

Champagne Market: Global Share, Size, Trends and Growth Analysis Forecast to 2019-2024

Wiseguyreports.Com Adds "Champagne-Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2024" To Its Research Database

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Description

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Like perfumes or haute couture, champagne is one of the products that best embodies the luxury spirit. Champagne, a variant of sparkling wine, is associated with premium and luxury attributes. Champagne wines are produced by natural yeast fermentation in the bottle, in accordance with strict criteria laid down in the champagne regulatory framework covering every aspect of winemaking. Champagne types are classified as vintage, non-vintage, blanc-des-blancs, rose champagne, and demi-sec.

The UK remains the largest export market of champagne. France despite being the ancient champagne producer saw a decline in the shipments. Emerging economies are changing the face of the champagne market. Increasing consumption trends in major countries, innovative branding, and increasing off-trade distribution channels are the factors supporting growth of the market. Asia pacific is the fastest growing region for premium spirits consumption both in terms of volume and value.

The report offers an in-depth analysis of the global champagne market segmented into global wine market, global champagne market and regional champagne market. The key factors driving the growth in the champagne market are increasing surface area of vineyard worldwide, improving economic conditions, growth of the luxury wine market, increased number of HNWI, and rise of champagne consumption in some parts of Europe. However, there are a number of factors which are hindering the growth of the champagne market like high import duty, decreased grape production and increased use of fake champagnes in the name of big brands.

Competition in this market is rather concentrated with a few champagne houses dominating the market, through brand diversification. LVMH is leading the global champagne market in terms of both, revenue and volume. Other top champagne houses that have been covered in the report include Lanson-BCC, Vranken-Pommery Monopole, and Laurent Perrier.

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