



# Wine in India

January 2026

Table of Contents

## Wine in India - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Millennials and a low consumer base drive category growth in 2024

Samant Soma Wines leads wine thanks to extensive product range and strong focus on wine tourism

India is witnessing demand for imported wines from various countries

#### PROSPECTS AND OPPORTUNITIES

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

Small domestic manufacturers seek to carve out niche positions for non-grape wines in export markets

#### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024

Table 2 - Sales of Wine by Category: Total Value 2019-2024

Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in India - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail 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

## TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2024

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024

Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wine-in-india/report](http://www.euromonitor.com/wine-in-india/report).