

Red Wine Market Expected to Reach USD 278.5 Billion by 2028 | Top Players such as - Carlyle Group, Brown-Forman

The consumption of healthy organic red wine is estimated to gain traction in the near future which is projected to propel the growth of the red wine market.

PORTLAND, OR, US, February 11, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Red Wine Market](#) by Product Type, Pricing, and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021–2028," The red wine market size was valued at \$182.0 billion in 2020, and is projected reach \$278.5 billion by 2028, registering a CAGR of 5.4% from 2021 to 2028.



Red wine is an alcoholic beverage which is produced by fermenting the dark grapes and the color of the red wine vary from light to dark depending over the acid present in the wine. The color of the wine determines the age of the red wine. The darker the color the older the wine; this occurs due to the reaction between the molecules present in the wine due to aging.

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Recent years have seen consumer inclination toward organic, natural, and GMO free products. As a result, demand for organic red wine has gained huge popularity particularly in the last few years. Leading players are continuously upgrading their product offerings with organic and Non-GMO certified wine thus fostering the red wine market growth. For instance, Schramsberg Blanc de Blancs unveiled organic red wine. These wines are USDA Certified Organic and non-GMO Project verified red wine made without any chemicals or fillers.

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Some of the major players profiled in the red wine market analysis include The Carlyle Group, Brown-Forman, Campari Group, Castel Winery Plc., Caviro sca, Constellation Brands, Inc., Rémy Cointreau, The Wine Group, Treasury Wine Estates, and Viña Concha y Toro.

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The red wine market is segmented on the basis of product type, pricing, distribution channel, and region. By product type, the market is categorized into cabernet sauvignon wine, merlot wine, syrah/shiraz wine, and others. By pricing, the market is divided into mass and premium. By distribution channel, the market is categorized into on-trade and off-trade. Region wise the market is categorized into North America (U.S., Canada and Mexico), Europe (UK, Germany, France, Italy, Spain, Russia, Portugal. and rest of Europe), Asia-Pacific (China, India, Japan, and rest of Asia-Pacific) and LAMEA (Brazil, Argentina, South Africa, and rest of LAMEA).

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- > By product type, the cabernet sauvignon segment will remain the mostly demanded red wine in the market, and is expected to gain market share in the coming years.
- > By distribution channel, the off trade segment is the dominating segments for Red wine and it is expected to gain market share in the coming years.
- > By region, Europe dominates in terms of the global Red wine market share, and is expected to retain its dominance during the forecast period.
- > Red wine market trends are inclining more towards organic and biodynamic red.

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Red wine occupies 11.9% of the alcoholic beverages market share which shows that there are multiple substitutes for red wine and the consumers are willingly consuming other alcoholic beverages which is hampering the growth of the red wine market.

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