Wine Industry Overview

WWTG
November 2017
WORLD VITIVINICULTURE SITUATION

AGENDA

• Surface area

• Grape
  * Global grape production

• Wine
  * Production
  * Consumption
  * Trade

• WWTG in perspective
Area under vines in the world:

- **7.5 mha** in 2016

- **5 countries** represent 50% of world vineyard

* Area under vines destined for the production of wine grapes, table grapes or dried grapes, in production or awaiting production.
Since 2000 area under vines is:
- decreasing in most of the European countries, Turkey and Iran
- increasing in China, India, Chile and New Zealand
- stable in the USA and in the last year in Spain and France

*Area under vines destined for the production of wine grapes, table grapes or dried grapes, in production or awaiting production.*
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<th>Variety</th>
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1: OIV estimates based on China's Agriculture Press data on Grape varieties
2017 world wine production (excluding juice & musts) expected to decrease by 8%
unfavourable climate conditions weighed on productions in different countries
## WORLD WINE PRODUCTION - COUNTRIES

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(1): Countries for which information has been provided with a wine production of more than 1 mhl
(2): OIV estimate based on USDA info
(3): OIV estimate: mid-range estimate. Range for evaluation of 2017 world production: from 243.3 mhl to 250.1 mhl

* Report for the year 2016 - 2017 figures not yet available
WINE PRODUCTION 2016

- USA: 23.9 mhl
- Spain: 39.3 mhl
- France: 43.5 mhl
- Germany: 9.0 mhl
- China: 11.4 mhl
- Chile: 10.1 mhl
- Argentina: 9.4 mhl
- Italy: 50.9 mhl
- Australia: 13.0 mhl
- South Africa: 10.5 mhl

Wine production mhl (excluding juice & musts)

- < 1
- from 1 to 6
- from 6 to 10
- from 10 to 25
- from 25 to 50
Since the beginning of the economic and financial crisis of 2008, global consumption seems to have stabilized: **wine consumption** stood at **241 mhl in 2016**
WINE CONSUMPTION IN THE WORLD

5 countries consume almost half of the wine of the world

- USA 13%
- France 11%
- Italy 9%
- Germany 8%
- China 7%

During the past 10 years consumption decreased especially in the traditional wine countries.
# MAIN WINE CONSUMING COUNTRIES

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* Apparent consumption calculated by "Production + Imports - Exports"
**WINE CONSUMPTION 2015**

### Total wine

- **USA**: 31.0 million hl
- **France**: 27.2 million hl
- **Italy**: 21.4 million hl
- **Germany**: 19.6 million hl
- **China**: 16.2 million hl
- **UK**: 12.7 million hl
- **Argentina**: 10.3 million hl
- **Spain**: 10.0 million hl
- **Russia**: 9.3 million hl
- **Australia**: 5.3 million hl
- **Canada**: 4.9 million hl
- **Portugal**: 4.8 million hl
- **South Africa**: 4.2 million hl
- **Romania**: 3.9 million hl
- **Japan**: 3.5 million hl
- **Netherlands**: 3.5 million hl
- **Brazil**: 3.3 million hl
- **Belgium**: 3.0 million hl
- **Switzerland**: 2.9 million hl
- **Greece**: 2.4 million hl
- **Sweden**: 2.4 million hl
- **Austria**: 2.4 million hl
- **Hungary**: 2.2 million hl
- **Chile**: 2.1 million hl

### Per capita

- **Portugal**: 54.0 litres per person*
- **France**: 51.8 litres per person*
- **Italy**: 41.5 litres per person*
- **Switzerland**: 40.3 litres per person*
- **Austria**: 32.4 litres per person*
- **Argentina**: 31.6 litres per person*
- **Belgium**: 31.6 litres per person*
- **Sweden**: 29.6 litres per person*
- **Germany**: 27.8 litres per person*
- **Australia**: 27.0 litres per person*
- **Hungary**: 26.4 litres per person*
- **Greece**: 25.7 litres per person*
- **Spain**: 25.4 litres per person*
- **Netherlands**: 24.5 litres per person*
- **Romania**: 23.9 litres per person*
- **UK**: 23.9 litres per person*
- **Canada**: 16.2 litres per person*
- **Chile**: 14.2 litres per person*
- **USA**: 11.9 litres per person*
- **South Africa**: 11.0 litres per person*
- **Russia**: 7.8 litres per person*
- **Japan**: 3.2 litres per person*
- **France**: 2.2 litres per person*
- **China**: 1.4 litres per person*

* UN database Population 15+ years

New Zealand: 28.2 million hl
Georgia: 9.7 million hl
USA confirmed its position as the biggest global consumer country since 2011 (31.8 mhl)

Slight increase in Italy (22.5 mhl) and in China (17.3 mhl)

Consumption is stable in France (27.0 mhl), Spain (9.9 mhl) and Russia (9.3 mhl)
Between 2015 and 2016, world wine export:

- decreased by 1.2% in volume (104 million hl)
- increased by 2.0% in value (29 Billion EUR)

Average value by litre up by 3.0%
The composition of exports:

- bottled wines stable over the last 4 years
- bulk wines slight decrease (~4%/2015)
- sparkling wines continue to increase (+7% /2015)
Export is widely dominated by Spain, Italy and France representing 55% of the volume of the world market.

In value, France and Italy continue to dominate the market with respectively 28% and 19%. 
Increase of imports in China (+15%/2015)
The top 5 importers in value represent more than 50%
Progressive increase of the “international wine sector”: wine is more and more consumed out of its producing country
WWTG IN PERSPECTIVE – WINE PRODUCTION

2000

- WWTG: 21%
- Rest: 79%

2016

- WWTG: 27%
- Rest: 73%
ALCOHOL CONSUMPTION IN WWTG COUNTRIES

- **ARGENTINA**
  - Beer: 58%
  - Wine: 35%
  - Spirits: 4%
  - Other: 3%

- **AUSTRALIA**
  - Beer: 65%
  - Wine: 20%
  - Spirits: 13%
  - Other: 2%

- **CANADA**
  - Beer: 74%
  - Wine: 17%
  - Spirits: 5%
  - Other: 4%

- **CHILE**
  - Beer: 72%
  - Wine: 22%
  - Spirits: 5%
  - Other: 1%

- **GEORGIA**
  - Beer: 69%
  - Wine: 24%
  - Spirits: 7%
  - Other: 0%

- **NEW ZEALAND**
  - Beer: 60%
  - Wine: 22%
  - Spirits: 16%
  - Other: 2%

- **SOUTH AFRICA**
  - Beer: 79%
  - Wine: 9%
  - Spirits: 3%
  - Other: 9%

- **USA**
  - Beer: 80%
  - Wine: 6%
  - Spirits: 4%
  - Other: 10%

*Euromonitor*