

## **Wine in India**

Market Direction | 2023-10-20 | 30 pages | Euromonitor

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### **Report description:**

Samant Soma Wines Ltd continued as the frontrunner in the wine industry in 2022. The player boasts a diverse portfolio encompassing wines crafted from 15 distinct grape varieties and showcases a collection of 56 labels. These wines are meticulously produced across six manufacturing facilities, with four under direct ownership and two under lease arrangements. In 2021, production capacity stood at an impressive 14.5 million litres.

Euromonitor International's Wine in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wine market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### WINE IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Samant Soma Wines leverages wine tourism and pursues inorganic growth strategy to lead the market

Trade agreement with Australia improves accessibility of imported wines

High taxation and regulatory constraints limit potential of wine in India

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Manufacturers call for uniform regulations to counter rising costs

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#### ALCOHOLIC DRINKS IN INDIA

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Alcoholic drinks in 2022: The big picture

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2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

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Drink driving

Advertising

Smoking ban

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