



Dijon, France, 15 April 2025

STATE OF THE WORLD VINE AND WINE SECTOR IN 2024

ADAPTATION AND COOPERATION

The International Vine and Wine Organisation (OIV) reinforced the importance of multilateral cooperation and adaptation to changing conditions, as global data on the wine sector in 2024 was released at its online Press Conference on 15 April 2025.

The OIV released statistics on production, consumption and trade from all producing and consuming nations (more than 180) to create a snapshot of the sector in the 2024 calendar year.

The data highlights the effects of climate change, shifting consumer preferences and geopolitical uncertainty upon the sector.

OIV Director General, John Barker, said that these impacts present a challenge of adaptation for the wine sector, but that successful adaptation would bring opportunities.

“Working together to develop solutions to climate change and making wine a beacon of sustainability; investing in research on new audiences so that we can see wine through their eyes; reinforcing our commitment to multilateralism and global trade: these are the elements that will lead the wine sector forward.

The OIV has a key role as the global reference for vine and wine uniting 51 countries to promote cooperation, harmonisation and knowledge sharing around the key challenges and opportunities for the sector.”



KEY DATA AND INSIGHTS

Decrease in global vineyard area slows

The global vineyard surface area has been decreasing for the past four years. A contraction of 0.6% to 7.1 million hectares in 2024 showed a slower rate of decrease. The downward trend is driven by vineyard removals across major vine-growing regions, but a few countries are showing a dynamic of expansion of their vineyards.

World wine production faces climate change

Global wine production in 2024 is estimated at 226 million hectolitres, the lowest in over 60 years, down 5 % compared to 2023. This is largely due to unpredictable and extreme weather events in both Northern and Southern Hemispheres caused by climate change.

New consumption patterns and diversity of the markets

In 2024, global wine consumption is estimated at 214 million hectolitres (mhl), a 3.3% decrease compared to 2023. If confirmed, this would represent the lowest global consumption level since 1961.

This is due to an intersection of economic and geopolitical factors generating inflation and creating uncertainty, as well as a decline in mature markets shaped by evolving lifestyle preferences, shifting social habits and generational changes in consumer behaviour.

However, across 195 countries, wine has never been so widely consumed worldwide. It has been also recalled that a number of countries that combine strong overall consumption with very large populations still offer significant growth potential.

Equilibrium between production and demand

Despite ongoing declines in both production and consumption, global market equilibrium is expected to hold in 2024, as production is unlikely to exceed demand_ continuing the trend seen with the small 2023 harvest. Two consecutive years of low output may help stabilize the market, though stock levels are likely to remain uneven across regions.

International trade holds volumes and value

Export volumes held steady at 99.8 million hectolitres (mhl). Export value slightly declined by 0.3% to 36 billion EUR, but remains at a historically high average export price of 3.60 EUR/litre. Inflation and low supply continue to keep prices high compared to pre-pandemic years (almost 30% above).

Consult [here](#) the detailed OIV State of the World Vine and Wine sector in 2024 (exclusively in English)



Editor's note:

The International Organisation of Vine and Wine (OIV)

The OIV is a scientific and technical intergovernmental organisation, and the world reference to the vine and wine sector.

The OIV currently has 51 Member States, countries producing and consuming grapes and wine, which account for 85% of the world's wine-growing area, 88% of global wine production and 75% of global wine consumption. Twice a year over 500 experts come together to assess, discuss and approve by consensus resolutions on the following:

- 1/ Viticulture and table grapes
- 2/ Oenology and methods of analysis
- 3/ Law and economics of the vine and wine
- 4/ Consumer health and safety

For a century the OIV has been at the forefront of all global vitivinicultural matters, providing standards, guidance and information for the vine and wine sector.

Consult [here](#) the OIV Strategic Plan

Contact

Journalists can obtain further information from the OIV's Press & Communication Department
Email : press@oiv.int; Telephone: +33 (0)1 44 94 80 91

Follow us

@oiv.int (facebook, linkedin)
@oiv_int (X, Instagram)