

Australia Wine Market Forecast 2023-2030

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

AVAILABLE LICENSES:

- Single User Price \$1600.00
- Global Site License \$2200.00

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

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. RESEARCH SCOPE & METHODOLOGY

1.1. STUDY OBJECTIVES

1.2. METHODOLOGY

1.3. ASSUMPTIONS & LIMITATIONS

2. EXECUTIVE SUMMARY

2.1. MARKET SIZE & ESTIMATES

2.2. COUNTRY SNAPSHOT

2.3. COUNTRY ANALYSIS

2.4. SCOPE OF STUDY

2.5. CRISIS SCENARIO ANALYSIS

2.5.1. IMPACT OF COVID-19 ON WINE MARKET

3. MARKET DYNAMICS

3.1. KEY GROWTH ENABLERS

3.1.1. HIGH POPULARITY & DEMAND FOR ORGANIC WINE

3.1.2. INCREASING ADOPTION OF E-COMMERCE FOR WINE SALES

3.1.3. HEALTH BENEFITS ASSOCIATED WITH WINE CONSUMPTION

3.2. KEY CHALLENGES

3.2.1. DECREASE IN AUSTRALIAN WINE EXPORTS

3.2.2. CLIMATIC CHANGES IMPACTING WINE PRODUCTION

4. KEY ANALYTICS

4.1. KEY MARKET TRENDS

4.2. PEST ANALYSIS

4.3. PORTER'S FIVE FORCES ANALYSIS

4.3.1. BUYERS POWER

4.3.2. SUPPLIERS POWER

4.3.3. SUBSTITUTION

4.3.4. NEW ENTRANTS

4.3.5. INDUSTRY RIVALRY

4.4. OPPORTUNITY MATRIX

4.5. VALUE CHAIN ANALYSIS

4.6. KEY BUYING CRITERIA

4.7. MARKET SHARE ANALYSIS, IN 2021 & 2022 (IN %)

4.8. BRAND SHARE ANALYSIS, IN 2021 & 2022 (IN %)

5. MARKET BY PRODUCT (IN TERMS OF REVENUE: \$ MILLION & IN TERMS OF VOLUME: MILLION LITERS)

5.1. FORTIFIED WINE AND VERMOUTH

5.1.1. PORT

5.1.2. SHERRY

5.1.3. VERMOUTH

5.1.4. OTHER FORTIFIED WINE

5.2. NON-GRAPE WINE

5.2.1. APPLE WINE

5.2.2. OTHER NON-GRAPE WINE

5.3. SPARKLING WINE

5.3.1. CHAMPAGNE

5.3.2. OTHER SPARKLING WINE

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5.4. STILL LIGHT GRAPE WINE
 - 5.4.1. STILL RED WINE
 - 5.4.2. STILL ROSE WINE
 - 5.4.3. STILL WHITE WINE
- 6. MARKET BY TRADE (IN TERMS OF REVENUE: \$ MILLION & IN TERMS OF VOLUME: MILLION LITERS)
 - 6.1. OFF-TRADE
 - 6.2. ON-TRADE
- 7. MARKET BY PRICE RANGE - SPARKLING WINE
- 8. MARKET BY PRICE RANGE - STILL RED WINE
- 9. MARKET BY PRICE RANGE - STILL ROSE WINE
- 10. MARKET BY PRICE RANGE - STILL WHITE WINE
- 11. COMPETITIVE LANDSCAPE
 - 11.1. KEY STRATEGIC DEVELOPMENTS
 - 11.1.1. ACQUISITIONS
 - 11.1.2. PRODUCT LAUNCHES & DEVELOPMENTS
 - 11.1.3. PARTNERSHIPS
 - 11.1.4. BUSINESS EXPANSIONS
 - 11.2. COMPANY PROFILES
 - 11.2.1. ACCOLADE WINES LTD
 - 11.2.2. BARBADILLO GROUP
 - 11.2.3. BROWN BROTHERS
 - 11.2.4. CAMPARI AUSTRALIA PTY LTD
 - 11.2.5. DE BORTOLI WINES PTY LTD

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Australia Wine Market Forecast 2023-2030

Market Report | 2023-09-15 | 114 pages | Inkwood 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 Price	\$1600.00
	Global Site License	\$2200.00
		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="2025-06-25"/>
		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