



Wine in India

October 2023

Table of Contents

Wine in India - Category analysis

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

PROSPECTS AND OPPORTUNITIES

Manufacturers call for uniform regulations to counter rising costs

Rise of experiential stores that aid decision-making will continue during the forecast period

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022

Table 2 - Sales of Wine by Category: Total Value 2017-2022

Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 10 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 11 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 12 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 13 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 14 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 15 - GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 16 - NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 17 - LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 18 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 19 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 20 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 21 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 22 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 23 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 24 - Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 25 - Forecast Sales of Wine by Category: Total Value 2022-2027

Table 26 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 27 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 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

Legal drinking age by state is as follows:

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 28 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 29 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 30 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 31 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 32 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 33 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 34 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 35 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 36 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 37 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 38 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 39 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 40 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 41 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 42 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 43 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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