

Wine in Australia

Market Direction | 2024-06-20 | 39 pages | Euromonitor

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Report description:

In 2023, the fall in total volume sales of wine in Australia was largely due to a significant decline in the off-trade channel. This has been the trend for wine since 2021-2022 and the end of lockdowns - the period when wine sales had peaked - combined with the rising cost of living and alcoholic drinks being an area where consumers can save money. Wine is not as popular among the younger generation of Australians as it is with older consumers, with young people's tastes being geared towards d...

Euromonitor International's Wine in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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