

## **Australia Wine Market Forecast 2023-2030**

Market Report | 2023-09-15 | 114 pages | Inkwood Research

### **AVAILABLE LICENSES:**

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### **Report description:**

#### **KEY FINDINGS**

The Australia wine market is set to grow with a CAGR of 8.63% in terms of revenue and 2.37% in terms of volume during the forecast period, 2023 to 2030. The market's growth is credited to the shift in the country's wine-consuming population as well as the expansion of wine sales through e-commerce.

#### **MARKET INSIGHTS**

Australia boasts a rich and diverse wine landscape, encompassing over 100 grape varieties and spanning 65 distinct wine regions. With a total expanse of around 160,000 hectares, the prominent wine-producing states are New South Wales, South Australia, and Victoria. Notably, Cabernet Sauvignon and Shiraz, thriving in warmer climates, are prominent in New South Wales and South Australia, while Pinot Noir is a standout in Victoria. Recent years have also witnessed a trend of producers opting for Sauvignon Blanc, Cabernet Sauvignon, and Pinot Noir, resulting in a shift from the once-dominant Shiraz and Chardonnay plantings.

A pivotal catalyst propelling the Australia wine market forward is the evolving demographic of wine consumers within the country. The surge in wine consumption is being attributed to individuals below the legal drinking age (LDA) and the millennial generation. In this regard, the millennials are spearheading the growth of wine sales through e-commerce platforms. This digital realm, particularly the direct-from-producer channel, thrives on narratives that foster personal connections with customers, promoting the sale of unique offerings in contrast to traditional retail avenues. Such factors, in turn, are set to augment the market growth in Australia during the forecast period.

#### **COMPETITIVE INSIGHTS**

Some of the top players operating in the market are Barbadillo Group, Accolade Wines Ltd, Brown Brothers, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- The competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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