

Canned Wines Market worth \$816.41 million by 2030, growing at a CAGR of 12.83% - Exclusive Report by 360iResearch

The Global Canned Wines Market to grow from USD 310.66 million in 2022 to USD 816.41 million by 2030, at a CAGR of 12.83%.

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EINPresswire.com/ -- The "[Canned Wines Market](#) by Product (Fortified Wine, Sparkling Wine), Distribution Channel (Offline, Online) - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Canned Wines Market to grow from USD 310.66 million in 2022 to USD 816.41 million by 2030, at a CAGR of 12.83%.



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Canned wines refer to the packaging and distribution of wine in metal cans instead of the traditional glass bottles. This innovative approach to wine consumption has gained considerable popularity in recent years owing to its convenience. With advancements in canning technology and improvements in the quality of cans, canned wines are now able to preserve their taste, body, and aroma for extended periods. The canned wines market encompasses the production, distribution, and consumption of wine in aluminum or steel cans, offering a contemporary alternative to traditional glass bottles or bag-in-box packaging. A significant growth factor for the canned wines market is the shift in consumer preferences towards convenient packaging solutions and sustainable beverage alternatives. Additionally, increasing disposable incomes and rapid urbanization trends in emerging economies contribute to market expansion. Collaborations with popular events, including music festivals, also serve as novel marketing

strategies for market players. However, Complying with stringent regulations across different markets impacts the growth trajectory of the canned wine market. Further, innovation and research focused on enhancing packaging designs using sustainable materials for visual appeal, implementing advanced canning technologies for better preservation capabilities, and experimenting with unique wine blends to differentiate products within a competitive landscape represent significant opportunities for the global canned wines market.

Product: Growing demand for fortified wines owing to their robust flavors with higher alcohol content

Fortified wine is a type of wine that has been enhanced with the addition of a distilled spirit, typically brandy, which offers a higher alcohol content and a distinctive flavor profile. This type of wine is particularly favored by consumers who prefer richer, more robust flavors and appreciate the complexity inherent in this blend of wine and spirits. Sparkling wines are characterized by carbonation resulting from natural fermentation or carbon dioxide injection. Sparkling wines are popular among consumers, preferring their effervescence and refreshing qualities. Sparkling wines come in various styles ranging from dry to sweet.

Distribution Channel: Emerging preferences for online channels that enable personalized customer experiences

Offline distribution channels, brick-and-mortar stores such as supermarkets, liquor shops, wine boutiques, and specialty food retailers remain a popular choice for purchasing canned wines. These physical locations allow consumers to interact with products directly before making a purchase decision. Furthermore, retailers can feature canned wines in specific promotional areas in the store, such as end caps or aisle displays, effectively capturing shoppers' attention and potentially increasing impulse purchases. On the other hand, online channels offer significant benefits for both suppliers and consumers alike. Online platforms, including e-commerce websites, dedicated wine retailers, or direct-to-consumer (DTC) sales through wineries' own websites, help expand businesses' market reach beyond their immediate geographic location. This global exposure enables companies to target a broader audience base while minimizing overhead expenses often associated with traditional retail outlets.

Regional Insights:

In the United States and Canada, there has been a surge in demand for canned wines due to their portability and ease of use. Younger consumers are increasingly embracing these products as they seek innovative ways to enjoy wine outdoors or at events. The trend is also gaining momentum in Canada due to growing environmental consciousness among consumers who appreciate that cans are more easily recycled than glass bottles. Wine companies in the Americas offer limited-edition canned wines to create a strong brand image. In April 2023, Archer Roose, Inc., a U.S.-based wine company, announced plans to expand its canned wines by launching a limited edition sampler pack. In Asia-Pacific, countries including China, Japan, and India are witnessing a rising demand for canned wines due to the growing middle-class population with a higher disposable income, adoption of Western culture, and preferences for convenience. However, these markets also present unique challenges, including complex

regulatory environments that often require local partnerships, cultural differences influencing consumer preferences, and intense competition from domestic players who may already have strong brand recognition. In European Union countries, the emergence of new players entering the canned wine space is driving market growth. With a strong emphasis on sustainability and reducing packaging waste, EU nations are exploring alternative packaging options for alcoholic beverages. While several countries of the Middle East have strict regulations or outright bans on alcohol sales and consumption, others, such as the United Arab Emirates (UAE) and Lebanon, have more relaxed regulations that allow for a thriving alcoholic beverage industry. In South Africa, particularly, there's seen a shift toward alternative packaging formats like cans due to changing demographics and urbanization's effect on lifestyle choices.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Canned Wines Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Canned Wines Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Canned Wines Market, highlighting leading vendors and their innovative profiles. These include AA Badenhorst, Anheuser-Busch InBev, Bowl Grabber Ltd., Canned Wine Co., CASTEL FRÈRES, Constellation Brands, Inc., Day Drinking Wines, Delicato Family Wines, E. & J. Gallo Winery, Graham + Fisk's Wine-In-A-Can, Kim Crawford Wines Limited, Kiss of Wine UG, McBride Sisters Wine Company, Original House Wine, Pampelonne, Precept Wine, Presto Prosecco, Sans Wine Co., Sula Vineyards Pvt. Ltd., The Wine Group, and Union Wine Company.

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Market Segmentation & Coverage:

This research report categorizes the Canned Wines Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Fortified Wine and Sparkling Wine. The Fortified Wine is projected to witness significant market share during forecast period.

Based on Distribution Channel, market is studied across Offline and Online. The Offline is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 38.73% in 2022, followed by Americas.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Canned Wines Market, by Product
7. Canned Wines Market, by Distribution Channel
8. Americas Canned Wines Market
9. Asia-Pacific Canned Wines Market
10. Europe, Middle East & Africa Canned Wines Market
11. Competitive Landscape
12. Competitive Portfolio
13. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments

4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Canned Wines Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Canned Wines Market?
3. What is the competitive strategic window for opportunities in the Canned Wines Market?
4. What are the technology trends and regulatory frameworks in the Canned Wines Market?
5. What is the market share of the leading vendors in the Canned Wines Market?
6. What modes and strategic moves are considered suitable for entering the Canned Wines Market?

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