



International Organisation
of Vine and Wine
Intergovernmental Organisation

OPENING CEREMONY

46th World Congress of Vine and Wine
Chişinău, Moldova, 16 June 2025

John Barker
OIV Director General



OIV

The international reference body
for vine and wine

101 YEARS
OF COOPERATION & SCIENCE



2nd
fruit by area



47%
wine grape



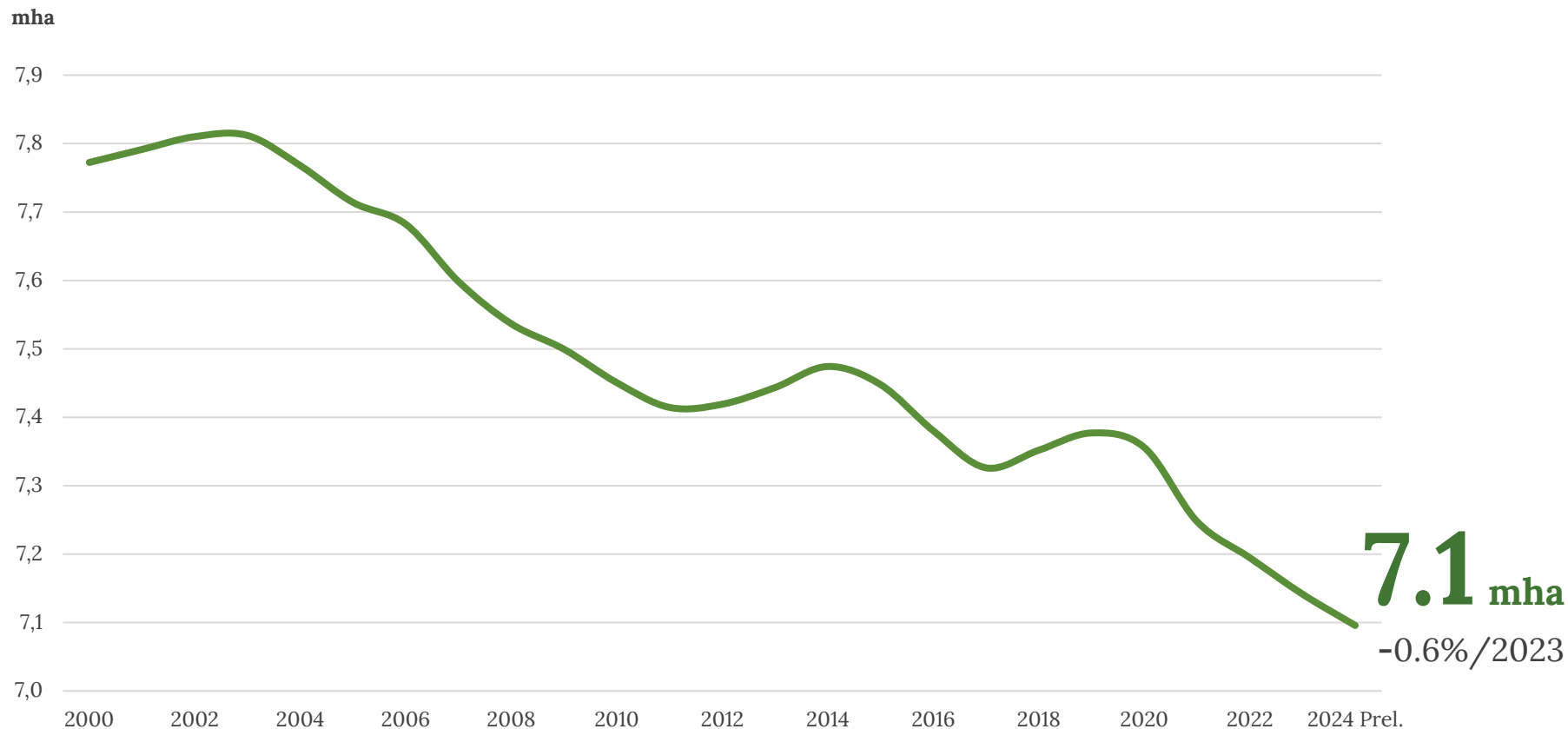
9%
drop since 2000



EU = **46%**
SH = **12%**

World Vineyard Surface Area

Vineyards destined for the production of all types of grapes, including both bearing and non-bearing areas



Global Wine Production

Wine production refers to the production of wine excluding musts and juices



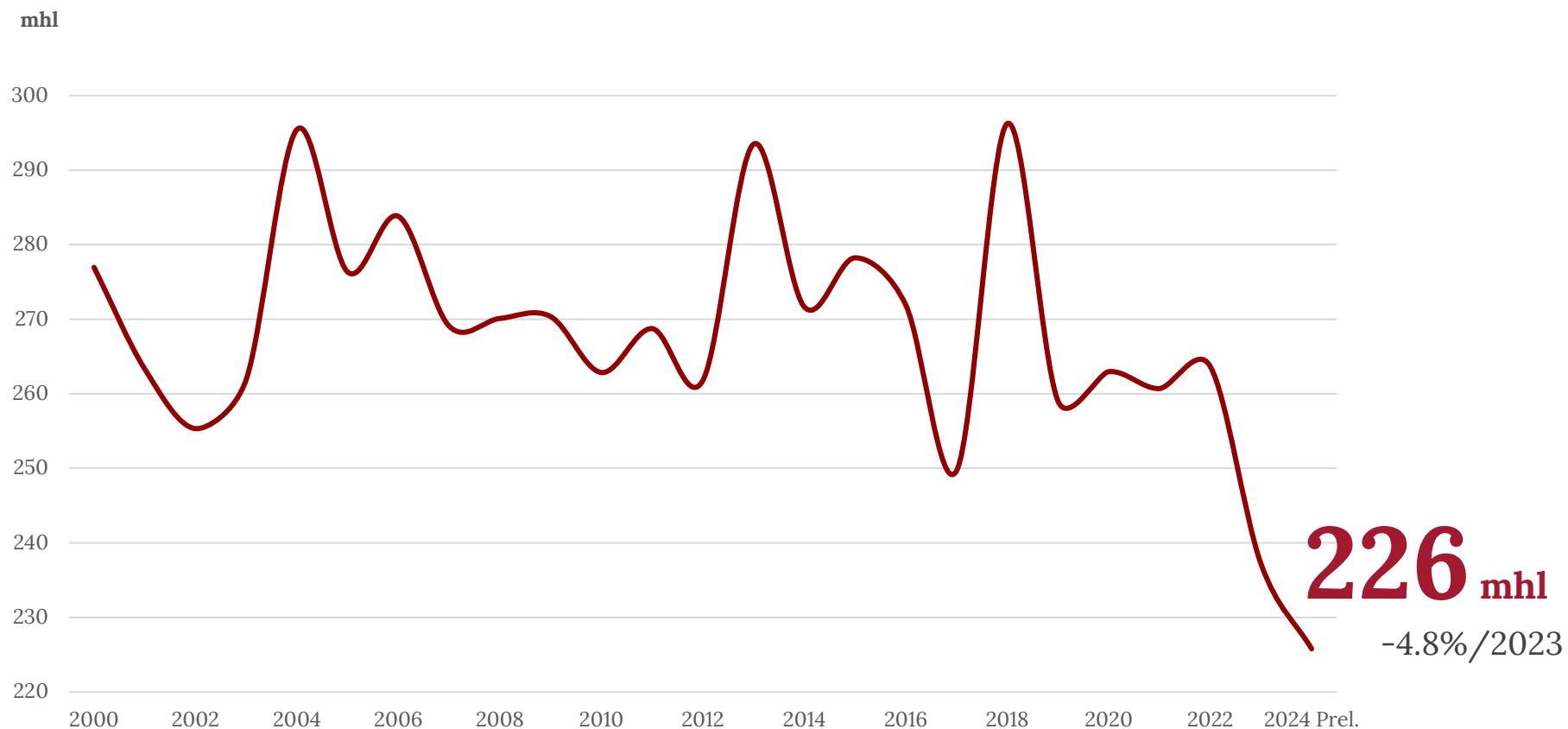
Lowest
since 1961



Atypical
meteorological
events



EU = **61%**
SH = **20%**



Wine Production Volatility

Volatility indicator refers to the y-o-y variation of the global wine production volume



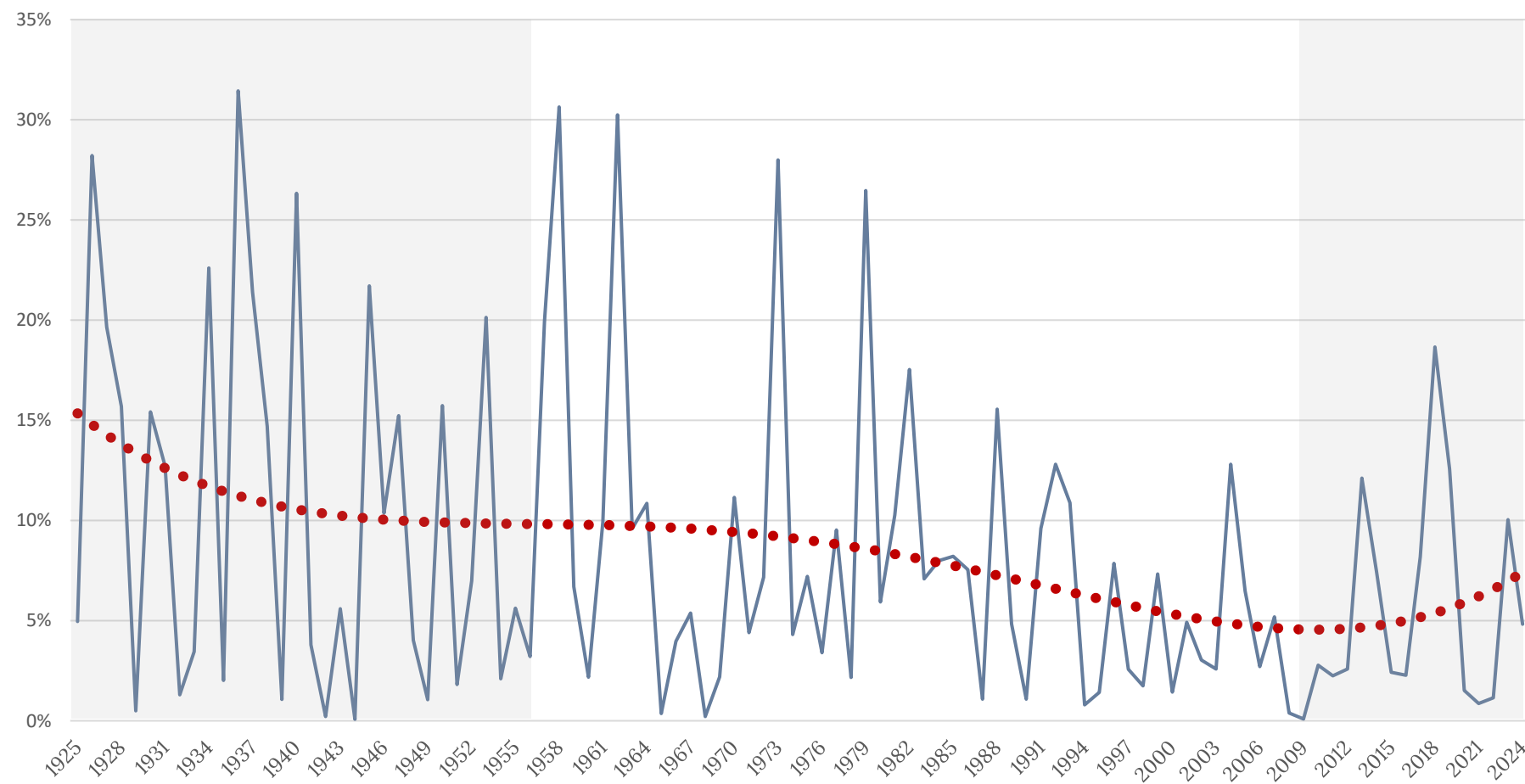
Continuous
Fluctuation



Tech
Development



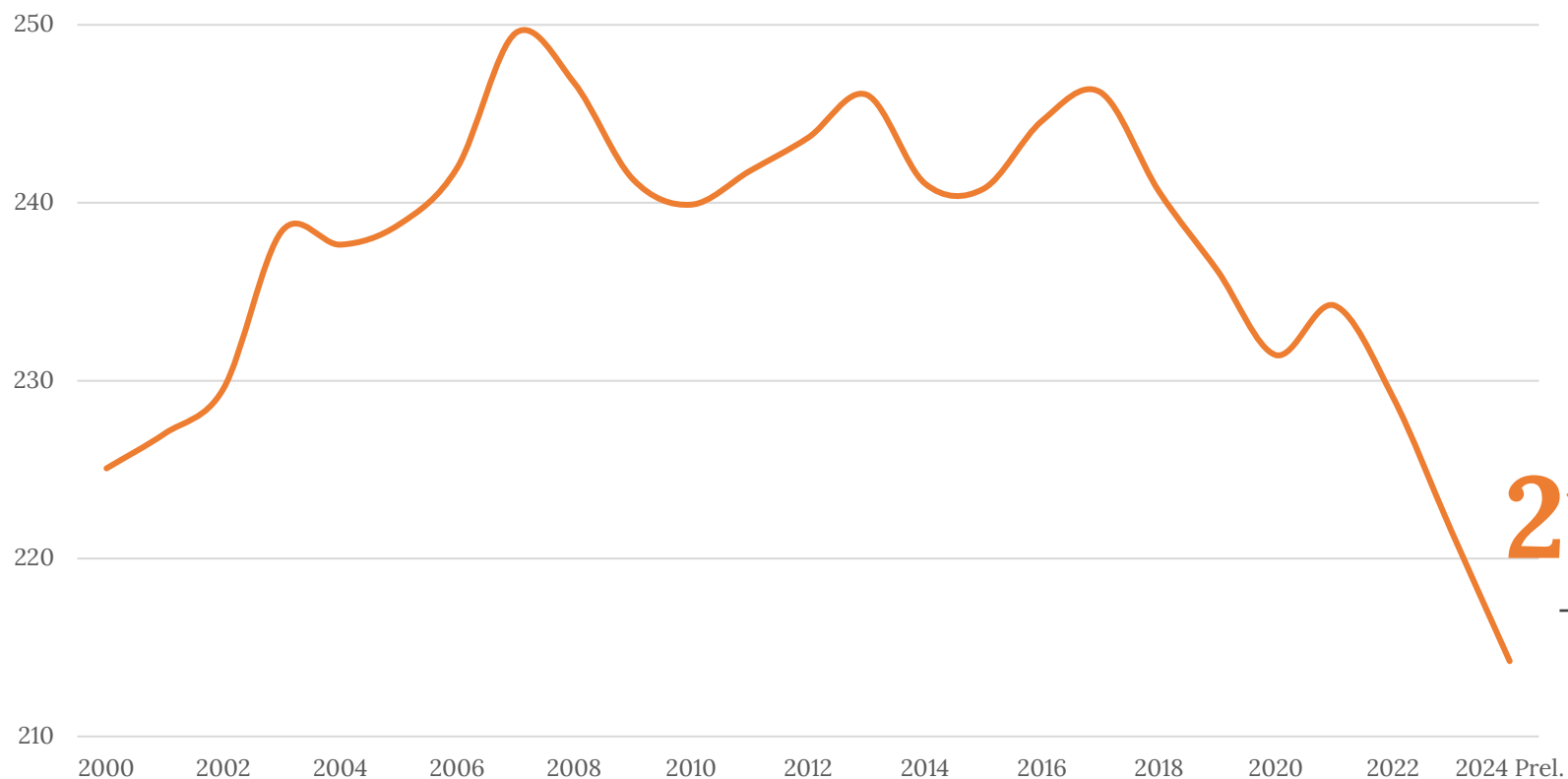
Climate
change



Global Wine Consumption

Wine consumption refers to the consumption of wine, including still, sparkling, and special wines

mhl



214 mhl
-3.3%/2023



Lowest
since 1961



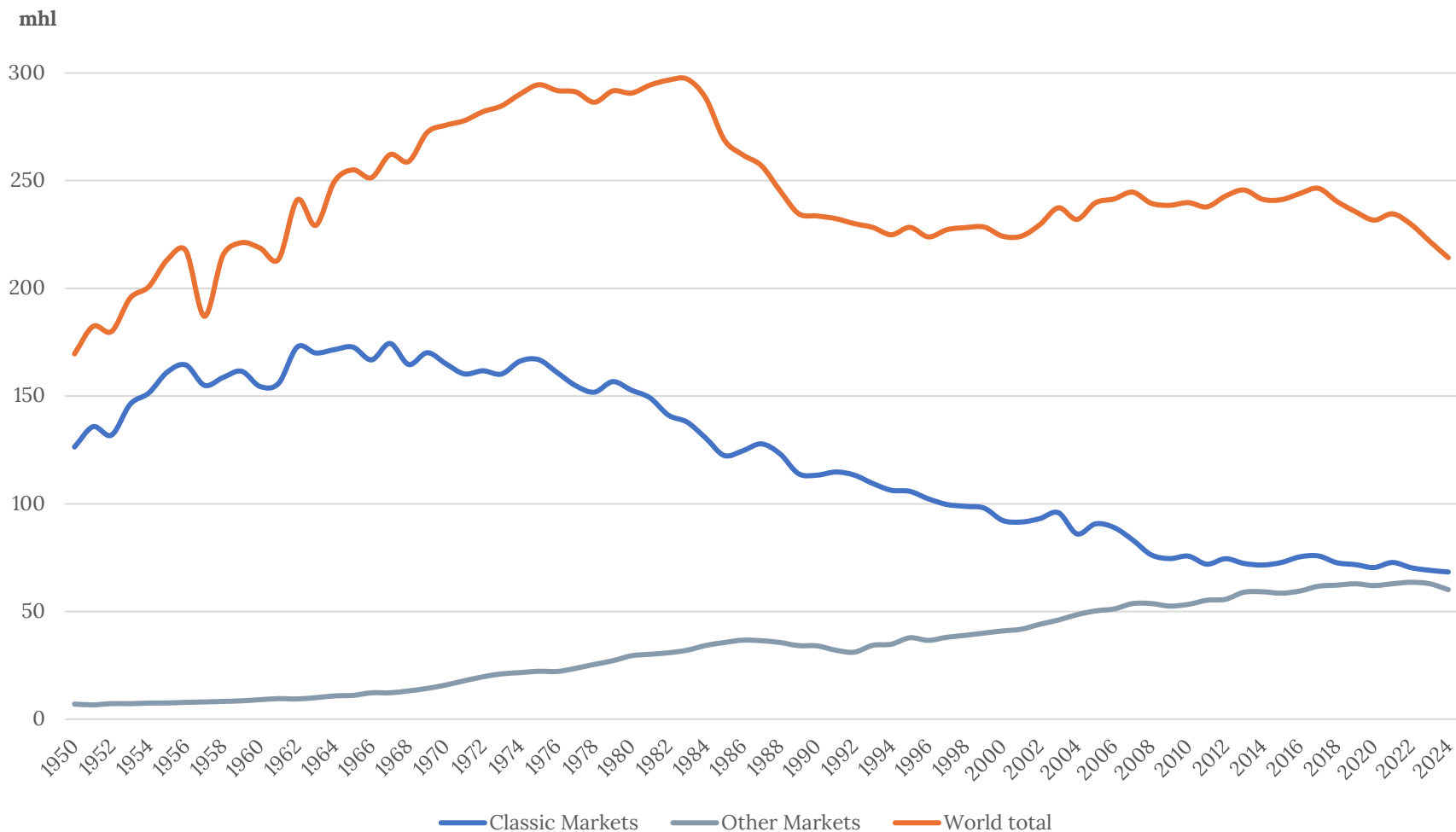
Inflationary
pressures



Consumers'
preferences

Wine Consumption

Wine consumption refers to the consumption of wine, including still, sparkling, and special wines



Classic Markets

Italy, France, Spain,
Portugal, Argentina



Other Markets

USA, Australia,
Canada, UK,
South Africa

Global Wine Supply Demand Balance



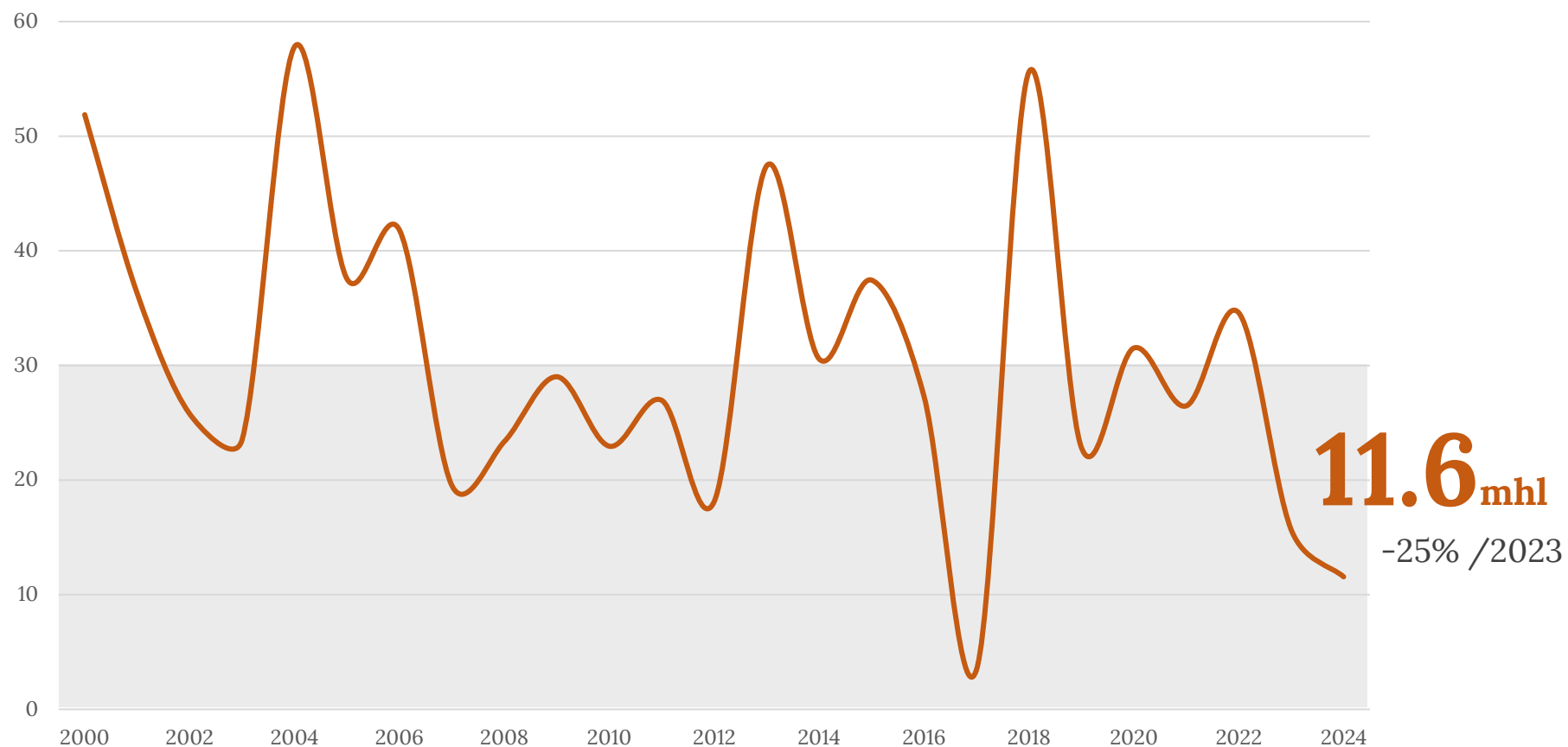
Industrial uses



Market
rebalancing



Large
fluctuations



Market Internationalisation Index

The index refers to the percentage of wine consumption that comes from imports



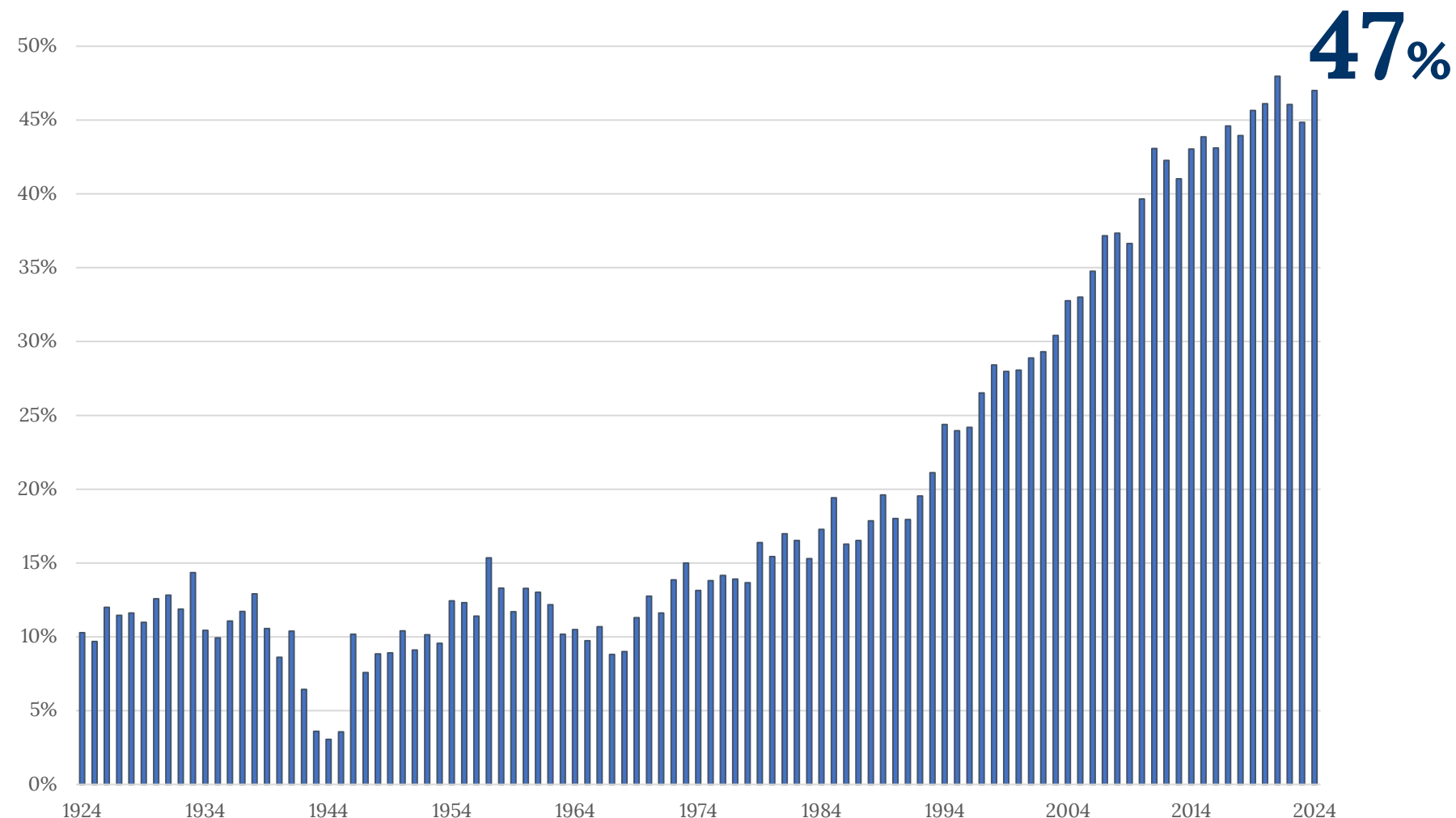
+ 30% pts
since 1990



Rules-based
system



Highly globalised
sector





3rd highest VALUE
ever recorded



Average export price:
€3.60 per litre



Premiumisation

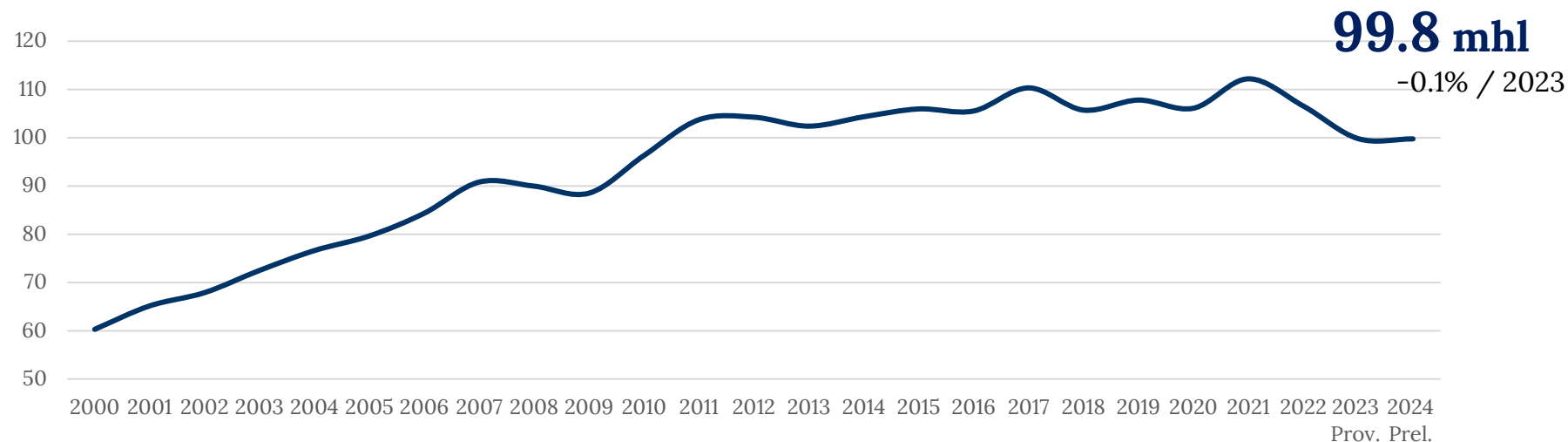


Inflationary pressures

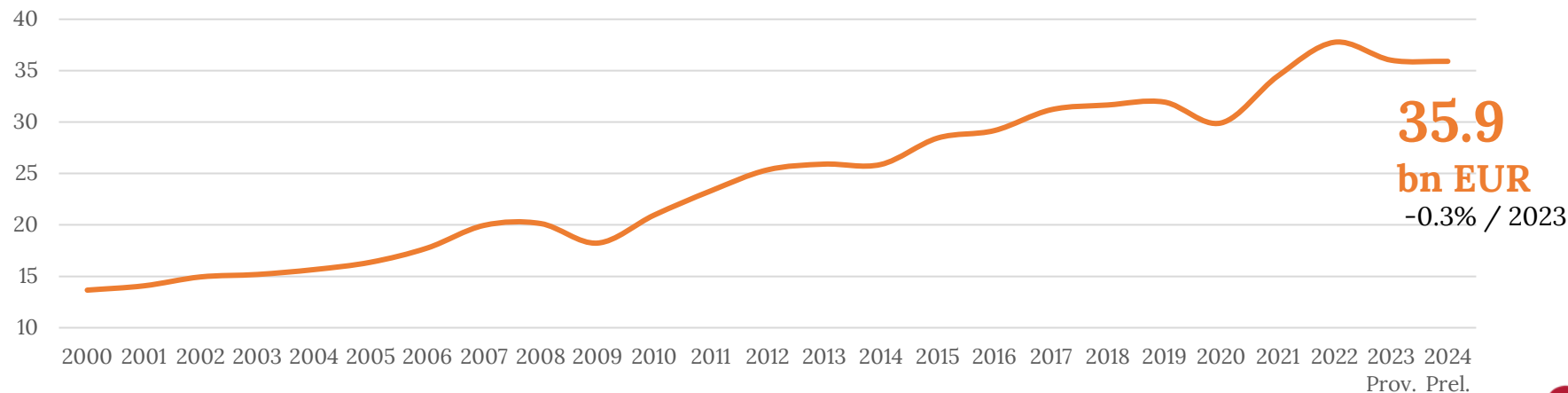
International Trade in Wine

International trade of wine refers to import/export of wine (HS code 2204)

mhl



bn EUR





+3.2%
CAGR since 2000



Asia = **70%**
production



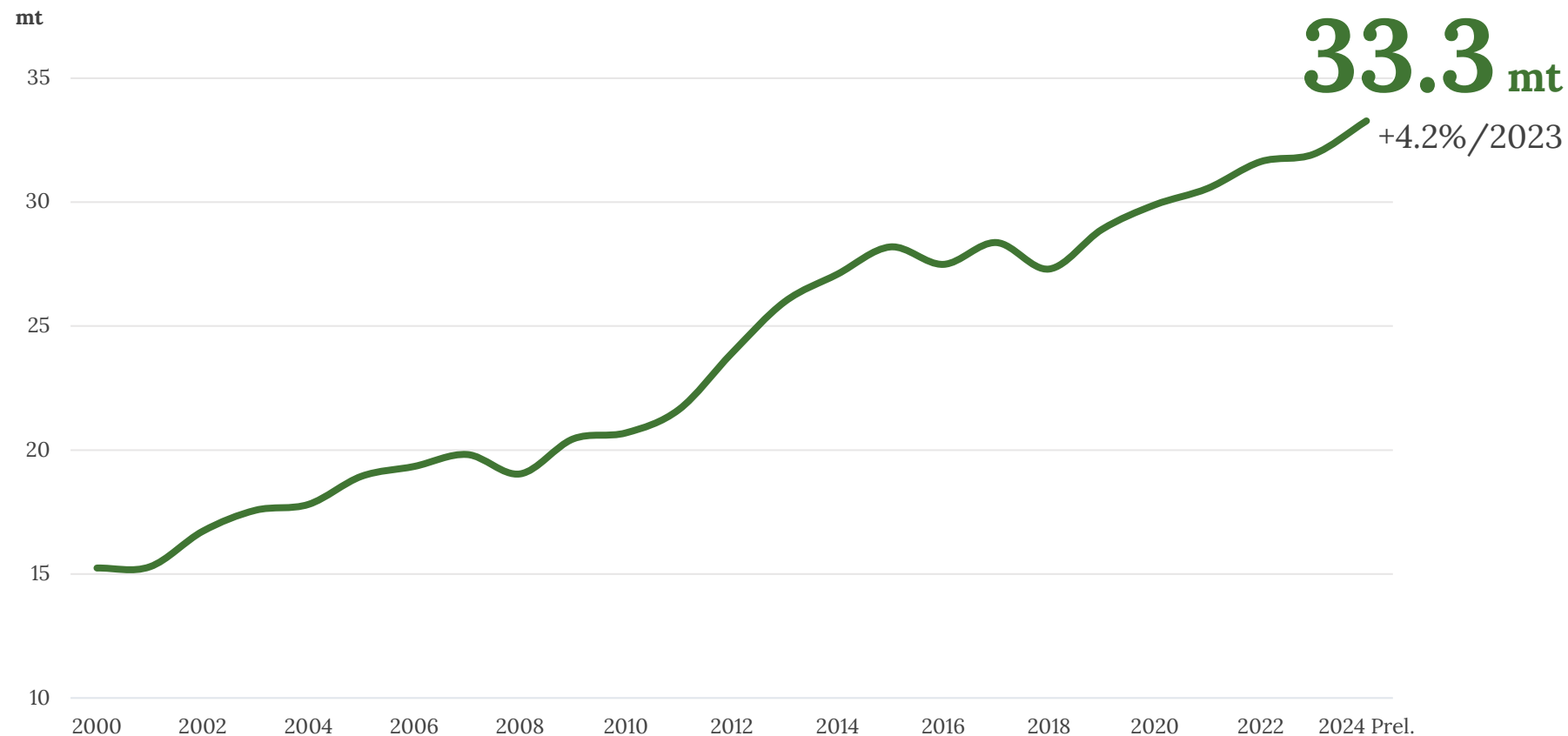
Market
Internationalisation
Index = **15%**



Export =
9.9 bn EUR

Global Table Grape Production

Table grape refers to fresh grape destined for direct human consumption





Stable trend



Top 5 = **76%**
production



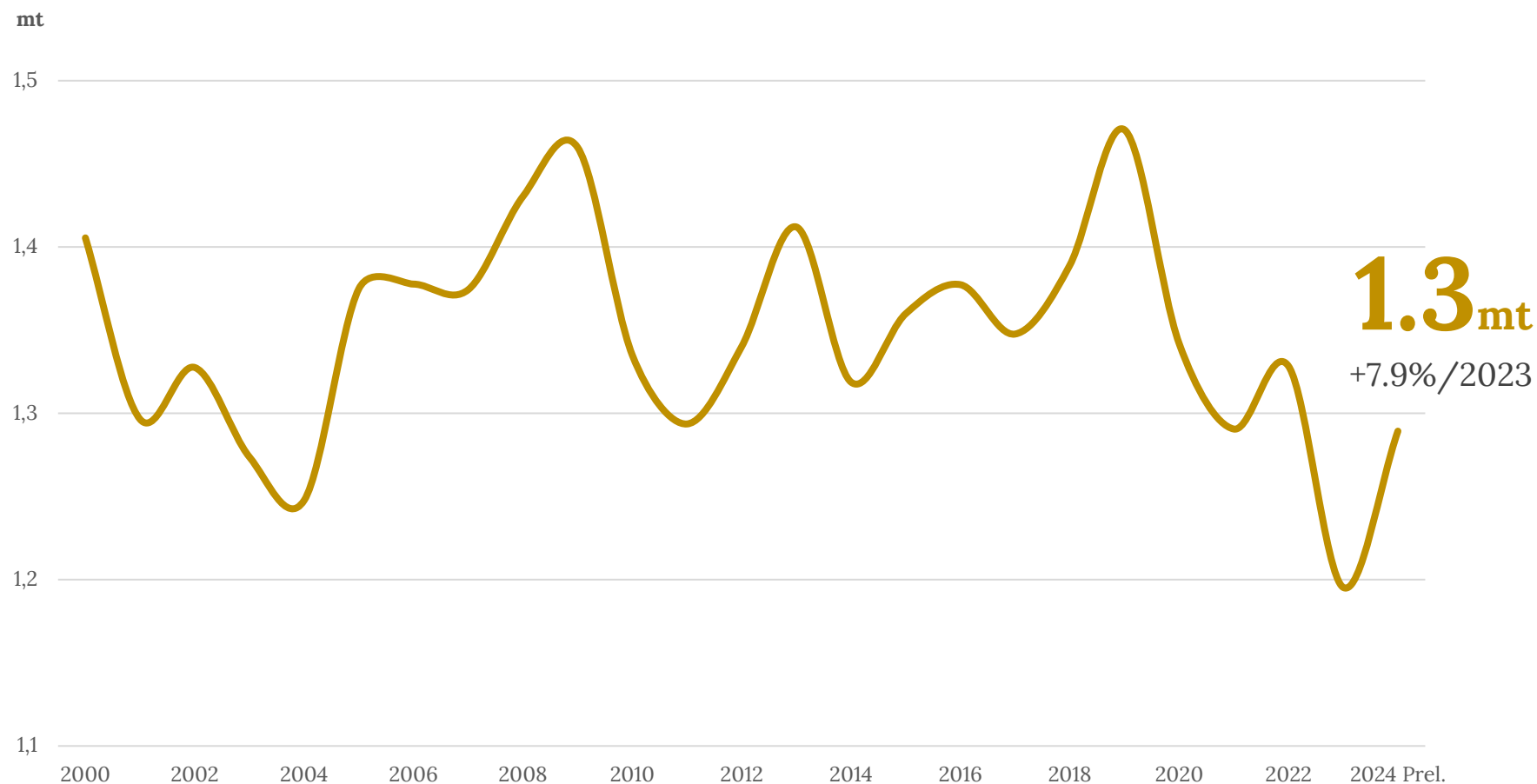
Market
Internationalisation
Index = **75%**



Export =
1.8 bn EUR

Global Dried Grape Production

Dried grape is the ripe fruit of the vine which has been brought to a state of dehydration or desiccation



An aerial photograph of a terraced vineyard with rows of green grapevines. A semi-transparent globe with latitude and longitude lines is overlaid on the left side of the image.

THE CHALLENGE OF ADAPTATION

Share knowledge to adapt to climate change and lead on sustainability

Invest in understanding new consumers to see wine through their eyes

Objective and science-based approaches to wine, health and society

Support multilateral cooperation for trade stability

Thank you!
Mulțumesc!



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