

Wine in India

October 2023

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Wine in India - Category analysis

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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

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Manufacturers call for uniform regulations to counter rising costs

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Alcoholic Drinks in India - Industry Overview

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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:

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Advertising

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Opening hours

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