

MEA Premium Wine Market - Industry Trends and Forecast to 2029

Market Report | 2022-10-01 | 220 pages | Data Bridge Market Research

AVAILABLE LICENSES:

- Single User License \$3500.00
- Corporate Users License \$4200.00

Report description:

Middle East and Africa premium wine market is projected to register a substantial CAGR of 4.6% in the forecast period of 2022 to 2029. The new market report contains data for the historic year 2020, the base year of calculation is 2021 and the forecast period is 2022 to 2029.

Market Segmentation:

Middle East and Africa Premium Wine Market, By Wine Colour (Red Wine, White Wine, Rose Wine, and Others), Product Type (Still Wine, Fortified Wine, Sparkling Wine, Dessert Wine, and Others), Product Category (Alcoholic Wine and Non-Alcoholic Wine) Flavour (Original, and Flavoured), Ageing Years (18-24 Years, 25-44 Years, 45-64 Years, 65+ Years, 0 Years (Unaged)), Ageing Barrel Type (Oak, Maple, Cedar, Hickory, and Others), Price Range (Premium, Super Premium), Distribution Channel (Store Based Retailers, Online Retailers), Country (South Africa, Ethiopia, UAE, Rest of Middle East and Africa) Industry Trends and Forecast to 2029

Some of the factors that are expected to drive the growth of premium wine market are:

- Growing demand of wine owing to different health benefits
- Rising e-commerce, courier and wine delivery services

Market Players:

The key market players in Middle East and Africa premium wine market are listed below:

- Pernod Ricard
- E. & J. Gallo Winery
- TREASURY WINE ESTATES
- Vina Concha y Toro
- The Wine Group
- Accolade Wines

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

TABLE OF CONTENTS

| | |
|---|----|
| 1 INTRODUCTION | 46 |
| 1.1 OBJECTIVES OF THE STUDY | 46 |
| 1.2 MARKET DEFINITION | 46 |
| 1.3 OVERVIEW OF MIDDLE EAST & AFRICA PREMIUM WINE MARKET | 46 |
| 1.4 LIMITATIONS | 48 |
| 1.5 MARKETS COVERED | 48 |
| 2 MARKET SEGMENTATION | 52 |
| 2.1 MARKETS COVERED | 52 |
| 2.2 GEOGRAPHICAL SCOPE | 53 |
| 2.3 YEARS CONSIDERED FOR THE STUDY | 54 |
| 2.4 CURRENCY AND PRICING | 54 |
| 2.5 DBMR TRIPOD DATA VALIDATION MODEL | 55 |
| 2.6 MULTIVARIATE MODELLING | 58 |
| 2.7 WINE COLOUR LIFELINE CURVE | 58 |
| 2.8 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS | 59 |
| 2.9 DBMR MARKET POSITION GRID | 60 |
| 2.10 MARKET WINE COLOUR COVERAGE GRID | 61 |
| 2.11 VENDOR SHARE ANALYSIS | 62 |
| 2.12 SECONDARY SOURCES | 63 |
| 2.13 ASSUMPTIONS | 63 |
| 3 EXECUTIVE SUMMARY | 64 |
| 4 PREMIUM INSIGHTS | 67 |
| 4.1 IMPORT EXPORT ANALYSIS | 68 |
| 4.2 INDUSTRY TRENDS AND FUTURE PERSPECTIVES | 68 |
| 4.3 REGULATORY FRAMEWORK AND GUIDELINES | 69 |
| 4.3.1 ADVERTISING & PROMOTIONS - | 69 |
| 4.4 TAXATION AND DUTY LEVIES | 70 |
| 4.5 COMPARATIVE ANALYSIS OF TYPES OF WINE | 70 |
| 4.6 DEMOGRAPHIC PREFERENCES | 73 |
| 4.7 BRAND COMPETITIVE ANALYSIS | 74 |
| 5 PRICING INDEX | 75 |
| 6 PRODUCTION CAPACITY OF KEY MANUFACTURERS | 77 |
| 7 MIDDLE EAST & AFRICA PREMIUM WINE MARKET: REGULATIONS | 79 |
| 8 IMPACT OF ECONOMIC SLOWDOWN ON MARKET | 82 |
| 8.1 IMPACT ON PRICE | 82 |
| 8.2 IMPACT ON SUPPLY CHAIN | 82 |
| 8.3 IMPACT ON SHIPMENT | 83 |
| 8.4 IMPACT ON COMPANY'S STRATEGIC DECISIONS | 83 |
| 9 BRAND OUTLOOK - | 85 |
| 9.1 COMPARATIVE BRAND ANALYSIS | 85 |
| 9.2 PRODUCT VS BRAND OVERVIEW - | 86 |
| 10 MARKET OVERVIEW | 87 |
| 10.1 DRIVERS | 89 |
| 10.1.1 GROWING DEMAND FOR WINE OWING TO DIFFERENT HEALTH BENEFITS | 89 |
| 10.1.2 RISING E-COMMERCE, COURIER, AND WINE DELIVERY SERVICES | 90 |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

| | |
|---|-----|
| 10.1.3 RISE IN ALCOHOL SOCIALIZATION AMONG CONSUMERS | 91 |
| 10.2 RESTRAINTS | 91 |
| 10.2.1 INCREASED COST OF WINE PRODUCTION | 91 |
| 10.2.2 GRADUAL SHIFT OF CONSUMERS TOWARD OTHER ALCOHOLIC BEVERAGES | 92 |
| 10.3 OPPORTUNITIES | 92 |
| 10.3.1 CHANGING LIFESTYLE | 92 |
| 10.3.2 INCREASING NUMBER OF BARS AND LOUNGES | 92 |
| 10.3.3 RISING AWARENESS REGARDING OBESITY AND AGING BENEFITS FROM WINES | 93 |
| 10.4 CHALLENGES | 93 |
| 10.4.1 HIGH CONSUMPTION LEADING SEVERE HEALTH PROBLEMS | 93 |
| 10.4.2 LABOUR-INTENSIVE AND TIME-CONSUMING | 93 |
| 11 MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY WINE COLOR | 95 |
| 11.1 OVERVIEW | 96 |
| 11.2 RED WINE | 98 |
| 11.2.1 FULL-BODIED | 99 |
| 11.2.2 MEDIUM-BODIED | 99 |
| 11.2.3 LIGHT-BODIED | 99 |
| 11.3 WHITE WINE | 99 |
| 11.4 ROSE WINE | 100 |
| 11.5 OTHERS | 100 |
| 12 MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY PRODUCT TYPE | 101 |
| 12.1 OVERVIEW | 102 |
| 12.2 STILL WINE | 105 |
| 12.3 SPARKLING WINE | 106 |
| 12.4 FORTIFIED WINE | 106 |
| 12.5 DESSERT WINE | 107 |
| 12.5.1 LIGHT SWEET | 107 |
| 12.5.2 RICHLY SWEET | 107 |
| 12.5.3 SWEET RED WINE | 107 |
| 13 MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY PRODUCT CATEGORY | 108 |
| 13.1 OVERVIEW | 109 |
| 13.2 ALCOHOLIC | 111 |
| 13.3 NON-ALCOHOLIC | 112 |
| 13.3.1 0.5% ABV | 112 |
| 13.3.2 MORE THAN 0.05% ABV | 112 |
| 13.3.3 0.05% ABV | 113 |
| 13.3.4 LESS THAN 0.05% ABV | 113 |
| 14 MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY FLAVOR | 114 |
| 14.1 OVERVIEW | 115 |
| 14.2 FLAVORED | 117 |
| 14.2.1 FRUITS | 118 |
| 14.2.1.1 CHERRY | 118 |
| 14.2.1.2 PEACH | 118 |
| 14.2.1.3 LEMON | 118 |
| 14.2.1.4 GREEN APPLE | 118 |
| 14.2.1.5 ORANGE | 118 |
| 14.2.1.6 POMOGRANATE | 118 |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

| | | |
|-----------|---|-----|
| 14.2.1.7 | MELON | 119 |
| 14.2.1.8 | FIG | 119 |
| 14.2.1.9 | MANGO | 119 |
| 14.2.1.10 | PINEAPPLE | 119 |
| 14.2.1.11 | OTHERS | 119 |
| 14.2.2 | BERRY | 119 |
| 14.2.2.1 | CRANBERRIES | 119 |
| 14.2.2.2 | BLUEBERRY | 120 |
| 14.2.2.3 | RASPBERRY | 120 |
| 14.2.2.4 | STRAWBERRY | 120 |
| 14.2.2.5 | OTHERS | 120 |
| 14.2.3 | FLORAL | 120 |
| 14.2.3.1 | ROSE | 120 |
| 14.2.3.2 | HIBISCUS | 120 |
| 14.2.3.3 | OTHERS | 120 |
| 14.2.4 | HERBAL | 121 |
| 14.2.4.1 | SMOKED TOBACCO | 121 |
| 14.2.4.2 | TRUFFLE | 121 |
| 14.2.4.3 | OTHERS | 121 |
| 14.2.5 | SPICES | 121 |
| 14.2.5.1 | CINNAMON | 121 |
| 14.2.5.2 | NUTMEG | 122 |
| 14.2.5.3 | PEPPER | 122 |
| 14.2.5.4 | GINGER | 122 |
| 14.2.5.5 | CLOVES | 122 |
| 14.2.5.6 | OTHERS | 122 |
| 14.2.6 | CHOCOLATE | 122 |
| 14.2.7 | MAPLE | 122 |
| 14.2.8 | HONEY | 122 |
| 14.2.9 | VANILLA | 122 |
| 14.2.10 | CARAMEL | 122 |
| 14.3 | ORIGINAL | 123 |
| 15 | MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY AGEING YEARS | 124 |
| 15.1 | OVERVIEW | 125 |
| 15.2 | 1-17 YEARS | 128 |
| 15.3 | 18-24 YEARS | 129 |
| 15.4 | 25-44 YEARS | 129 |
| 15.5 | 45-64 YEARS | 130 |
| 15.6 | 65+ YEARS | 130 |
| 16 | MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY AGEING BARREL TYPE | 131 |
| 16.1 | OVERVIEW | 132 |
| 16.2 | OAK | 135 |
| 16.3 | HICKORY | 136 |
| 16.4 | MAPLE | 136 |
| 16.5 | CEDAR | 137 |
| 16.6 | OTHERS | 137 |
| 17 | MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY PRICE RANGE | 138 |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

| | |
|--|-----|
| 17.1 OVERVIEW | 139 |
| 17.2 PREMIUM | 141 |
| 17.3 SUPER PREMIUM | 142 |
| 18 MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY DISTRIBUTION CHANNEL | 143 |
| 18.1 OVERVIEW | 144 |
| 18.2 STORE BASED RETAILERS | 146 |
| 18.2.1 LIQUOR STORES | 148 |
| 18.2.2 CONVENIENCE STORE | 148 |
| 18.2.3 SUPERMARKETS/HYPERMARKETS | 148 |
| 18.2.4 WHOLESALERS | 148 |
| 18.2.5 SPECIALITY STORES | 148 |
| 18.2.6 GROCERY STORES | 148 |
| 18.2.7 OTHERS | 149 |
| 18.3 ONLINE RETAILERS | 149 |
| 19 MIDDLE EAST & AFRICA PREMIUM WINE MARKET, BY REGION | 150 |
| 19.1 MIDDLE EAST AND AFRICA | 151 |
| 19.1.1 SOUTH AFRICA | 162 |
| 19.1.2 ETHIOPIA | 167 |
| 19.1.3 UAE | 172 |
| 19.1.4 REST OF MIDDLE EAST AND AFRICA | 177 |
| 20 COMPANY LANDSCAPE | 178 |
| 20.1 MIDDLE EAST & AFRICA PREMIUM WINE MARKET: COMPANY LANDSCAPE | 178 |
| 20.1.1 COMPANY SHARE ANALYSIS: MIDDLE EAST & AFRICA | 178 |
| 21 SWOT ANALYSIS | 179 |
| 22 COMPANY PROFILE | 180 |
| 22.1 PERNOD RICARD | 180 |
| 22.1.1 COMPANY SNAPSHOT | 180 |
| 22.1.2 REVENUE ANALYSIS | 180 |
| 22.1.3 COMPANY SHARE ANALYSIS | 181 |
| 22.1.4 PRODUCT PORTFOLIO | 181 |
| 22.1.5 RECENT DEVELOPMENT | 181 |
| 22.2 E. & J. GALLO WINERY | 182 |
| 22.2.1 COMPANY SNAPSHOT | 182 |
| 22.2.2 COMPANY SHARE ANALYSIS | 182 |
| 22.2.3 PRODUCT PORTFOLIO | 183 |
| 22.2.4 RECENT DEVELOPMENTS | 183 |
| 22.3 CONSTELLATION BRANDS, INC. | 184 |
| 22.3.1 COMPANY SNAPSHOT | 184 |
| 22.3.2 REVENUE ANALYSIS | 184 |
| 22.3.3 COMPANY SHARE ANALYSIS | 185 |
| 22.3.4 PRODUCT PORTFOLIO | 185 |
| 22.3.5 RECENT DEVELOPMENTS | 185 |
| 22.4 TREASURY WINE ESTATES | 186 |
| 22.4.1 COMPANY SNAPSHOT | 186 |
| 22.4.2 REVENUE ANALYSIS | 186 |
| 22.4.3 COMPANY SHARE ANALYSIS | 187 |
| 22.4.4 PRODUCT PORTFOLIO | 187 |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

| | |
|------------------------------------|-----|
| 22.4.5 RECENT DEVELOPMENTS | 188 |
| 22.5 CASTEL FRERES | 189 |
| 22.5.1 COMPANY SNAPSHOT | 189 |
| 22.5.2 PRODUCT PORTFOLIO | 189 |
| 22.5.3 RECENT DEVELOPMENTS | 189 |
| 22.6 ACCOLADE WINES | 190 |
| 22.6.1 COMPANY SNAPSHOT | 190 |
| 22.6.2 PRODUCT PORTFOLIO | 190 |
| 22.6.3 RECENT DEVELOPMENTS | 191 |
| 22.7 BASS PHILLIP WINES | 192 |
| 22.7.1 COMPANY SNAPSHOT | 192 |
| 22.7.2 PRODUCT PORTFOLIO | 192 |
| 22.7.3 RECENT DEVELOPMENT | 192 |
| 22.8 CASELLA | 193 |
| 22.8.1 COMPANY SNAPSHOT | 193 |
| 22.8.2 PRODUCT PORTFOLIO | 193 |
| 22.8.3 RECENT DEVELOPMENT | 193 |
| 22.9 CHANGYU | 194 |
| 22.9.1 COMPANY SNAPSHOT | 194 |
| 22.9.2 REVENUS ANALYSIS | 194 |
| 22.9.3 PRODUCT PORTFOLIO | 195 |
| 22.9.4 RECENT DEVELOPMENT | 195 |
| 22.10 CHATEAU CHEVAL BLANC | 196 |
| 22.10.1 COMPANY SNAPSHOT | 196 |
| 22.10.2 PRODUCT PORTFOLIO | 196 |
| 22.10.3 RECENT DEVELOPMENTS | 196 |
| 22.11 CULLEN WINES | 197 |
| 22.11.1 COMPANY SNAPSHOT | 197 |
| 22.11.2 PRODUCT PORTFOLIO | 197 |
| 22.11.3 RECENT DEVELOPMENTS | 198 |
| 22.12 FETZER | 199 |
| 22.12.1 COMPANY SNAPSHOT | 199 |
| 22.12.2 PRODUCT PORTFOLIO | 199 |
| 22.12.3 RECENT DEVELOPMENTS | 199 |
| 22.13 GIACONDA MARKETING PTY. LTD. | 200 |
| 22.13.1 COMPANY SNAPSHOT | 200 |
| 22.13.2 PRODUCT PORTFOLIO | 200 |
| 22.13.3 RECENT DEVELOPMENTS | 200 |
| 22.14 GRUPO PENAFLORE | 201 |
| 22.14.1 COMPANY SNAPSHOT | 201 |
| 22.14.2 PRODUCT PORTFOLIO | 201 |
| 22.14.3 RECENT DEVELOPMENTS | 201 |
| 22.15 HENSCHKE | 202 |
| 22.15.1 COMPANY SNAPSHOT | 202 |
| 22.15.2 PRODUCT PORTFOLIO | 202 |
| 22.15.3 RECENT DEVELOPMENTS | 202 |
| 22.16 LEEUWIN ESTATE | 203 |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

| | |
|-----------------------------|-----|
| 22.16.1 COMPANY SNAPSHOT | 203 |
| 22.16.2 PRODUCT PORTFOLIO | 203 |
| 22.16.3 RECENT DEVELOPMENT | 204 |
| 22.17 MIGUEL TORRES S.A | 205 |
| 22.17.1 COMPANY SNAPSHOT | 205 |
| 22.17.2 PRODUCT PORTFOLIO | 205 |
| 22.17.3 RECENT DEVELOPMENTS | 206 |
| 22.18 MOSS WOOD | 207 |
| 22.18.1 COMPANY SNAPSHOT | 207 |
| 22.18.2 PRODUCT PORTFOLIO | 207 |
| 22.18.3 RECENT DEVELOPMENT | 207 |
| 22.19 MOUNT MARY VINEYARD | 208 |
| 22.19.1 COMPANY SNAPSHOT | 208 |
| 22.19.2 PRODUCT PORTFOLIO | 208 |
| 22.19.3 RECENT DEVELOPMENTS | 208 |
| 22.20 ROCKFORD | 209 |
| 22.20.1 COMPANY SNAPSHOT | 209 |
| 22.20.2 PRODUCT PORTFOLIO | 209 |
| 22.20.3 RECENT DEVELOPMENTS | 209 |

MEA Premium Wine Market - Industry Trends and Forecast to 2029

Market Report | 2022-10-01 | 220 pages | Data Bridge Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|-------------------------|-----------|
| | Single User License | \$3500.00 |
| | Corporate Users License | \$4200.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-05"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com