



Wine Packaging to 2019

Global Markets and Brand Owner Purchases

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Wine Packaging to 2019 is part of the *Brand Action*[™] series of studies from Allied Development. *Brand Action*[™] studies provide a global assessment of the market with a variety of segmentations on a country by country basis. Most importantly, brandowner purchases by package type are quantified and seamlessly integrated into the country by country results.

This Wine Packaging study first examines the wine industry and then examines the wine packaging industry. The wine industry analysis includes industry drivers and trends, current wine consumption, wine consumption forecasts, and the brandowner market data.

The wine packaging industry analysis includes drivers and trends specific to wine packaging, current wine packaging consumption, wine packaging consumption forecasts, packaging by package type, and the brandowner package purchase data by package type by country.

An even more detailed data set is available on-line in Allied Development's *SpyGlass*[™] market database.



Sample Pages

2. Australia and New Zealand
Table 22 provides wine consumption in Australia and New Zealand, segmented by brandowner.

Table 8
Australia and New Zealand Wine Volume by Brandowner
(million liters)

| BRANDOWNER | 2016 |
|-----------------------|--------------|
| Accolade Wines | 78.1 |
| Casella Wines | 41.3 |
| Premal Ricard | 65.0 |
| Treasury Wine Estates | 57.8 |
| Others | 418.3 |
| Total | 660.4 |

Source: Allied Development Corp.

3. China
Table 22 provides wine consumption in China, segmented by brandowner.

Table 9
China Wine Volume by Brandowner
(million liters)

| BRANDOWNER | 2016 |
|--------------------------------------|----------------|
| China Great Wall Wine Company Ltd | 380.6 |
| Tonghoo Grape Wine Company Limited | 261.7 |
| Yantai Changyu Grape Company Limited | 428.2 |
| Others | 1,308.3 |
| Total | 2,378.7 |

Source: Allied Development Corp.

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What sets this study apart?

- > the detailed market segment analysis and the insights they provide
- > the detailed brand owner procurement data on a country by country basis
- > the global market data provided for all countries

Wine Packaging to 2019

Global Brandowner Product and Packaging Activity

Learn About:

- > The future of the wine industry with detailed segment forecasts to 2019
- > In-depth analysis of emerging trends, market conditions, and market drivers
- > Current consumption volumes with projections to 2019

Who Should Buy This Study:

- > Converters
- > Raw Material Suppliers
- > Equipment and Machinery Suppliers
- > Brand Owners
- > Industry Analysts

What is included:

- > Detailed analysis of the trends and drivers of this unique and challenging market with volume forecasts to 2019
- > More than 100 pages of detailed data not available anywhere else
- > Details of market opportunities and forecasts broken down by end-use segments and twenty (20) geographic regions

Market Matrix:

Wine Market

- Global Volume (measured in liters) by geographic region
- Typical Geographic Region Set (6)
 - Asia
 - China
 - Europe
 - Japan
 - North America
 - ROW
- Wine Geographic Region Set
- Per capita wine consumption by geographic region
 - Population by Wine Region Set
 - Wine Volume per Capita by Wine Region Set
- Wine Volume and GDP by geographic region
 - Real GDP in National Currency by Region
 - Wine Volume and GDP per Capita by Region
- Brandowner Wine Volume (80+ brandowners named)
 - Global
 - Wine Geographic Region (20)
- By Package Type

Wine Packaging Market

- Global Packaging Volume
- Wine Geographic Regions (20)
- Per Capita by Wine Geographic Regions (20)
- Average Volume per Package Type
 - Primary Packaging by Package Type
 - Bag-in-box
 - PET bottle
 - One-way glass bottle
 - Aluminum can
 - Aseptic carton
 - Stand-up Pouch
 - Primary Packaging Avg Volume per Package Type (6)
 - Primary Packaging Weight by Package Type (6)
 - Primary Packaging Avg Weight per Package Type (6)
 - Primary Package Weight per Liter by Package Type (6)
- Packaging metrics and volume for each package type (6)

- Bag-in-box
 - Bag-in-box Volume and Weight
 - Bag-in-box Unit Volume by Wine Region Set (20)
- PET bottles
 - PET Bottle Volume and Weight
 - PET Bottle Unit Volume by Wine Region Set (20)
- Glass bottles
 - Glass bottles Volume and Weight
 - Glass bottles Unit Volume by Wine Region (20)
- Aluminum Can
 - Aluminum Can Volume and Weight
 - Aluminum Can Unit Volume by Wine Region (20)
- Aseptic Carton
 - Aseptic Carton Volume and Weight
 - Aseptic Carton Unit Volume by Wine Region (20)
- Stand-up Pouches Can
 - Stand-up Pouch Volume and Weight
 - Stand-up Pouch Unit Volume by Wine Region (20)
- Wine packaging for each Wine Region (20)
 - Volume by Packaging Type
- Wine packaging raw materials
 - Weight by Raw material
- Brandowner Packaging Volume
 - Global By Brandowner (80+ brandowners named)
 - Wine region set by Brandowners
 - Australia/New Zealand
 - China
 - Japan
 - Rest of Asia
 - France
 - Germany
 - Italy
 - Portugal
 - Romania
 - Russia
 - Spain
 - The Netherlands
 - United Kingdom
 - Rest of Europe
 - Canada
 - United States
 - Rest of North America
 - Argentina
 - South Africa
 - Rest of World

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Pet Food in Pouch vs Tray - USA

value chain and lifecycle analyses of pet food packages in USA

Beer in PET vs. Glass Bottles - EU, USA, or China

value chain and lifecycle analyses of beer packages in Europe

Microwaveable Soup in Pouch vs Bowl - USA

value chain and lifecycle analyses of soup packages in USA

Olive Oil in PET vs Glass Bottles - USA

value chain and lifecycle analyses of olive oil packages in USA

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Wine Packaging to 2019 – Global Brandowner Product Activity and Related Packaging Activity

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