



Fortified Wine Market - Global Industry Analysis, Size, Share, Trends, Growth and Forecast 2019 - 2023

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[Fortified Wine Market 2019](#)

Fortified Wine is a particular type of wine which is highly fortified with the presence of extra alcohol. The alcohol is added to the base wine during the fermentation process to bring out the level of alcohol about 17 to 18 percent. Such wines majorly produce in the areas where soil and climate condition don't let to produce grapes which can be used to create light wine. The wine came under the category of alcoholic drink and consumed across the world as it contains healthful and nutritive properties.

Wines which are fortified are the perfect blend of grapes and some other fruits. It can come in the form of sweet and dry wine. The wines, which are very often confused with spirit, were initially utilized as the best preservation method. Wines are fortified to enhance flavor and strength. In some regions, these are called dessert wines as they come with a higher level of sweetness and generally consumed after foods.

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The top players in global Fortified Wine market include:

Bacardi Limited (U.K.)
Davide Campari-Milano S.p.A. (Italy)
The Wine Group (U.S.)
E & J Gallo Winery (U.S.)
Anchor Brewing Company (U.S.)
Atsby Vermouth (U.S.)
Gancia (Italy)

One of the major driving factors behind the rising demand for such wine is product premiumization. Because most of the people think that premium wines have superior-quality ingredients. On the other side, health benefits associated with this result to market growth. Based on type, the product is segmented into Port Wine, Vermouth, Sherry, and Others. Based on taste, this is split into Sweet, Dry, and Medium. Considering the distribution channels, the market is categorized into Non-store based and Store-based.

Geographical Market Segmentation of the Market

Speaking about the geographical segmentation of the Global Fortified Wine Market, the market is segmented into different major regions and countries. Under the North America region, there are Mexico, US, and Canada. Coming to Europe region, there are France, UK, Spain, Germany, Italy, and Rest of Europe. The Asia Pacific market includes markets of China, India, Japan, New

Zealand, and Rest of Asia Pacific. Under the ROW, there are Africa, the Middle East, and South America.

In the year 2018, Europe region dominated the market. So, it is expected that during the forecast period, Europe will be on the top. The reason behind this can be the increasing number of wide consumptions in this region. Talking about the leading country-level markets in this region, they are Italy, France, Spain, and Portugal. All these countries, including the United States, account for around 70 to 75 percent of the revenue share of the global market.

Leading Global Market players

The growth of global market largely depends on the growth of the major companies who are currently dominating the market. So, the companies which are included in this report are Davide Campari -Milano SPA (Italy), Bacardi Limited (UK), McWilliam, E & J Gallo Winery (US), The Wine Group (U.S.), Atsby Vermouth (US), Anchor Brewing Company (U.S.) and Gancia (Italy).

Latest Market Updates

In the year 2016, McWilliam launched fortified wine in three different new flavors. These are McWilliam's Espresso Press, McWilliam's Strawberry Delight, and McWilliam's Spice Royale.

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