



Wine in India

October 2024

Table of Contents

Wine in India - Category analysis

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
India likely to continue to see a rise in experiential stores during the forecast period

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023

Table 2 - Sales of Wine by Category: Total Value 2018-2023

Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 32 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 33 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 34 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 35 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 36 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 37 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 41 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 42 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 43 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 44 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 46 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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