

## The wine market: developments and trends

- **World wine consumption dropped slightly in 2013 to 238.7 mhl**
- **The United States became the biggest internal market in the world in terms of volume**
- **Early estimates of the 2014 harvest: low wine production in the southern hemisphere**

The Director General of the OIV, Jean-Marie Aurand, presented information about "the assessment of the harvest, as well as the state of the market and international trade in 2013" at the Organisation's headquarters in Paris on 13 May. He also gave initial estimates of the harvests of the main countries in the southern hemisphere.

After recalling the data published by the OIV in April on the stabilisation of the global area under vines (7.436 mha) and increase in world wine production (278.6 mhl), Jean-Marie Aurand elaborated on the wine consumption and international wine trade in 2013 during the press conference.

### **World wine consumption: recovery yet to take place**

2013 World wine consumption stood at 238.7 mhl, a decrease of 2.5 mhl compared with 2012.

In the traditional producer countries, a decline in consumption was recorded: of 2.1 mhl in France (with 28.1 mhl of wines consumed), 0.8 mhl in Italy (21.7 mhl) and 0.2 mhl in Spain (9.1 mhl).

As for China, with 16.8 mhl - a decline of 3.8% between 2012 (17.5 mhl) and 2013 - the rapid growth in consumption in recent years appears to have come to a sudden end.

In this respect, the United States stood out with 29.1 mhl of wines consumed (excluding vermouth and special wines), becoming the biggest internal market in the world in 2013 in terms of volume.

The main South American countries (Argentina, Chile and Brazil), South Africa and Romania recorded a rise in their wine consumption compared with 2012.

### **Global trends in the wine market**

The reduced production in 2012 was partly responsible for the -2.2% decline in the volumes exported in 2013. Notwithstanding, the value of the world trade increased by 1.5% in 2013, attaining 25.7 billions of Euros.

In terms of value, bottled wines and sparkling wines made up the vast majority of the world wine market: 71% were still wines (18.3 billions of Euros) and 17% sparkling wines (4.3 billions of Euros).

### **2014: low wine production in the southern hemisphere**

Overall, early estimates of wine production in the southern hemisphere lead us to anticipate a reduction in 2014 of around 10% compared with 2013, placing it within the range of 49 to 53 mhl.

Note for editors:

The OIV is the intergovernmental organisation of a scientific and technical nature of recognised competence for its work concerning vines, wine, wine-based beverages, table grapes, raisins and other vine-based products. It is composed of 45 Member States.

In the framework of its competence, the objectives of the OIV are as follows:

- to inform its members of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration;
- to assist other international organisations, both intergovernmental and non-governmental, especially those which carry out standardisation activities;
- to contribute to international harmonisation of existing practices and standards and, as necessary, to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products, and to help ensure that the interests of consumers are taken into account.

\*Abbreviations:

**mhl:** millions of hectolitres

**€/l: euro per litres**

**Mill l.:** millions of litres

**Mill €:** millions of euro

Contact: for more information, journalists are invited to contact the Communications Department of the OIV by email at **press@oiv.int** or by telephone on +33 (0)1 44 94 80 92.

International Organisation of Vine and Wine  
18, Rue d'Aguesseau  
75008 Paris, France  
[www.oiv.int](http://www.oiv.int)