

# State of the vitiviniculture world market

During the 37th World Congress of Vine and Wine, the OIV Director General, Jean-Marie Aurand, presented a global overview of the vitivinicultural sector, and the latest release of the OIV's Focus. This year's report has a special focus on the sparkling wine market.

- **7519 mha is the worldwide area under vines in 2013**
- Despite decrease in area under vine, **the world production of grapes has been increasing (751 Mql)** in 2013
- **271 Mhl is the first estimation for the wine produced in 2014**
- **Sparkling wine market** has expanded in recent years: in 10 years **production** has increased by more than 40% and **consumption** by 30%.

## *Area under vines*

The **world's total vineyard surface area (7519 mha)** is decreasing, mainly due to the reduction of European vineyards. This reduction has been partially offset by the increase in the planted surface areas in the rest of the world. In China and South America, the total area under vines has continued to increase: these areas are the main vineyard growth centers in the world.

## *Grape*

**751 Mql** is the **world production of grapes** (grapes intended for all use). An increased trend in grape production (+17%/2000), despite decrease in area under vines: this can be explained in part by an increase in yields, the particularly favorable climate conditions in some countries and the continued improvements in viticultural techniques.

**China** with **115 Mql** produces the **15% of the world grapes production**, followed by **Italy (79 Mql)** and **USA (75 Mql)**.

## *Wine production*

With a reduction of 6% compared with the previous year, a **2014 world wine production (excluding juice and musts) of 271 Mhl**. The year has been marked by significant climatic hazards, which are at the origin of these developments, particularly in Europe.

- Despite a decreasing trend, Europe remains the first producer of wine. **France** is the biggest producer (**46.2 Mhl**), ahead of **Italy**, which saw a poor harvest (**44.4 Mhl**), Spain has returned to an average level of production (**37 Mhl**) after a record year in 2013.
- On the other hand, the production in the southern hemisphere and in the United States continue to increase: Argentina 15,2 Mhl (1 %/2013); New Zealand a new

record with 3,2 Mhl (29 %/2013), South Africa 11,Mhl (4 %/2013), and the United States register a high level of production (22,5 Mhl).

### ***Wine consumption***

The data available show a consolidation of the **global consumption in 2014** (estimated at **around 243 Mhl**).

The data confirms that the wine consumption growth is no longer driven by traditional wine producing and consuming countries, but by the emergence and development of new consumption poles.

The 2000-2013 period has been characterized by a transfer of the wine consumption: today about 39% of the wine is consumed outside European countries, compared to 31% in 2000.

### ***International wine trade***

The wine market is a more and more internationalized sector: the share of wine production that is traded internationally has nearly doubled: in 2000, 25% of the wine consumed in the world was imported; in 2013 this share reached more than the 40%.

**In 2013** the **trade in wine** decreased by 2.2% in volume, representing **98 million of hl**, even though the growing prices allowed an increase in total revenues of 1.5% up to **25.7 billion Euros**.

### ***OIV's Focus on the Sparkling wine market***

**17.6 millions of hl of sparkling wine was produced in 2013**- a figure that corresponds to 7% of world wine production.

**World consumption evaluated at 15.4 millions of hl**, in the last ten years a 30% rise.

**World trade** has steadily increased too, to reach **8.7 million of hl** in 2013, with a value of **4.3 billion of euros**. The share of sparkling wine exports accounts for nearly 9% of the volume of wine exports and 18% of their value.

#### **Abbreviations used:**

**mha:** *Thousands of hectares*

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**mql:** *Thousands of quintals*

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**mhl:** *Thousands of hectoliters*

**Mhl:** *Millions of hectoliters*

**MI:** *Millions of liters*