencing purchasing decisions.

According to International Wine and Spirit Research, the market for no and low-alcohol beverages is projected to expand by 31% by 2024, with a vital contribution from the grape-based alcoholic beverage sector. Notable brands, including Ariel, Freixenet, and Giesen, have already launched their own versions of non-alcoholic liquors to capitalize on this trend. For example, Giesen, a winery from New Zealand, introduced a no-alcohol Sauvignon Blanc that has gained popularity due to its exceptional quality and taste.

As consumers increasingly seek moderation and mindfulness in their drinking habits, the trend toward low and non-alcoholic is likely to persist. This presents an exciting opportunity for brands to innovate and position themselves as providers of healthier, flavorful alternatives to traditional production.

Market Segments

By Product

Table wine leads the global wine market, representing around 50-60% of total wine sales worldwide. Its broad appeal across various regions, coupled with the diverse preferences for both red and white wines, makes it the top-selling category.



50-60%

Table wine

By Distribution Channel

The Off-Trade channel dominates the wine market, holding a XX% share. Supermarkets and online sales are experiencing significant growth, driven by the convenience and broader availability of various wine types, particularly in regions like North America and Europe.



XX%

Off-Trade

Regional Overview

North America

North America plays a key role in the global wine market, with the U.S. being the largest consumer, accounting for 20-25% of total consumption. The demand for both table and sparkling wines is strong, driven by high per capita consumption and a thriving retail and hospitality sector.



20-25%

United States Market Share

Europe

Europe dominates the global wine market, with France accounting for about 15-18% of the share. This leadership is driven by major producers like France, Italy, and Spain, where strong export activity and a rich wine culture play key roles.



15-18%

France Market Share

APAC

China accounts for XX% of the global wine market within the APAC region. While there is a rise in middle-class consumption and a growing interest in wine, overall market penetration is still lower compared to Western nations.



XX%

China Market Share

Regional Overview

Middle East and Africa

The MEA region has a smaller wine market, with South Africa leading thanks to its well-established wine industry. The market is growing gradually, driven by increasing interest in wine in countries with more relaxed alcohol regulations.



XX%

South Africa Market Share

LATAM

LATAM is led by Argentina, the largest producer and consumer of wine in the region. Chile also plays a significant role, and the region is seeing moderate growth driven by the rising popularity of local wines.



XX%

Argentina Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Sula Vineyards Pvt. Ltd.	https://www.sulawines.com/	Nashik, India	1999	Rajeev Samant (Founder & CEO)	Approx. \$50 million - \$100 million
Asahi Groups Holdings Ltd	https://www.asahigroup-holdings.com/	Tokyo, Japan	1889	Atsushi Katsuki (CEO)	Approx. \$20 billion
Halewood Wines International	https://www.halewoodint.com/	Liverpool, UK	1989	Stewart Hoggart, CEO	Approx. \$500 million
Beijing Yanjing Beer Group Corporation	http://www.yanjingbeer.com.cn/	Beijing, China	1980	Li Zhiqiang (Chairman)	Approx. \$5 billion
Castel Freres	https://www.castel.fr/	Bordeaux, France	1949	Pierre Castel (President)	Approx. \$3.8 billion

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