



**Euromonitor
International**

Wine in India

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine consumption in India is being driven by Millennials, and growing demand for premium products
Samant Soma Wines leads wine due to its extensive product range and strong focus on wine tourism
India is witnessing demand for imported wines from various countries

PROSPECTS AND OPPORTUNITIES

A low base and more women entering the workforce expected to drive growth, but inflation remains a significant obstacle
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DISCLAIMER

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