



**International Organisation of
Vine and Wine**

Punta del Este, November 19th, 2018

State of the Vitiviniculture World Market

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Director General



International Organisation of Vine and Wine

Topics

- Potential of viticultural production
- Production of grapes
- Production of wine
- Consumption of wine
- International wine trade



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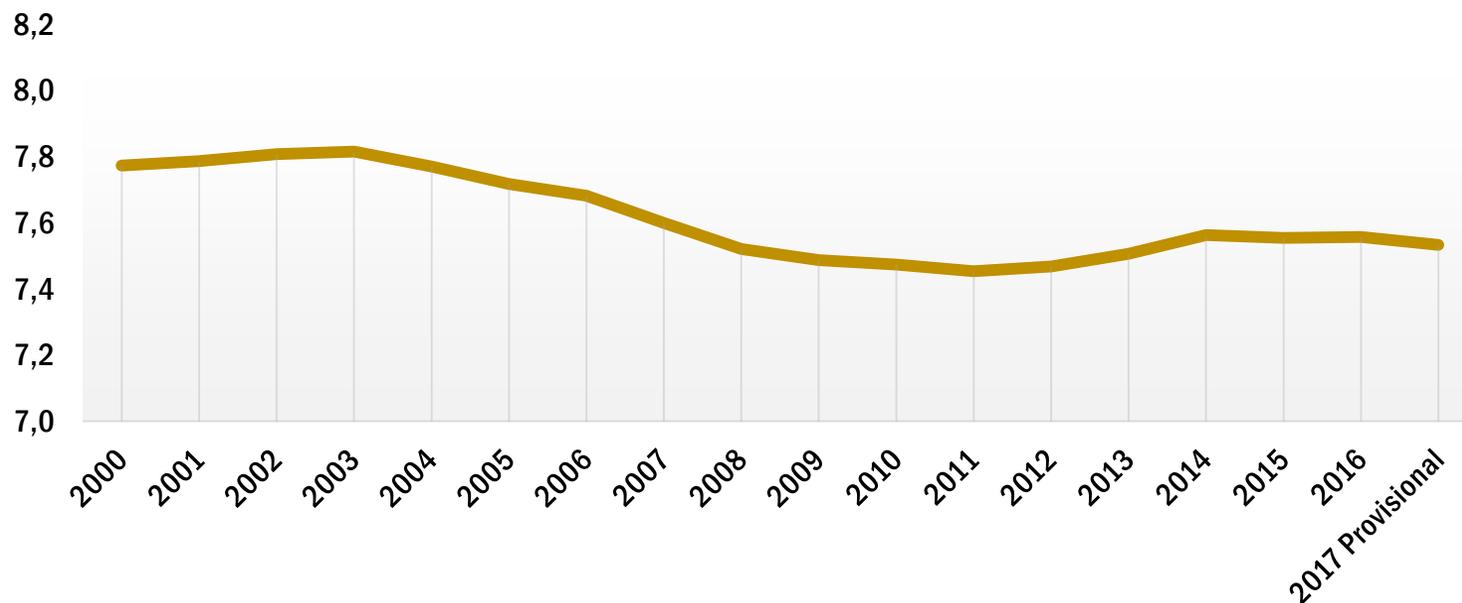
Vineyard Surface Area



The Potential of Viticultural Production

Evolution of the world area under vines*

million ha



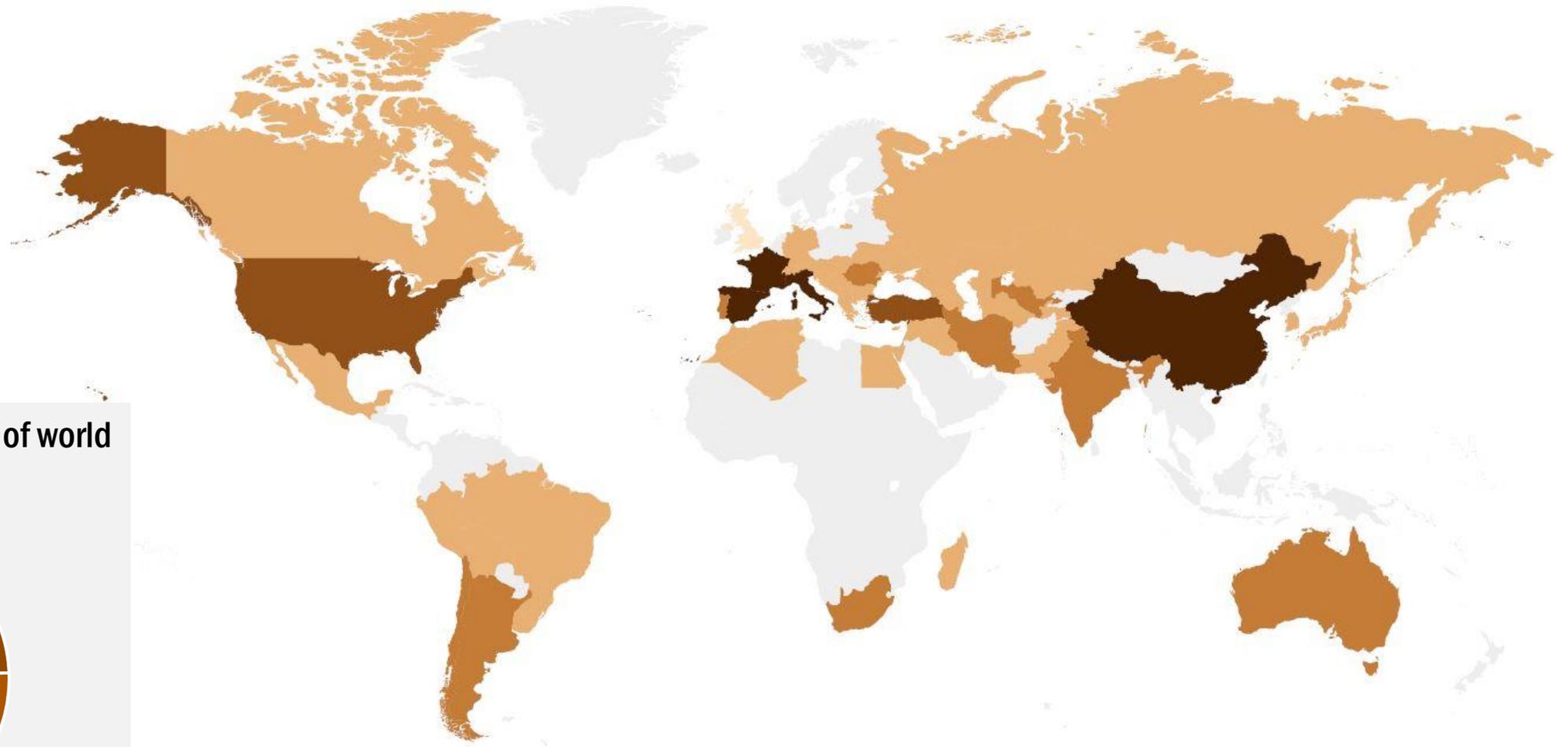
7.5 million ha
in 2017

Since 2014 world vineyards have stabilised at around 7.5 million hectares

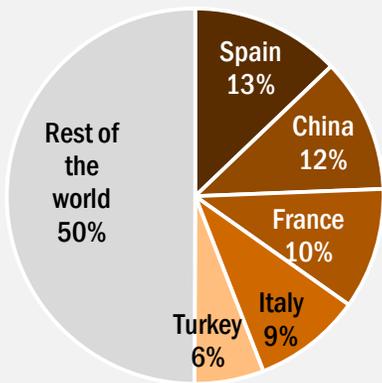
*Vineyards destined for the production of all type of grapes, both bearing and non-bearing.



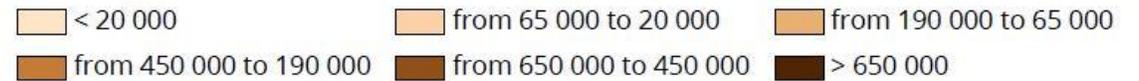
Vineyards Surface Area*



5 countries represent half of world vineyard



Area under vines in ha

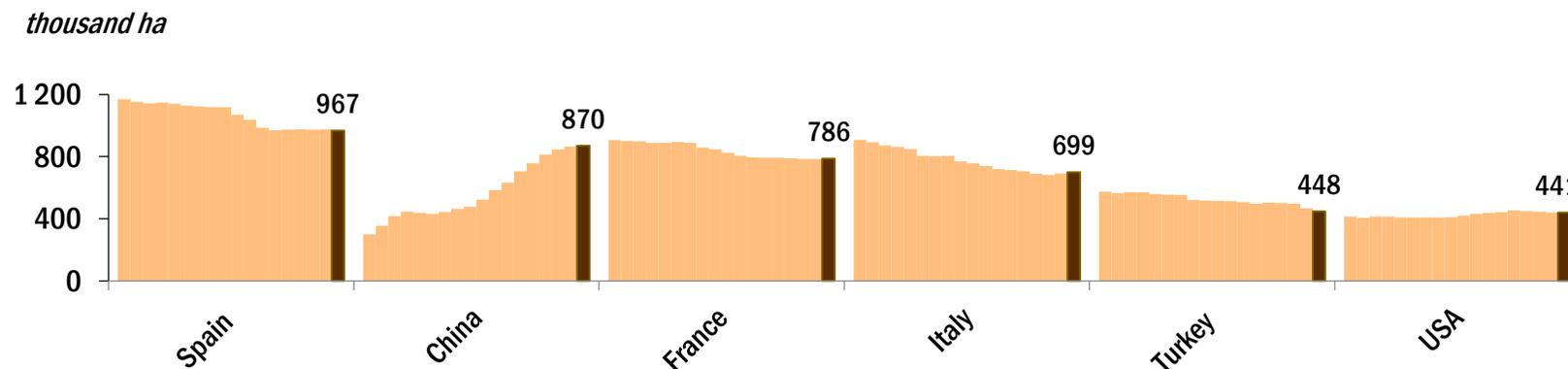


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*Vineyards destined for the production of all type grapes, both bearing and non-bearing

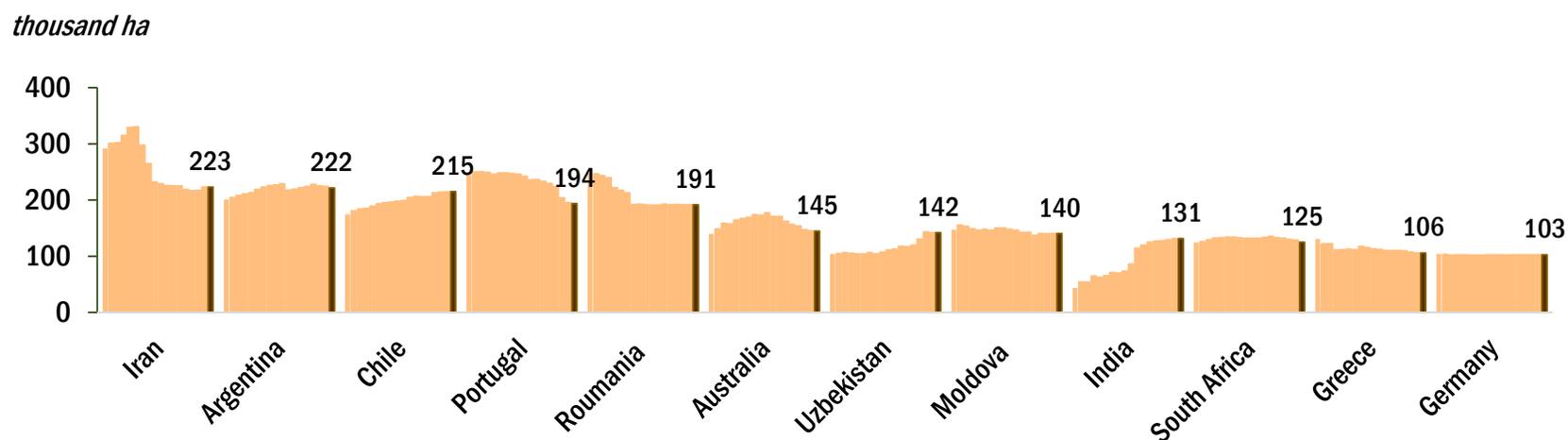


Vineyard Surface Area Trends, 2000-2017



Since 2000:

- Surface area decreases mainly concentrate in Europe, Turkey and Iran
- Significant growth of Chinese vineyard area
- Stabilisation in the USA and the majority of countries in the Southern Hemisphere





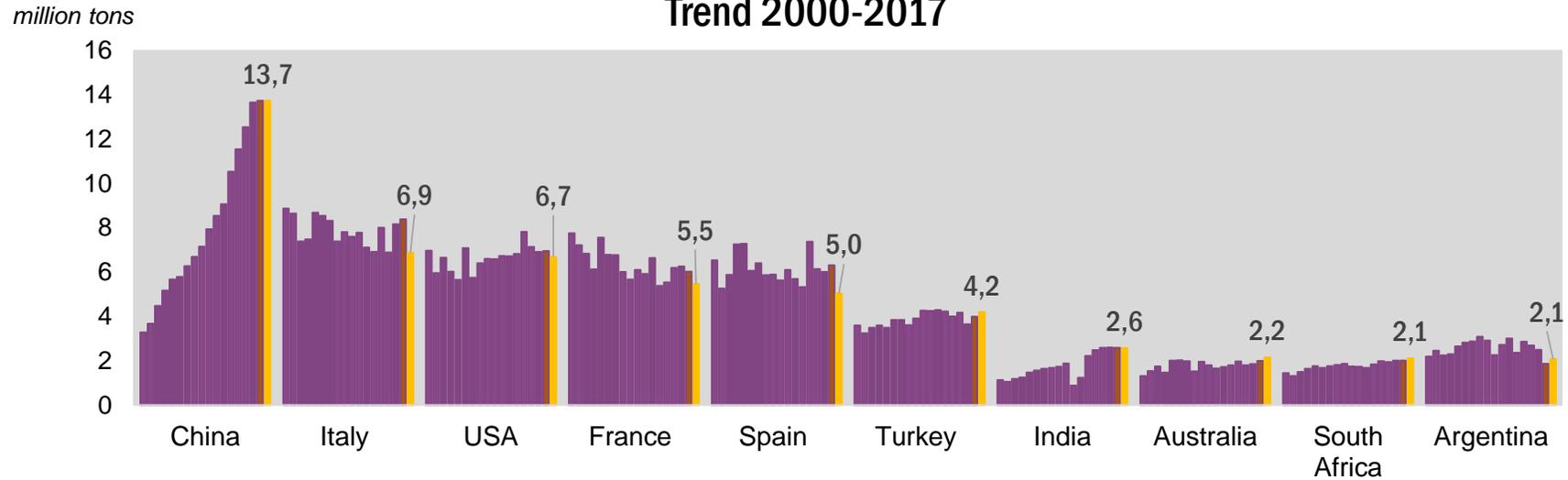
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Grapes Production



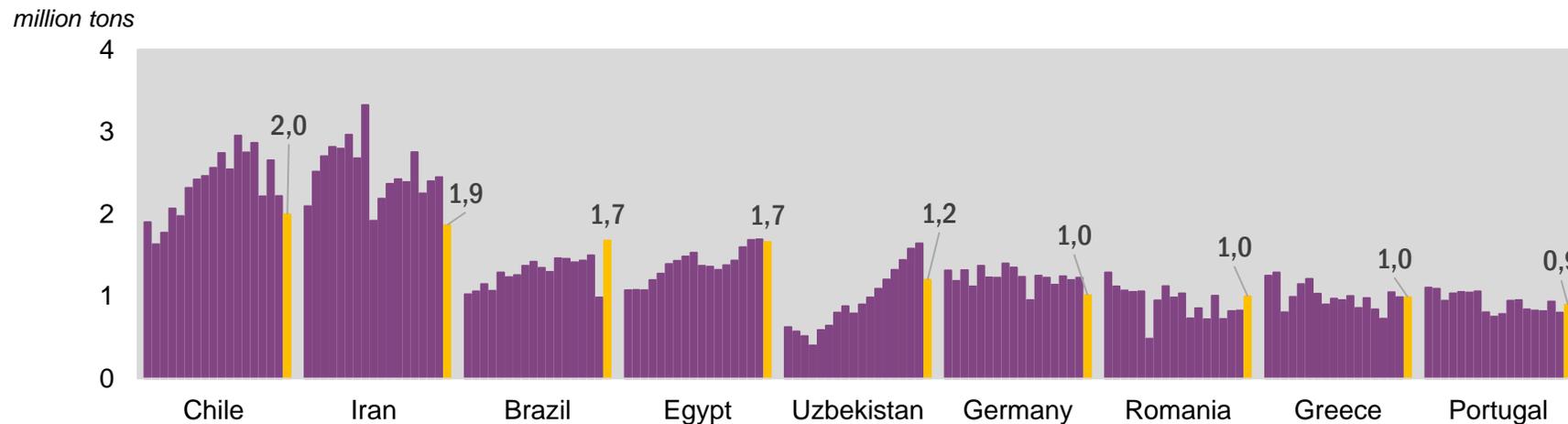
Major grapes producers (all uses)

Trend 2000-2017

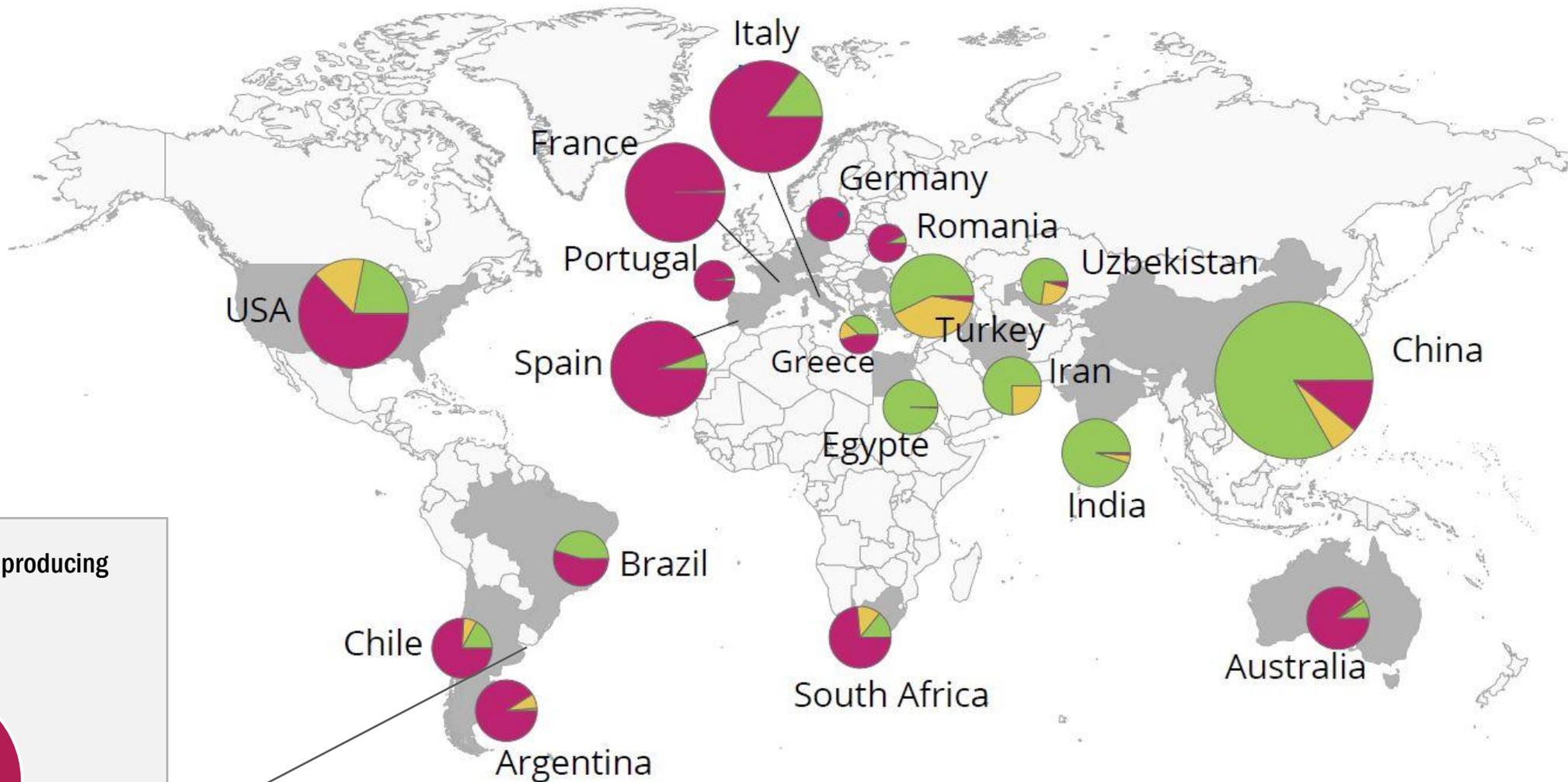


Since 2000:

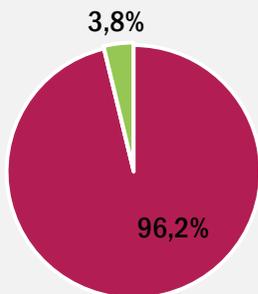
- **Consistent growth** in mainly table grape producing countries such as China, India, Egypt and Uzbekistan
- **Decreasing trend or stabilisations** in traditional wine making countries such as Italy, France, and Spain



Major grape producers in 2017



Uruguay is the 48th grape producing country in the world



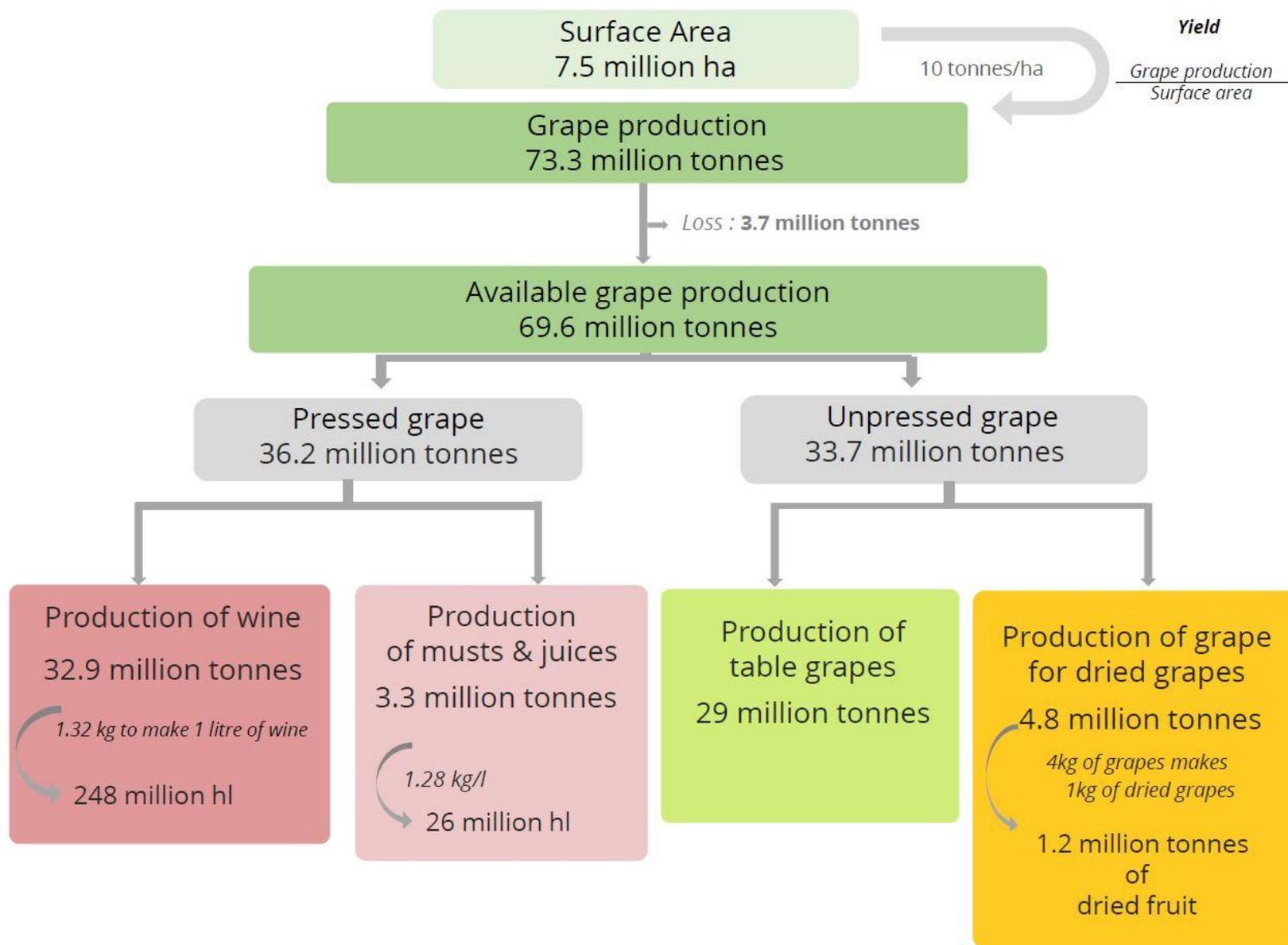
Type of grape

- Wine grape*
- Dried grape
- Table grape

* included musts & juices



What happens to the 73.3 million tons of grapes harvested in 2017?





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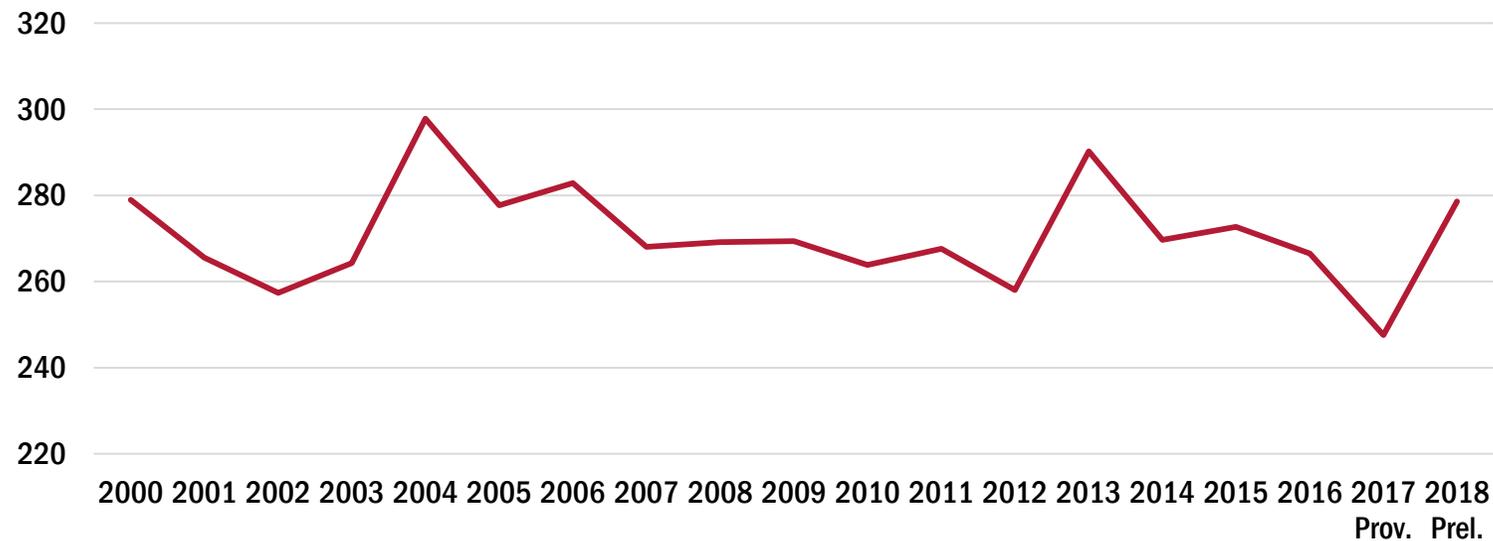
A composite background image for the slide. The top portion shows a vast, green vineyard with rows of grapevines stretching into the distance under a clear sky. The bottom portion shows a dimly lit cellar with numerous wooden wine barrels stacked in neat rows on a wooden floor. The text 'Wine Production' is overlaid in the center of the barrel section.

Wine Production



World Production of Wine

million hl



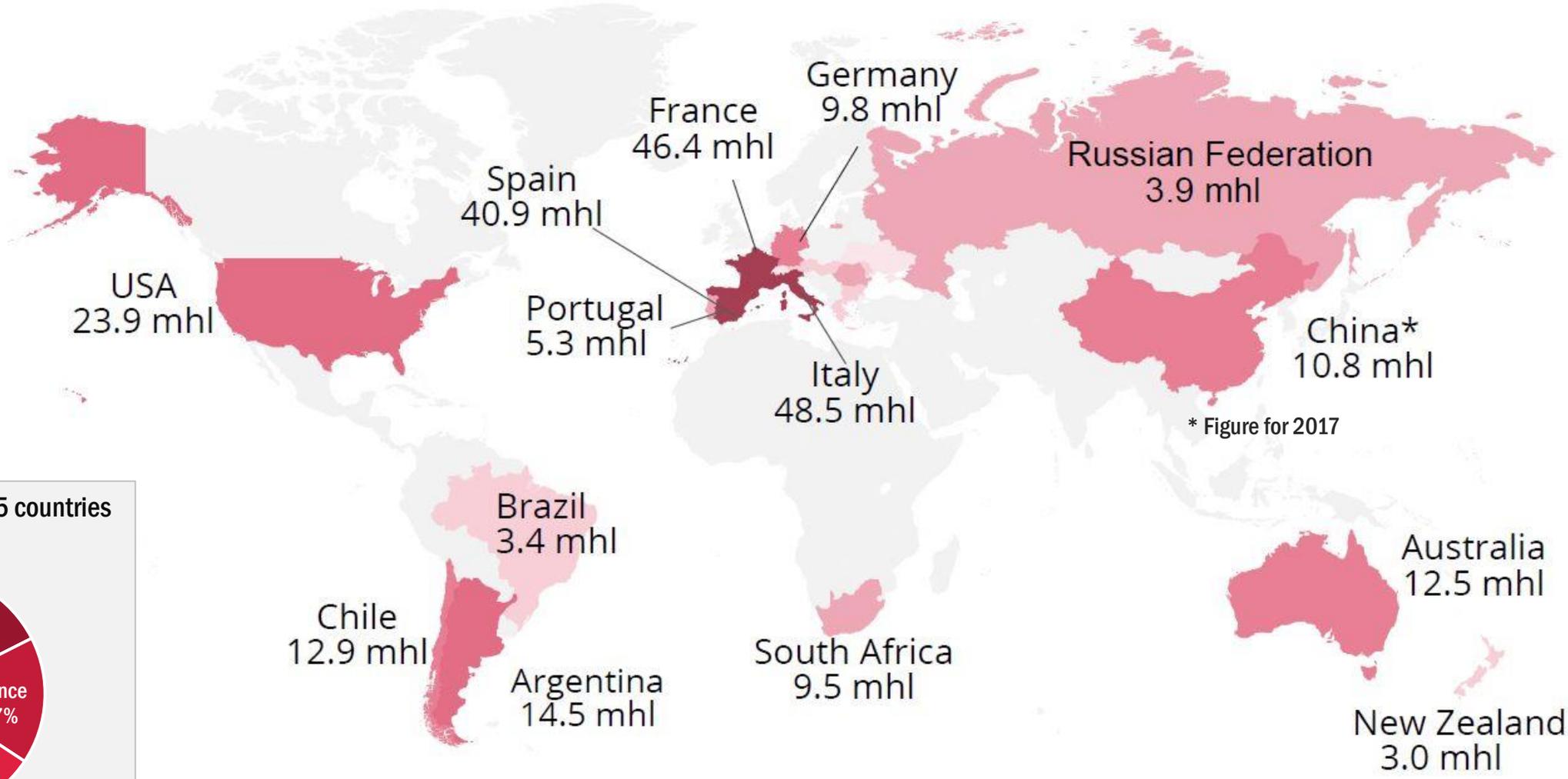
279 million hl

preliminary estimate for 2018

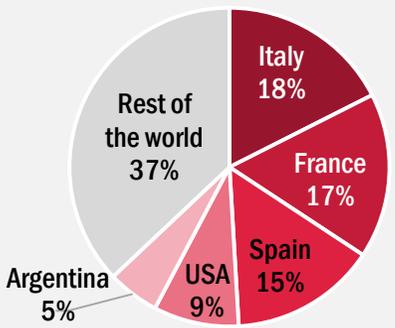
With a 13% increase compared to 2017, wine production (excluding juice & musts) in 2018 is estimated to be one of the highest since 2000



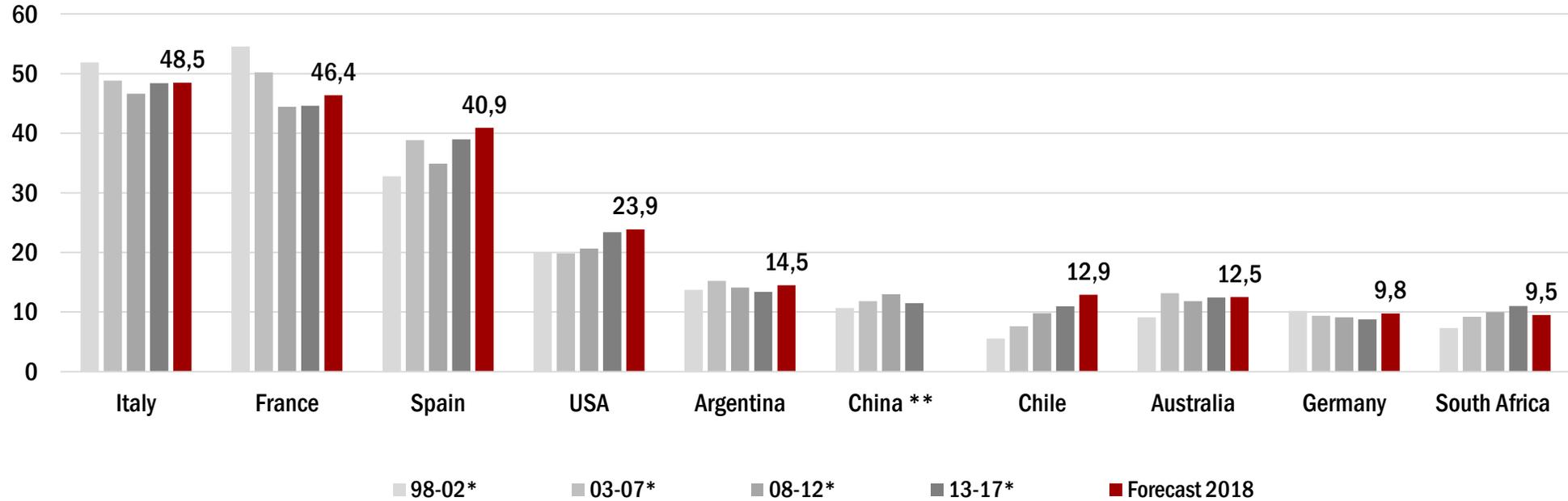
Wine Production in 2018



63% of wine is produced in 5 countries



Top 10 Wine Producers



In 2018:

- **High production levels in major producing countries in Europe and the Americas**
- **Average production levels in Oceania and South Africa**



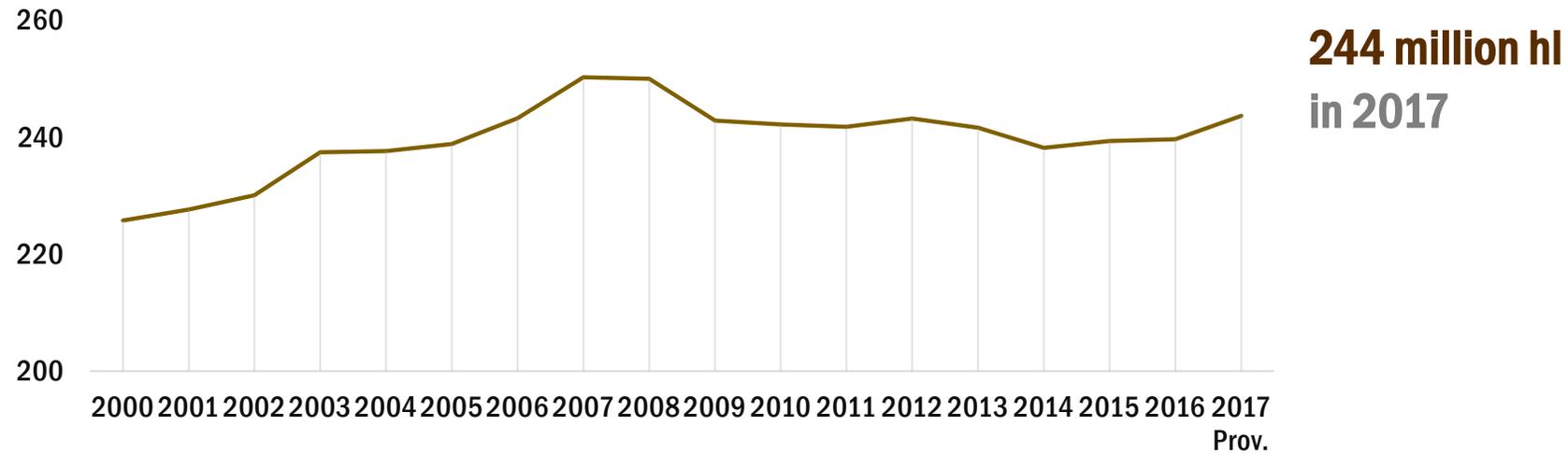
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Wine Consumption



World Wine Consumption

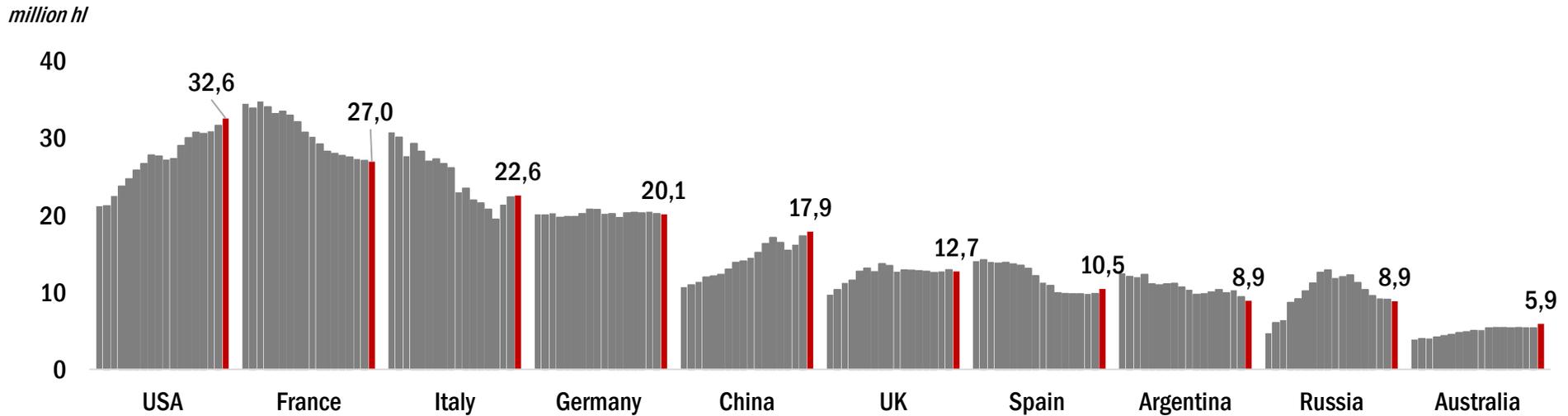
million hl



- **Global wine consumption** has quasi-stabilised after the economic crisis of 2008 at around 240-245 mhl
- Positive trend since 2014 mainly driven by the increase in wine consumption in Asia and in Western Europe

Top 10 Wine Consumers

Trend 2000-2017



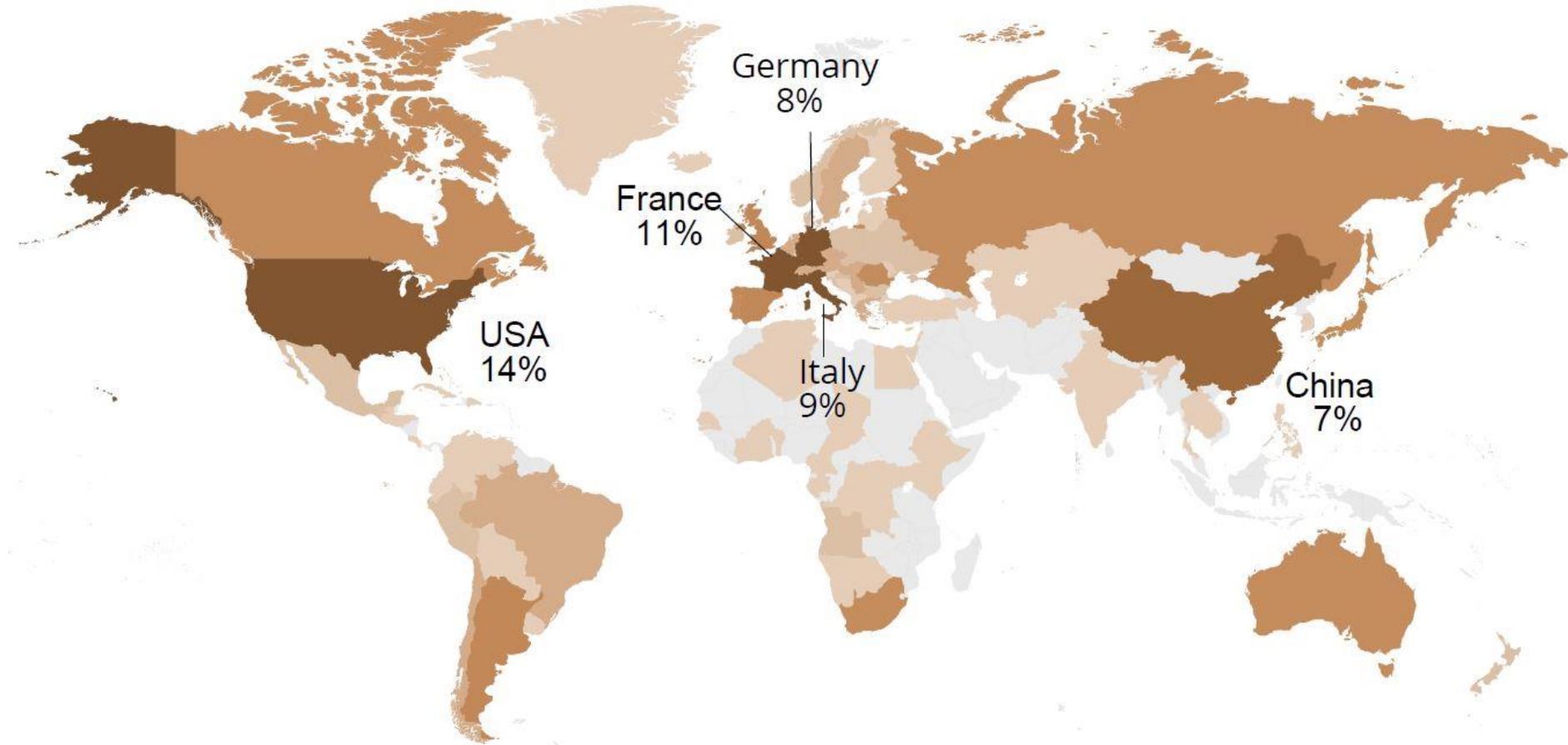
In 2017:

- **USA continues to increase** its consumption and confirms its place as the world's largest consumer
- **Consumption increased slightly** in Italy and in China
- **Consumption quasi stable** in France, Germany, UK and Spain

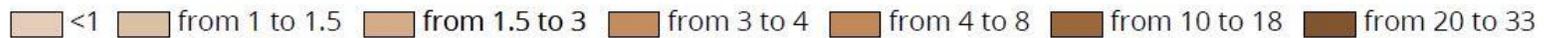


World Wine Consumption

5 five countries consume half of the world's wine



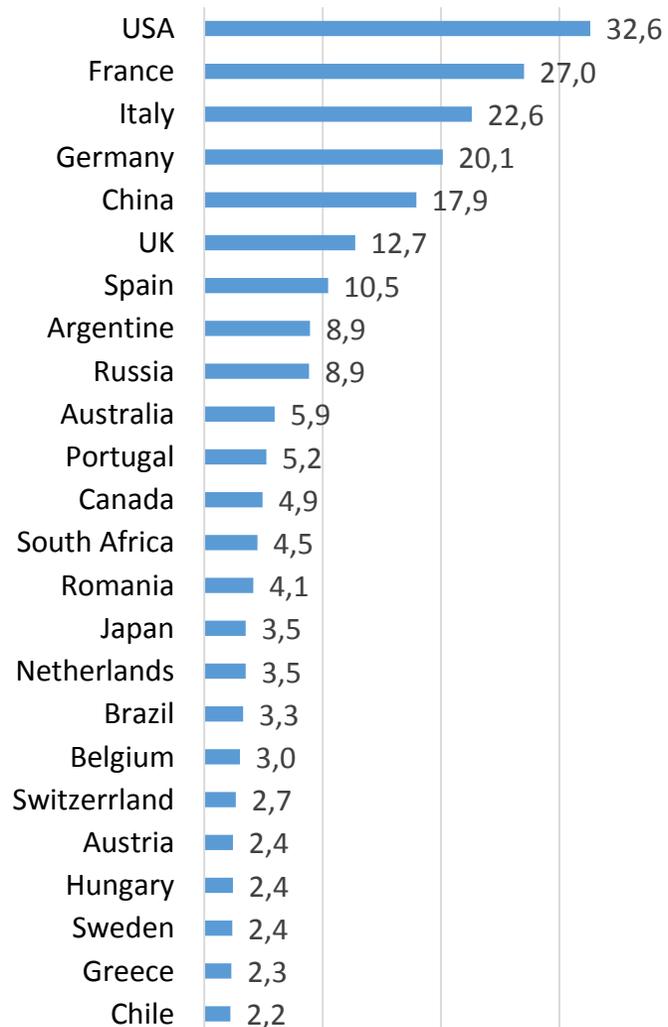
Wine consumption mhl





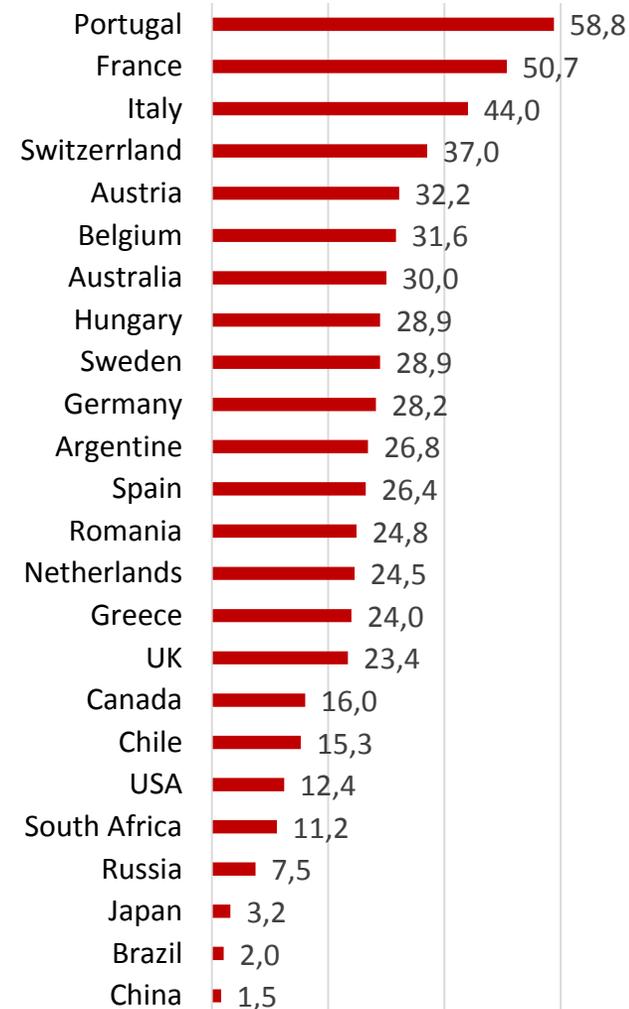
Wine Consumption in 2017

Total consumption
millions hl



**Breakdown of these
countries by consumption
per capita**

Per capita (+15) consumption
litres per capita





OIV Focus 2018

Industrial Use of Wine





Focus 2018

Industrial use of wine

Why this report?

Understand the breakdown of the ~ 12% (~ 33 Mhl) of wine produced and utilised industrially each year

What is the industrial use of wine?

Industrial use of wine is intended to be a transformation of wine (eg. distillation, acetic fermentation, modification of compounds, etc.)

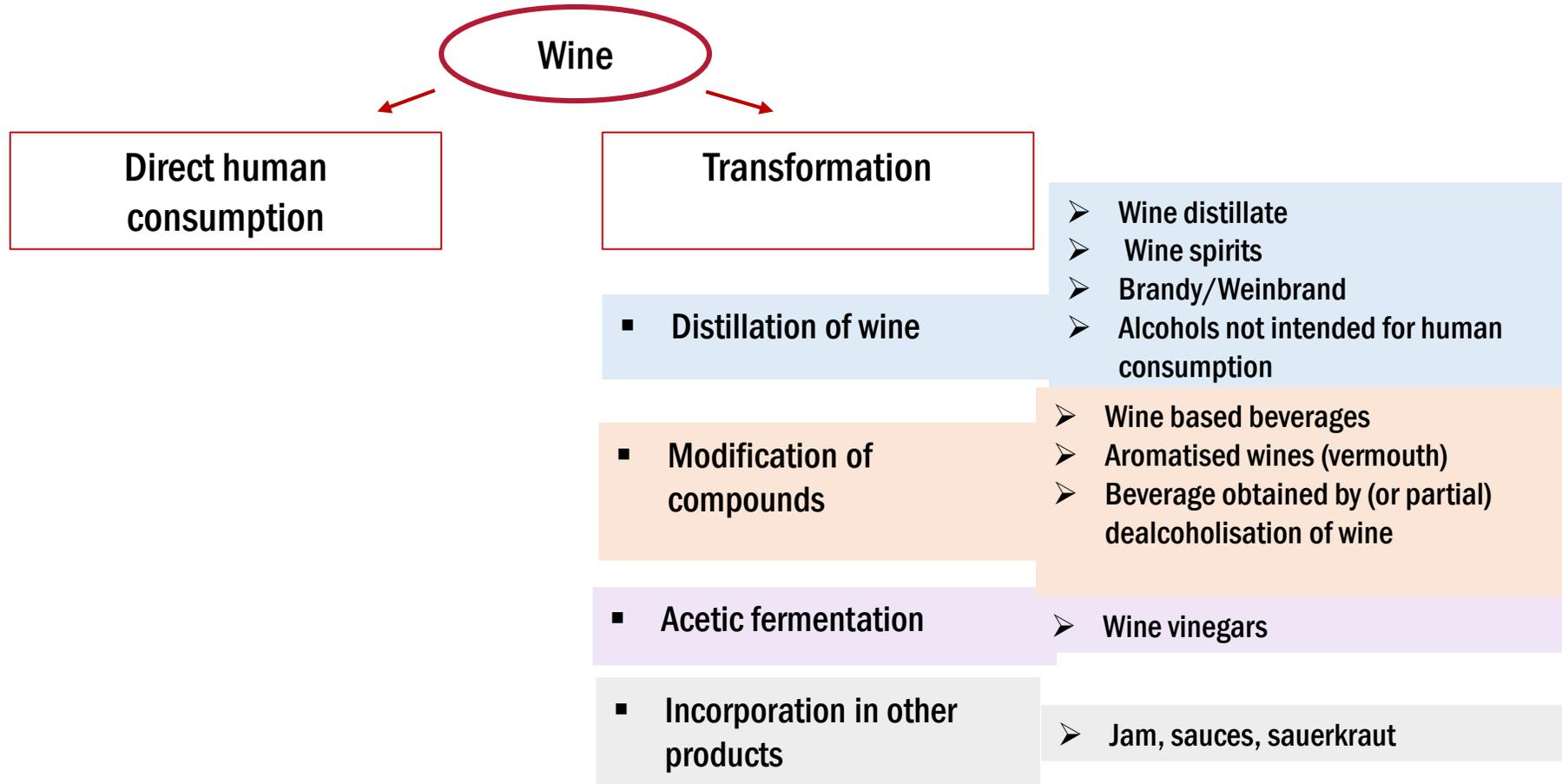
Products covered

- wine distillate, wine spirits, brandy
- aromatised wines, wine based beverages
- wine vinegars



Focus 2018

Industrial use of wine



Objective of the study

- To provide information on various industrial outputs of wine production
- To improve each country's vitivinicultural balance sheet, making detailed analyses of its wine utilization
- First attempt to evaluate at world level the market of industrial products derived from wine (such as vermouth, brandy, wine based beverages, etc.)



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A large, light gray silhouette of a world map is centered in the background of the slide. The map shows the outlines of all major continents and is positioned behind the main title text.

International Trade of Wine



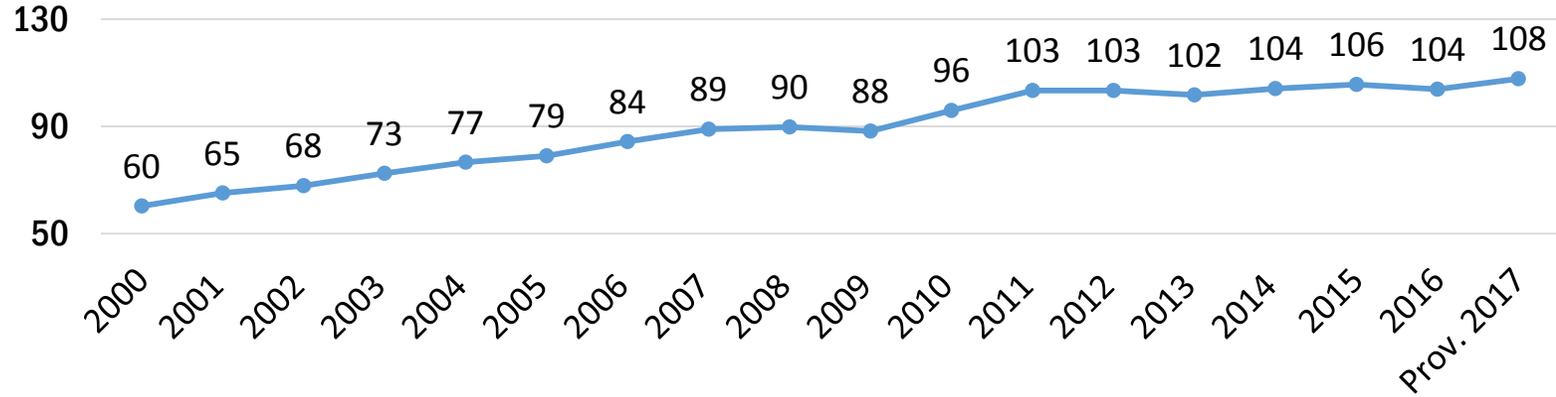
Global Wine Trade

Increase of 3.9%/2016 by volume (108 mhl)

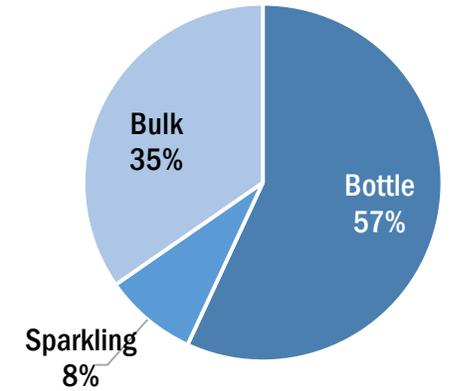
Increase of 5.1%/2016 by value (30 bn EUR)

mhl

Volume

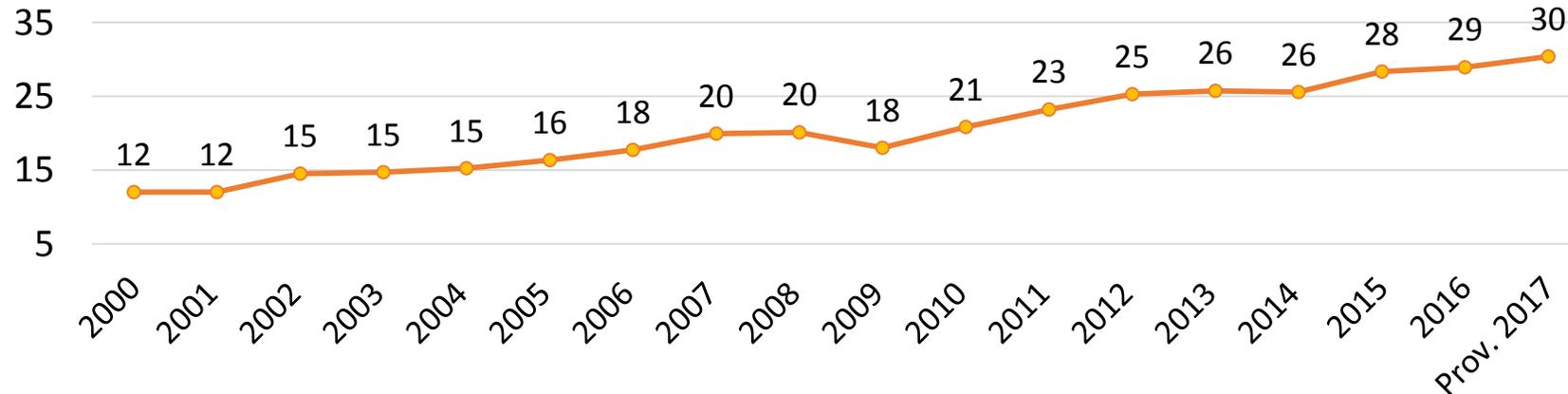


Trade volume by type of product in %
2017

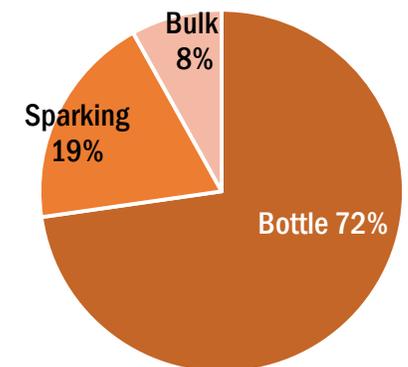


bn EUR

Value



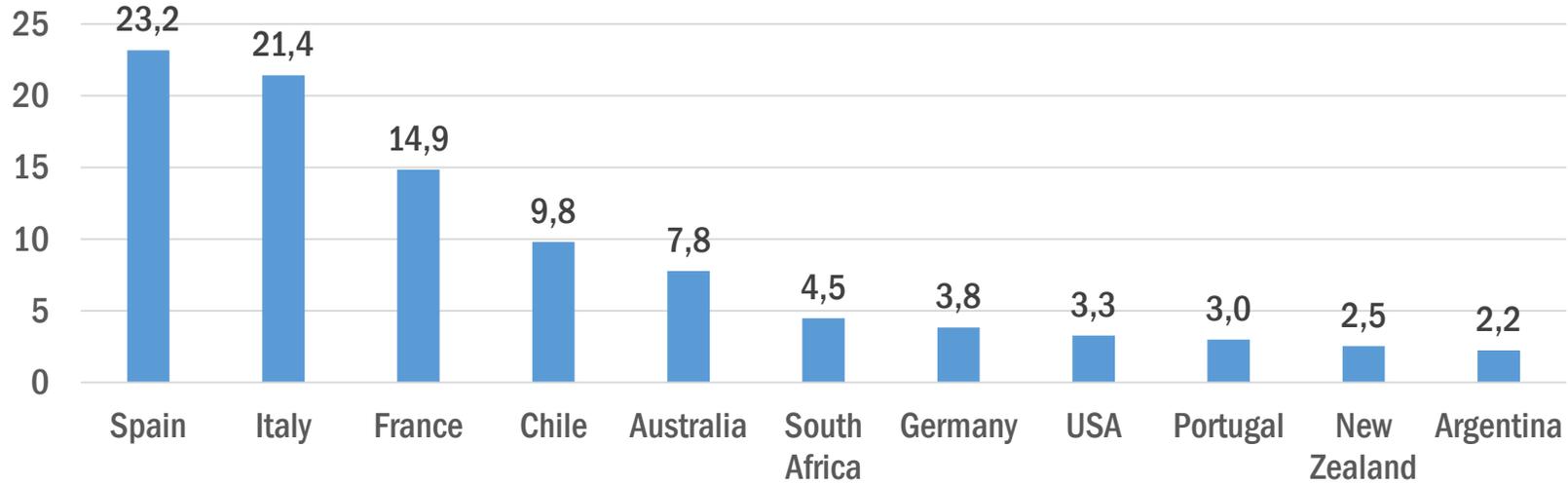
Trade value by type of product in %
2017





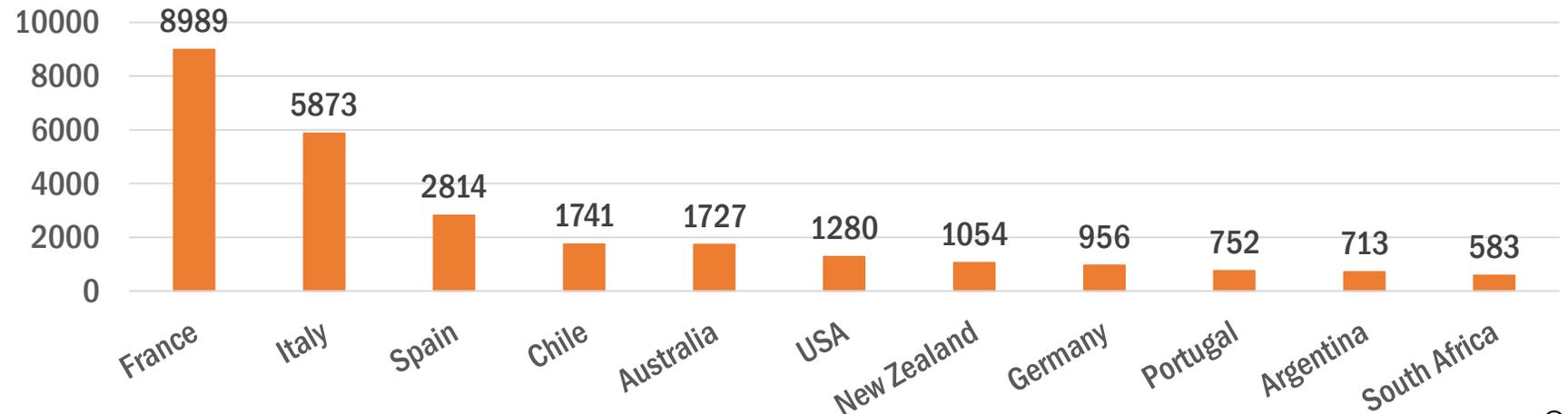
Principal Exporters in 2017

Million hectolitres



Wine exports are dominated by **Spain, Italy and France** that, **combined**, represent **55%** of the world market by **volume**

Million Euros

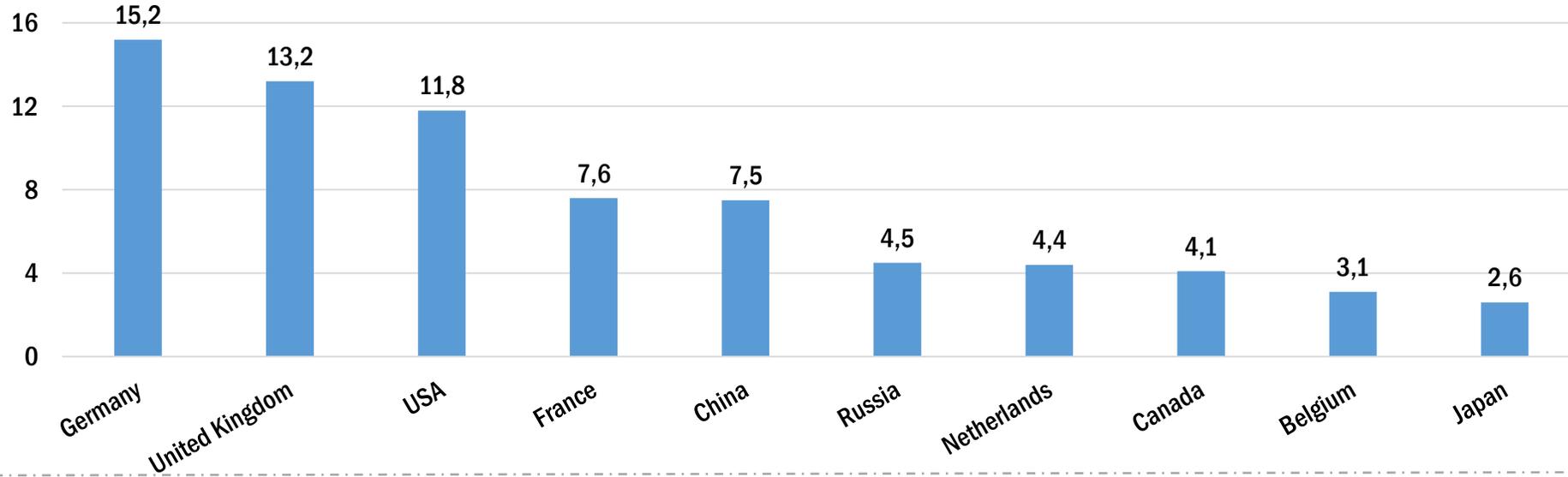


France and Italy continue to dominate the export market with **30%** and **19%** of the market **value** respectively



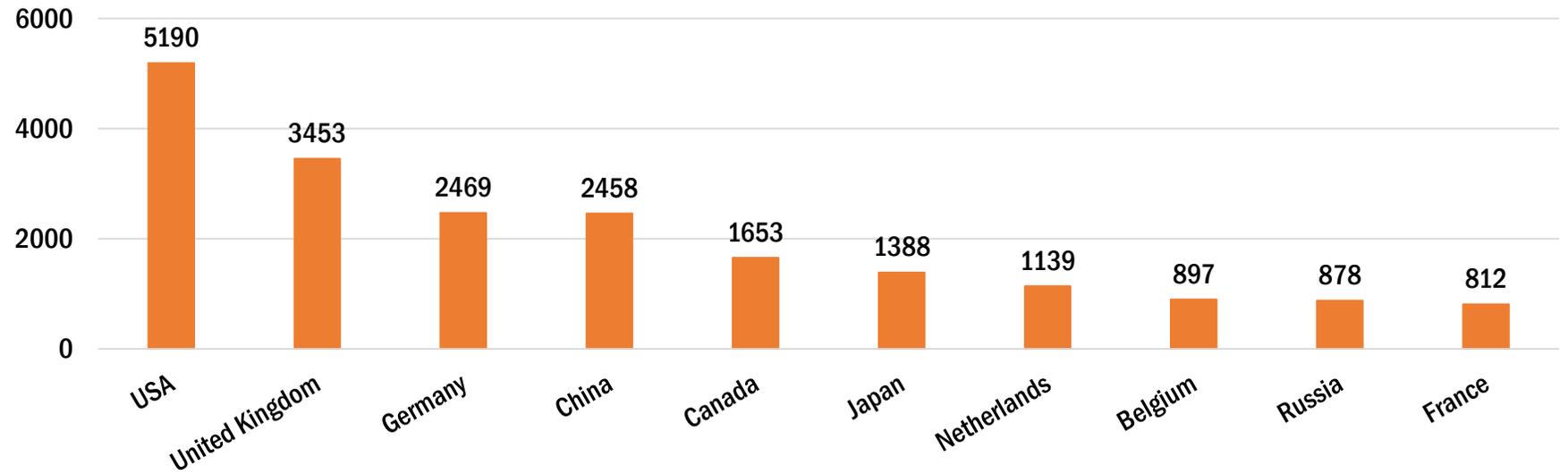
Principal Importers in 2017

Million hectolitres



Germany, the UK and the USA imported 40.2 mhl of wine, about 40% of the world imports value

Million Euros

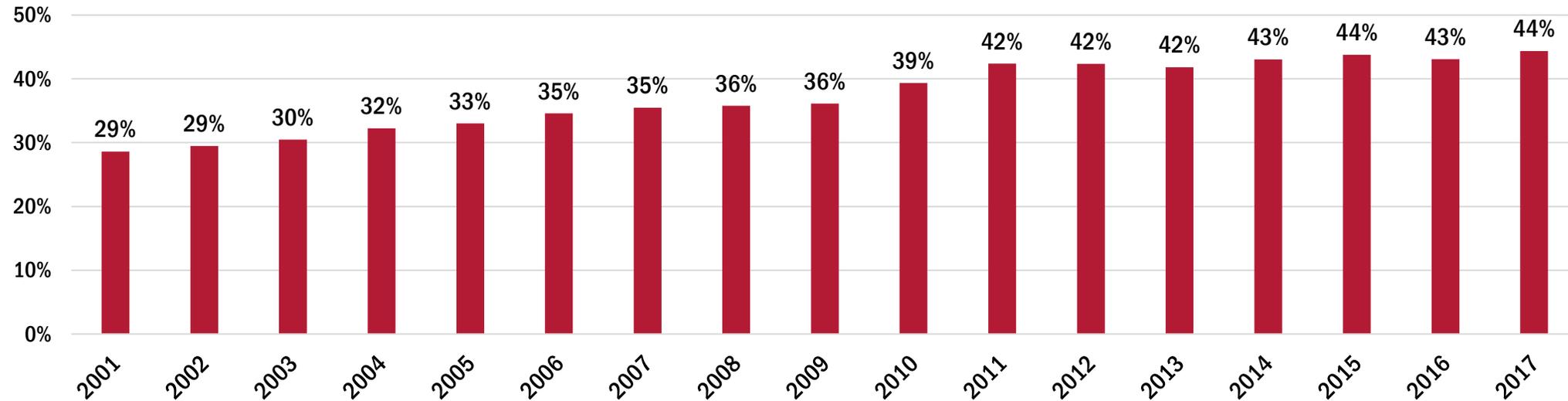


The five principal importers represent over 50% of the global imports value



Internationalisation of the wine market

Wine traded internationally / Global wine consumption



Towards an increasingly internationalized sector: in 2000 29% of the wine consumed was imported, in 2017 this share reached 44%



Wine market: an increasingly globalized sector

1

More and more countries produce wine

- Supply grows, becoming more diversified
- Competition increases

2

Wine consumption is getting more and more globalized

- Consumption patterns have changed: from a traditional model to a “modern model”

3

Consumers and citizens have new expectations and concerns

- Consumers and citizens are better informed, are getting more and more educated, and so they have new demands

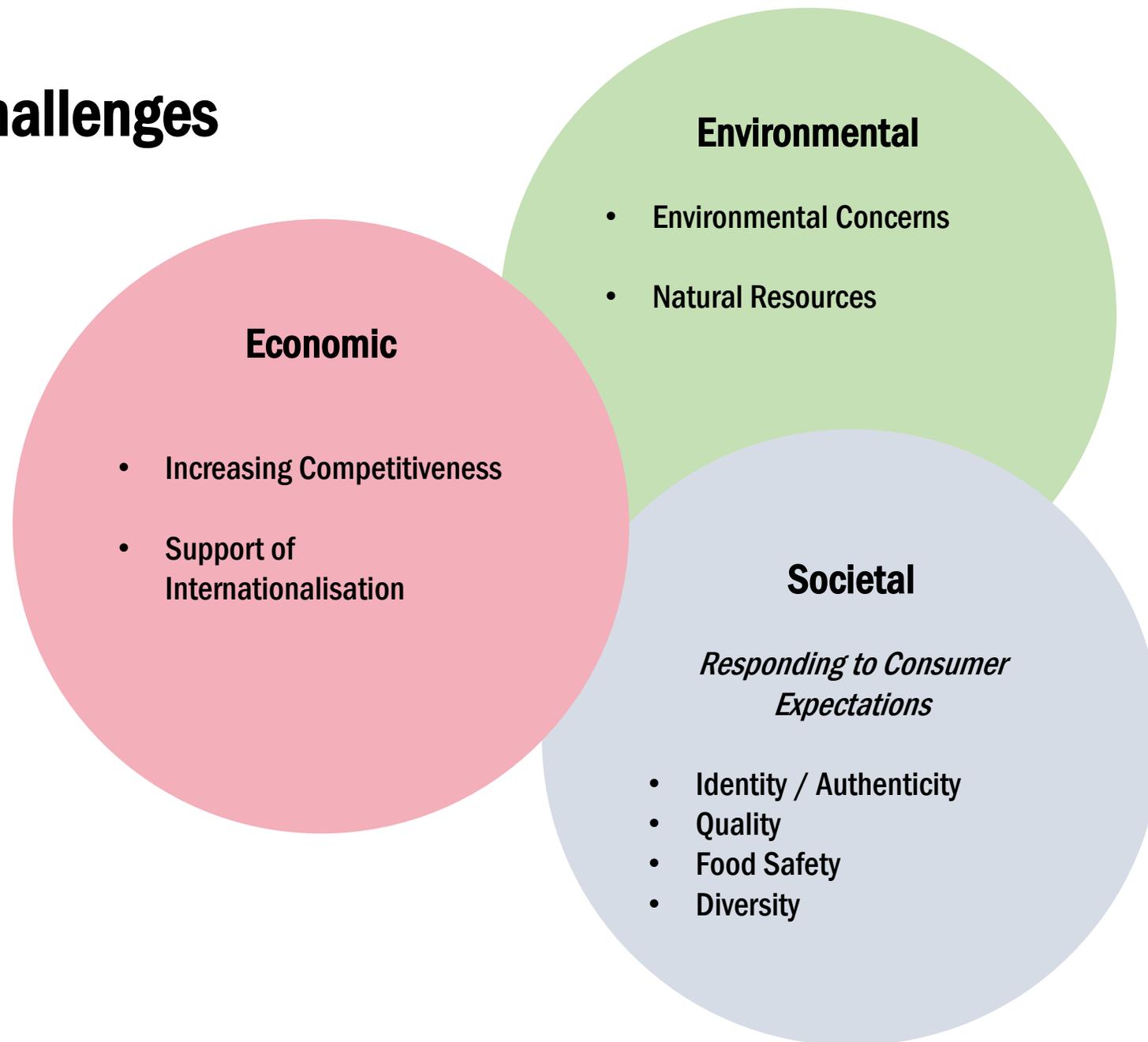
4

Trade is, as well, getting more and more globalized

- In 2000 28% of the wine consumed was imported, nowadays this share reached 44%



Major Future Challenges





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Thank you

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