



Euromonitor
International

Wine in Australia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Adapting to the health and wellness trend is key if wine is to thrive
Surge in demand for spritz cocktails behind innovation in sparkling wine
Food/drink/tobacco specialists dominate sales but e-commerce picks up share

PROSPECTS AND OPPORTUNITIES

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Alcoholic Drinks in Australia - Industry Overview

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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
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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