

## **The Asian-Pacific wine and spirits market with outlook to 2019**

*from VINEXPO/IWSR study\**

### Consumption in Asia Pacific is on the rise

The consumption of still wine in the Asia-Pacific region has reached 264.3 million cases in 2014. The consumption grew by 18.4% compared to 2010. Between 2015 and 2019 growth will remain positive, but on a much more moderate level + 5.2%.

### Perspectives remain motivating

The Asia-Pacific consumption accounted for 11% of the worldwide consumption. What is remarkable, is that the per capita consumption remains extremely low, which means that perspectives for growth remain strong.

### All Asia-Pacific countries are showing on upwards trend

Between 2009 and 2014 volumes have grown in all Asia-Pacific markets, in that period growth was particularly strong in China, Taiwan and Vietnam. The Vinexpo/ IWSR study forecasts, that growth in the period between 2014 and 2019 will be strongest in India, (+90.5% in volume), the Philippines (+26.5%) Vietnam (+18.2%), South Korea (+18.5%) and Japan (+14.9%)

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*\*VINEXPO has commissioned The IWSR (International Wine and Spirit Research) for 14 years to perform its world market study with forecasts for the next 5 years.*