

Wine Industry Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future

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SUMMARY

WiseGuyReports published new report, titled “Wine Global Industry Guide”.

Wine industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.



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Key Findings

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global wine market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global wine market
- Leading company profiles reveal details of key wine market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global wine market with five year forecasts by both value and volume

Synopsis

Essential resource for top-line data and analysis covering the global wine market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

Key points to buy

- What was the size of the global wine market by value in 2015?
- What will be the size of the global wine market in 2020?

What factors are affecting the strength of competition in the global wine market?
How has the market performed over the last five years?
Who are the top competitors in the global wine market?

Key Highlights

The wine market consists of the retail sale of Fortified wine, Sparkling wine and Still wine products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2015 annual average exchange rates.

The global wine market generated total revenues of \$319,816.0m in 2015, representing a CARC of 2.4% between 2011 and 2015.

Market consumption volume increased with a CAGR of 1.8% between 2011 and 2015, to reach a total of 24,388.5 million liters in 2015.

Per capita consumption of wine varies very strongly from country to country. The highest consumption is seen in those areas where wine has been part of the culture for decades, if not centuries, and often where viticulture is well-established.

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