

Wine Cooler Market Revenue To Register Robust Growth Rate During 2020-2027, Says Allied Market Research

Wine Cooler Market by Installation Type, Technology, Structure, Application and Distribution Channel: Global Opportunity Analysis & Industry Forecast, 2020-2027

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Allied Market Research published a new report, titled, "Wine Cooler Market" The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



Wine Cooler Market



The COVID-19 outbreak has hit the growth of the wine coolers globally, and The growth of wine coolers is chiefly dependent upon the growth of the wine market."

Shankar Bhandalkar

Access Full Summary

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Increase in the global consumption of wine, rising awareness about the consumption of wine, the growing need to curtail the bacterial growth in the wine, advancements in the refrigeration technology, and high preference of wine among the millennial population are the factors driving the growth of the wine cooler market

globally.

Along with this growing disposable income, rising consideration of wine as an essential beverage in social events, and its increased consumption in restaurants also creates the need for wine coolers, thereby boosting its sales. Another reason which has increased the usage of wine

coolers is the popularity of sparkling wine among the youth due to its fizziness. Various other attributes of wine coolers such as enhanced product visibility, cost-effective cooling, easy portability, and energy efficiency, also fuel the global market for the wine coolers.

With this providing innovation and technologically advanced products, developing a pricing strategy, acquiring regional companies, forging partnerships, and forming joint ventures will pave new opportunities for the global wine cooler market.

Manufacturers are increasing their investment in research and development, improving the features, and developing advanced technology in the wine coolers to maintain the taste and increasing shelf life of the wine. For instance, Silhouette Appliances have introduced a wine cooler model, named Danby SR001, which has a triple pane Low E glass that protects the wine from the UV light. Another wine cooler manufacturing company named VinoTemp has introduced a BioBlu technology that uses LED lighting to reduce the growth of bacteria and mold.

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Geographically Analysis - North America (U.S., Canada and Mexico), Europe (Germany, UK, France, Italy, Spain and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, Malaysia, Thailand, Indonesia, and the Rest of Asia-Pacific), LAMEA (Middle East, Brazil, and the Rest of LAMEA)

The key market players profiled in the report include EuroCave Group, Shenzhen VRBON Electrical Appliance Co., Ltd., Haier, Avanti Products, Donlert Electrical Co. Ltd., Climadi, LG Electronics, BSH Home Appliances Group. (Siemens AG), Allavino, Donlert Electrical, Electrolux, U-LINE, Newair, Viking Range, Climadiff, and La Sommeliere.

COVID-19 Scenario Analysis:

- The strict regulations on maintaining social distancing have led to the shutting down of bars, hotels, clubs, which were the main places where the wine coolers were used.
- Along with this, logistics slowdown and unavailability of the workforce has disrupted the supply chain, causing sales and production issues.

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Key Benefits of the Report:

- This study presents the analytical depiction of the global wine cooler industry along with the current trends and future estimations to determine the imminent investment pockets.
- The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the global wine cooler market share.
- The current market is quantitatively analyzed from 2020 to 2027 to highlight the global wine

cooler market growth scenario.

- Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.
- The report provides a detailed global wine cooler market analysis based on competitive intensity and how the competition will take shape in coming years.

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