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## Wine: Global Industry Guide

*Published on March 2007*

### Report Summary

Datamonitor's Wine Global Industry Guide is an essential resource for top-level data and analysis covering the wine industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape, and profiles of the leading companies. This incisive report provides expert analysis on a global, regional and country basis.

#### Scope of the Report

- \* Contains an executive summary and data on value, volume and segmentation
- \* Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- \* Covers Global, European, Asia-Pacific & 11 individual country markets
- \* Includes a five-year forecast of the industry

#### Highlights

The global wine market generated total revenues of \$213.8 billion in 2005, this representing a compound annual growth rate (CAGR) of 2.6% for the five-year period spanning 2001-2005.

Market consumption volumes increased with a CAGR of 1.2% between 2001-2005, to reach a total of 18.9 billion liters in 2005.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.7% for the five-year period 2005-2010 expected to drive the market to a value of \$243.7 billion by the end of 2010.

#### Why you should buy this report:

- \* Spot future trends and developments
- \* Inform your business decisions
- \* Add weight to presentations and marketing materials
- \* Save time carrying out entry-level research

#### Definition

The wine market consists of fortified wine, sparkling wine and still wine. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2005 annual average exchange rates.

For the purpose of this report: the European market comprises France, Germany, the United Kingdom, Belgium, Spain, Italy, Norway, Sweden, Denmark, the Netherlands, Russia, Poland, the Czech Republic and Hungary.

The Asia-Pacific market is deemed to consist of Australia, China, India, Japan, Singapore, South Korea and Taiwan.

Americas comprises the US, Canada, Brazil and Mexico.

The global market comprises Asia-Pacific, Europe and the Americas.

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