

# At a (CAGR) of 3.2%, Champagne Market to Reach US\$ 7 Billion by 2027 | Diageo LANSON-BCC Laurent-Perrier

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According to the latest report by IMARC Group, titled "Champagne Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027." The global champagne market size reached [US\\$ 5.9 Billion](#) in 2021. Looking forward, IMARC Group expects the market to reach US\$ 7 Billion by 2027, exhibiting a growth rate (CAGR) of 3.2% during 2022-2027.



Champagne is an alcoholic beverage that is produced from a specific variety of grapes harvested in the Champagne region of France. These grapes are fermented and aged for several years to produce wine with an alcohol content of about 9% by volume. It comprises low amounts of calories and varying levels of sugar with high levels of resveratrol. Its moderate consumption is widely associated with regulating cholesterol levels, improving heart health, reducing damage to blood vessels, lowering the risks of developing diabetes, and preventing blood clots. It is commonly consumed as a celebratory drink at anniversaries, celebrations, weddings, sporting events, and corporate gatherings.

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Download a free sample report to get a detailed overview of the report:

<https://www.imarcgroup.com/champagne-market/requestsampl>

Market Trends and Drivers:

The global market is majorly driven by the rising trend of socialization among the masses. This is supported by rapid urbanization, inflating disposable income levels of individuals and their shifting lifestyle preferences. Moreover, the growing trend of weekend parties and gatherings

across the corporate sector is also providing a boost to the demand for premium alcoholic beverages, including champagne. Furthermore, significant growth in the hospitality sector is also creating a positive outlook for the market.

Also, since champagne is widely utilized in the preparation of gourmet food preparations across luxury hotels, the rising popularity of food tourism is facilitating its uptake on the global level. Apart from this, multiple key players are increasingly participating in the production of champagne by combining advanced technologies and traditional hybridization techniques to gain a competitive edge in the market. Some of the other factors contributing to the market growth include the advent of canned champagne and the growing preference for purchasing unique and exotic flavored champagne through online retail channels.

### Champagne Market 2022-2027 Competitive Analysis and Segmentation:

#### Key Market Segmentation:

The report has segmented the global champagne market on the basis of product, price, distribution channel and region.

#### Breakup by Product:

- Prestige Cuvée
- Blanc De Noirs
- Blanc De Blancs
- Rosé Champagne
- Others

#### Breakup by Price:

- Economy
- Mid-Range
- Luxury

#### Breakup by Distribution Channel:

- Supermarket and Hypermarket
- Specialty Stores
- Online Stores

#### Breakup by Region:

- North America (United States, Canada)
- Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)

Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iran, Others)

Competitive Landscape With Key Players:

Arvitis

Centre Vinicole – Champagne Nicolas Feuillatte

Champagne Piper-Heidsieck

Diageo

LANSON-BCC

Laurent-Perrier

LVMH Moët Hennessy Louis Vuitton

Pernod Ricard

Taittinger

Vranken - Pommery Monopole SA

TOC for the Report:

- Preface
- Scope and Methodology
- Executive Summary
- Introduction
- Global Market
- SWOT Analysis
- Value Chain Analysis
- Price Analysis
- Competitive Landscape

Ask Analyst for Customization and Explore Full Report With TOC & List of Figures:

<https://www.imarcgroup.com/champagne-market>

Key Highlights of the Report:

Market Performance (2016-2021)

Market Outlook (2022-2027)

Market Trends

Market Drivers and Success Factors

Impact of COVID-19

Value Chain Analysis

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will

provide it to you as a part of the customization.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune

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