World vitiviniculture situation

38th World Congress of Vine and Wine

Mainz, 6th July 2015

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Director General
State of the vitiviniculture world market

- Surface area
- Grape
  - Global grape production
  - Grape for fresh consumption
  - Dried Grape
- Wine
  - Production
  - Consumption
  - Trade

2015 Special focus: Rosé wine market
Surface area of vineyards
Europe’s share of world’s vineyards has declined from 63% in 2000 to 54% in 2014, effect of EU permanent abandonment premiums ended in 2011

the share of all other regions is increasing, in particular in Asia, which now accounts for 25% of the world’s vineyards.
Recent developments of the leading vineyards

Since 2000:

- area under vine has **fallen considerably** in Spain, France and Italy. Since the end in 2011 of the EU grubbing up programme the surface area is stable.
- **strong increasing** in China area under vines, which is now the 2nd world vineyard.
- vineyards and plantations are reducing in Turkey and Iran.
Area under vines

Vitivinicultural production potential

7573 kha is the global area under vines in 2014
including the area not yet in production, and regardless of the grapes’ final destination

Top 5 countries represent almost 50% of the world vineyard

1. Spain 1038 kha
2. China 799 kha
3. France 792 kha
4. Italy 690 kha
5. Turkey 502 kha

Superficies des vignobles en 1000 ha
- from 1 to 10
- from 10 to 20
- from 20 to 80
- from 80 to 160
- from 160 to 320
- from 320 to 1080
Grape

Global grape production

– *Grape for fresh consumption*

– *Dried Grapes*
Global grape production

737 Mqx is the world global production of grapes in 2014. While the area under vine decrease, grape production has been increasing since 2000 (+1.7%) : this partly due to an increase in yields.
Major grapes producers: all use

Growth in grapes production is particularly significant in China, India, USA and Chile, decrease in Italy, France, Spain and Iran.
Grape production by type of products
Major grape producers by type of products*

*excluding intermediate products & juices

Type of grape
- Wine grape
- Dried grape
- Fresh grape

Area under vines in 1000 ha
- 40-70
- 70-120
- 120-190
- 190-1080

Total grape in kqx
- 27,742
- 44,037
- 69,904
- 110,966
Wine

- Production of wine
- Consumption of wine
- Wine trade
270 is the global wine production in 2014 – a decrease of 7% compared to 2013. This decrease is in parts due to bad weather in some countries. A level almost equal to the average global wine production over the period 2000-2012.
## Wine production (excluding juice and musts) (1)

<table>
<thead>
<tr>
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<td>China</td>
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<td>10.5</td>
<td>12.6</td>
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<td>-2.3</td>
<td>-18%</td>
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<td>9.1</td>
<td>9.0</td>
<td>8.4</td>
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<td>0.8</td>
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<td>6.3</td>
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<td>-0.1</td>
<td>-2%</td>
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<td>Romania</td>
<td>3.3</td>
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<td>0.7</td>
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<td>2.9</td>
<td>-0.4</td>
<td>-13%</td>
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<tr>
<td>Brazil</td>
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<td>3.5</td>
<td>3.0</td>
<td>2.7</td>
<td>2.7</td>
<td>0.0</td>
<td>1%</td>
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<tr>
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<td>1.8</td>
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<td>1.8</td>
<td>2.7</td>
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<td>-4%</td>
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<tr>
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<td>2.8</td>
<td>2.1</td>
<td>2.4</td>
<td>2</td>
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<td>-16%</td>
</tr>
<tr>
<td><strong>OIV World Total</strong></td>
<td><strong>265</strong></td>
<td><strong>268</strong></td>
<td><strong>258</strong></td>
<td><strong>291</strong></td>
<td><strong>270</strong></td>
<td><strong>-21</strong></td>
<td><strong>-7%</strong></td>
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</table>

(1): Countries for which information has been provided with a wine production of more than 1 Mhl
(2): Include data/comments received by May 2015
2014 World Wine production: 270 Millions of hectolitres
80% of the world's wine is produced by ten countries

Europe
- France 17%
- Italy 16%
- Spain 15%
- Germany 3%

America
- USA 8%
- Argentina 6%
- Chile 4%

Asia
- China 4%

Africa
- South Africa 4%

Oceania
- Australia 4%

Wine production in 1000 hl
- from 1,000 to 6,000
- from 6,000 to 12,000
- from 12,000 to 22,500
- from 22,500 to 46,698
How is the 2014 wine production compared with the last 15 years?
Countries with a **decreasing or stable** trend

**2014 & trends in production**

- **France**
- **Italy**
- **Spain**
- **Argentina**
- **Australia**
- **Germany**
- **Portugal**
- **Romania**

*Graph showing production trends in Mhl for various countries from 1999-2014.*
Countries with an increasing trend

2014 & trends in production

- USA
- China
- South Africa
- Chile
- New Zealand

- average 1999-2003
- average 2004-2008
- average 2009-2013
- Forecast 2014
Wine consumption
240 Mhl is the estimation for the wine consumption in 2014.

Wine consumption is still marked by the effects of the economic and financial crisis of 2008.
The 2000-2014 period has been characterized by a **shift in the wine consumption patterns**:

- today about 40% of the wine is consumed outside European countries, compared to 31% in 2000.
Traditional consumer countries continued their decline or stagnation to the advantage of new consumer countries in Northern Europe and outside Europe.

New consumers have entered the scene, due to increasing incomes and changes in eating habits.

Mhl

Trends, 2000-14

Traditional consumer countries continued their decline or stagnation to the advantage of new consumer countries in Northern Europe and outside Europe.

New consumers have entered the scene, due to increasing incomes and changes in eating habits.
Top 10 wine consumers

1st USA
2nd France
6th UK
4th Germany
7th Russia
5th China
3rd Italy
9th Spain
8th Argentina
10th Australia

2000-14 change in wine consumption:
- Decrease
- Stable
- Increase

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World vitiviniculture data framework: 2014

Surface Area: 7573 mha

Global grape production: 736.7 Mqx

Loss: 36.8 Mql  OIV estimation at 5%

Yield: 97 ql/ha  Grape production per Area sown

Global grape production available: 699 Mqx

Production of grapes pressed: 399 Mqx

Production of grapes unpressed: 300 Mqx

Production of fresh grape: 248 Mqx

Production of dried grape: 52 Mqx

Production of wine: 270 Mhl

Consumption of wine: 240 Mhl

Industrial use of wine: 28 to 32 Mhl

Estimation of production of must and juice: 38.4 Mqx

4 kg of fresh grapes for 1 kg of raisins

13 Mqx of dried fruit

358 Mqx

Production of wine: 270 Mhl

1.25 to 1.40 kg/l = 1.325 on average

30 Mhl

Production of moust and juice: 38.4 Mqx

1.28 kg/l
Wine trade

- World wine trade: value & volume
- Top world Exporters
- Top world Importers
In 2014 the trade in wine slightly increased by 2,5% in volume, representing 104 million of hl, but remained at the same level in value terms 26 Billion of Euros.
In the 2000-2014 period, the composition of exports significantly changed:

- The share of bottled wines reduced by 4 points in value and 12 points in volume.
- While bulk wines increased.
Top world Exporters
The top 5 exporters account for 70% of the volumes and the values.

The rank of the five biggest exporters varies in volume or value.
Top world Importers
6 countries account for more than 50% of total imports:
- Germany is stagnating, but still dominates the market in volume
- USA keeps increasing his imports, both in volume and value
Trade flows in volume: 2014
presentation of the 5 largest exporters and importers

- **Spain:** 22.6Mhl (22% total exports)
- **Italy:** 20.5Mhl (20% total exports)
- **France:** 14.4Mhl (14% total exports)
- **Chile:** 8Mhl (8% total exports)
- **Australia:** 7.3Mhl (7% total exports)
- **Germany:** 15.2Mhl (15% total imports)
- **United Kingdom:** 13.4Mhl (13% total imports)
- **USA:** 10.7Mhl (11% total imports)
- **France:** 6.5Mhl (6% total imports)
- **Russia:** 4.7Mhl (5% total imports)
- **China:** 4.6Mhl (5% total imports)
- **Others markets:** 44.9Mhl (45% total imports)
- **Others providers:** 27.2Mhl
Internal market coverage ratio

Consumption in Mhl

Production in Mhl

net exporting countries

net importing countries
2015 thematic report: The rosé wines market
Consumption of rosé wine

World total wine consumption has increased by 6% in the last 10 years…rosé wine recorded a 25% increase.

Share of rosé in total wines consumption

Rosé consumption represents almost 10% of the total wine consumption.
Main consumers of rosé wine

% of total world rosé consumption

Source: OIV, Observatoire du Rosé CIVP / FranceAgrimer - Abso Conseil

- **Europeans are the main consumers of rosé**: France represents one-third of the world rosé consumption.
- USA, Italy, Spain and Portugal are the only countries with decreasing consumption.
- Although EU countries are still the leaders in this market segment, rosé wine consumption is on the rise in the rest of the world.

**2002**
- France: 29%
- USA: 16%
- Spain: 9%
- Italy: 9%
- Germany: 9%
- UK: 2%
- Netherlands: 1%
- Belgium: 2%
- Uruguay: 3%
- Other: 18%
- Russian Fed.: 2%

**2013**
- France: 37%
- USA: 12%
- Spain: 4%
- Italy: 5%
- UK: 6%
- Germany: 9%
- Netherlands: 2%
- Belgium: 2%
- Uruguay: 2%
- Others: 19%
- Russian Fed.: 2%

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Thank you for your attention
Vielen Dank für Ihre Aufmerksamkeit
Grazie per la Loro attenzione
Gracias por su atención
Merci de votre attention