Topics

▪ State of the world vitivinicultural sector in 2019
  • Vineyard Surface Area
  • Wine Production
  • Wine Consumption
  • International Trade of Wine

▪ OIV Focus: The Global Sparkling Wine Market

▪ Southern Hemisphere Wine Production: First Estimates 2020
Vineyard Surface Area
The world area under vines, corresponding to the total surface area planted with vines for all purposes (wine, table grapes and raisins), including young vines not yet in production, is estimated at 7.4 mha in 2019.

The world vineyard has stabilized since 2016, mainly thanks to programs of restructuring and grubbing up of vineyards implemented in the EU, which stand for the fifth consecutive year at 3.2 mha. The current stabilization, however, hides heterogeneous evolutions in different regions of the world.
Top 5 vine-growing countries represent more than 50% of the world vineyard surface area in 2019.

Breakdown of vineyard surface area in 2019:
- Spain: 13%
- China: 11%
- France: 11%
- Italy: 10%
- Turkey: 6%
- Other countries: 49%

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World vineyard distribution in 2019
Major vine-growing countries by surface area, 2010-2019

*Carried over from latest available data
Wine production
In 2019 world wine production, excluding juices and musts, is estimated at 260 mhl, a marked decrease of 34 mhl compared to the historically high 2018 production.

After two consecutive years that can be defined as extremely volatile, 2019 brings global wine production back to average levels.
Wine Production

World wine production distribution in 2019

Top 8 wine producing countries vinified 75% of all wine produced in 2019. Italy, France and Spain account for almost half of the world production. EU: 156 mhl in 2019, 60% of world total

Breakdown of wine production in 2019

Italy 18%
France 16%
Spain 13%
USA 9%
Argentina 5%
Australia 5%
Chile 5%
South Africa 4%
Other countries 25%
Main wine producing countries in 2019

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2019/2018 % Var.

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Wine Consumption
After the slight decline in world wine consumption registered in 2018, **world wine consumption in 2019** is estimated at 244 mhl, marking a +0.1% increase compared to the previous year.

This apparent stabilization however is the result of the counterbalancing among countries with opposite trends.
Wine Consumption

World wine consumption distribution in 2019

Breakdown of wine consumption in 2019

5 countries account for half of the world consumption of wine, while the top 8 countries represent 66% in 2019.
International Trade of Wine
In 2019 the global value of wine exports continues the sustained growth started in 2010 and reaches a new record high.

After the decrease in wine exports volume recorded in 2018, in 2019 global exports seem to be back on the growth track started in 2013.
By analysing export data by type of product/packaging, in 2019 the following trends are observed:

- **Bottled** wines increased both in volume (0.5%) and value (0.7%)
- A positive growth was observed for **sparkling** wines which increased by 2.5% in volume and 4.3% in value
- **BiB** registered a sharp decrease in volume (-13.1%) and, to a lesser extent, in value (-1.2%)
- **Bulk** wine exports strongly increased in terms of volume (+4.9%), with a consequent decline in value (-6.6%)
In 2019 the international trade of wine was dominated by three countries - Italy, Spain, and France - accounting for 54% of the world market by volume. Among the top 10, only Australia and South Africa exported significantly less than in 2018.

In 2019 France and Italy, with more than 16 bn EUR, account for half of the world export by value. Spain and South Africa sharply decreased their export value with respect to 2018.
Among the top 10 exporters by volume:
- **Top bottled**: Italy, France, Spain
- **Top sparkling**: Italy, France, Spain
- **Top bulk**: Spain, Italy, Chile
- **Top BiB**: Germany, France, Italy

Among the top 10 exporters by value:
- **Top bottled**: France, Italy, Spain
- **Top sparkling**: France, Italy, Spain
- **Top bulk**: Italy, Spain, France
- **Top BiB**: France, Italy, Germany
The USA, the UK and Germany represent 39% of the total value of world wine imports, reaching 11.9 bn EUR.

Germany, the UK, and the USA, confirm to be the largest importers by volume in 2019, accounting for 38% of the world total.
Among the top 10 importers by volume:
- Top bottled \(\rightarrow\) USA, UK, Germany
- Top sparkling \(\rightarrow\) USA, UK, Russia
- Top bulk \(\rightarrow\) Germany, France, UK
- Top BiB \(\rightarrow\) Germany, Belgium, Portugal

Among the top 10 importers by value:
- Top bottled \(\rightarrow\) USA, UK, China
- Top sparkling \(\rightarrow\) USA, UK, Japan
- Top bulk \(\rightarrow\) UK, Germany, France
- Top BiB \(\rightarrow\) Germany, UK, Belgium
This market internationalization index is constructed as the ratio between the volumes of world wine exports world wine consumption.

In 2019 the wine market internationalisation index is at 43%, meaning that on average in 2019 every 10 bottles of wine consumed in the world more than 4 have crossed (at least) one border.
The Global Sparkling Wine Market

OIV Focus
April 2020
In 2018 the world sparkling wine production reached for the first time 20 mhl, with an overall increase of +57% since 2002.

While before the economic crisis of 2008 sparkling wine used to represent about 5% of global wine production, in recent years it reached an average weight of 7%.

Sparkling wine production is highly concentrated with only 5 countries accounting for 80% of the world sparkling wine production.
Between 2008 and 2018, the largest increases in production along the top producers where registered in **Italy** (+9% per year on average), followed by **Spain** and **USA** (both at +4% per year on average).

**France** lost some market share in terms of volume with respect to the past but its production volume is in line with the average registered over the last 15 years.

**Germany**, among the top producing countries, is the one with the largest share of sparkling wine in national wine production (28% in 2018).
In 2018 global sparkling wine consumption reached 19 mhl, after 8 years of steady growth path.

In terms of the relative weight of sparkling wines in overall wine consumption, while in 2002 it was at 5%, in 2018 sparkling wines represent about 8% of total wine consumption.

In 2018, five countries - Germany, France, USA, Russia, and Italy – represent more than 60% of global sparkling wine consumption.
In the last years many countries increased significantly their sparkling wine consumption with countries recording average growth rates up to +13% / year.

USA, Italy and UK registered an average annual growth rate in the volumes consumed over the period 2008/2018 of 7%, 5.5% and 7% respectively.

In contrast, Germany, France and Russia experienced a slight decline in consumption.
Since the beginning of the century the international trade of sparkling wine has steadily increased both in volume and in value.

In 2018 the volume of global exports was 8.9 mhl, which represents 9% of total wine exported worldwide.

In 2018 the total value of sparkling wine exports reached a record-high 6.2 bn EUR, which represents 20% of the overall value of wine exported.

Evolution of international trade volume of sparkling wine

Weight of sparkling wine in total export volume and value
International Trade of Sparkling Wine

Different impact of the 2008-2009 economic crisis on global sparkling wine export volume vs value

Different impact of the 2008-2009 economic crisis on average export prices of sparkling wines vs bottled still wines

Evolution of international trade in volume and value of sparkling wine (index=100 in 2002)
The export market is highly concentrated, with three countries – Italy, France and Spain – representing 85% of world sparkling wine exports in volume and 84% in value.

Between 2002 and 2018, the exported volume of Italian sparkling wine has registered an average growth rate of more than +10% per year.

France still represents 52% of the global export value with 3 bn EUR, although in 2003 this share was about 70%.

Since 2002 Spain more than doubled the volume of its exports of sparkling wines, notably Cava that accounts for 66%.
In terms of value, the top three importers are the USA, the UK and Japan, all of which show very high growth rate over the period 2008-2018.

In 2018, more than half of the bottles of sparkling wine exported were shipped to the 5 world-largest importers: the UK, the USA, Germany, Belgium and Russia.
Wine Production in Southern Hemisphere
First estimates 2020
## Southern Hemisphere Wine Production 2020

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The surface area of the world vineyard is estimated at 7.4 mha, stable since 2016.

**World wine production**, excluding juices and musts, in 2019 is estimated at **260 mhl**, a marked decrease, compared to the historically high 2018 production.

After the slight decline in world wine consumption registered in 2018, **world wine consumption in 2019** is estimated at **244 mhl**, marking a +0.1% with respect to the previous year.

In **2019 the world wine export market** has expanded with respect to 2018 both in volume, estimated at **105.8 mhl (+1.7%)**, and in value with **31.8 bn EUR (+0.9%)**.

**Sparkling wines** are pursuing a **sustained growth path** in terms of production and consumption as well as international trade, thus confirming their increasingly important role in the global wine market.

**First estimates of wine production in the southern hemisphere Indicate low expected volumes for 2020** for the majority of countries, with the exception of South Africa and Uruguay.
THANK YOU FOR YOUR ATTENTION