



# **Wine Market Observatory**

**Tuesday 9 November 2021**

## **2. Wine prices monitoring survey - results**



## **Wine prices monitoring survey - results:**

- **Price notification proposals received from COPA, COGECA and IRTA,**
- **Concerning IT, ES and DE,**
- **Mainly bulk wine prices at producer level,**
- **For PDOs, PGIs, varietal and other wines (red, rosé, white),**
- **Wine being not a commodity, others members explained the difficulties of this price monitoring exercise (CEVI – CEEV).**

## **What can we do with this info ?**

- **Determine a price index for bulk wine at producer level based on these monthly notification?**
- **Questions:**
  - **Feasibility?**
  - **Utility?**
  - **Representativeness?**

## COPA - Germany

**Notified by:**

COPA

**Month:**

August

Name of the wine	Country of origin	Price level	Category	Type	Colour	Price in €	Price unit
Rheinhessen, Pfalz white Landwein	Germany	Producer	P.G.I. wines	Bulk wines	White	€ 60	€/Hectolitre
Riesling Landwein (Rheinhessen, Pfalz )	Germany	Producer	Varietal	Bulk wines	White	€ 85	€/Hectolitre
Grauburgunder QW (Rheinhessen, Pfalz )	Germany	Producer	Varietal	Bulk wines	White	€ 165	€/Hectolitre
Riesling QW (Rheinhessen, Pfalz)	Germany	Producer	Varietal	Bulk wines	White	€ 110	€/Hectolitre
Riesling QW (Mosel)	Germany	Producer	Varietal	Bulk wines	White	€ 115	€/Hectolitre
Spätburgunder QW (Rheinhessen)	Germany	Producer	Varietal	Bulk wines	Red	€ 88	€/Hectolitre
Dornfelder QW (Rheinhessen)	Germany	Producer	Varietal	Bulk wines	Red	€ 80	€/Hectolitre



## COPA - Italy

Notified by:

Italy

Month:

July

Name of the wine	Country of origin	Price level	Category	Type	Colour	Price in €	Price unit
White wine (Weighted average 10,5°)	Italy	Producer	Other wines	Bulk wines	White	€ 38,22	hl
Red wine (Weighted average 11,5°)	Italy	Producer	Other wines	Bulk wines	Red	€ 47,84	hl
White PGI Wines (Weighted average 11,04°)	Italy	Producer	Other wines	Bulk wines	White	€ 58,07	hl
Red PGI Wines (Weighted average 11,42°)	Italy	Producer	P.G.I. wines	Bulk wines	Red	€ 58,13	hl
White PDO Wines (Weighted average)	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 130,77	hl
<i>some representative PDO</i>							
- Pinot grigio delle Venezie	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 100,00	hl
- Soave	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 85,00	hl
- Sicilia	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 52,50	hl
- Trentino	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 174,38	hl
- Alto Adige	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 250,00	hl
- Friuli Grave	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 118,00	hl
- Abruzzo Trebbiano	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 33,75	hl
- Bianco di Custoza	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 85,00	hl
- Romagna (Trebbiano)	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 52,00	hl
- Roero Arneis	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 200,00	hl
Red PDO Wines (Weighted average)	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 140,73	hl
<i>some representative PDO</i>							
- Montepulciano d'Abruzzo	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 66,88	hl
- Chianti	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 110,00	hl
- Chianti classico	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 267,00	hl
- Piemonte (Barbera)	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 85,00	hl
- Lambrusco (Average)	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 60,50	hl
- Sicilia	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 100,00	hl
- Valpolicella	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 100,00	hl
- Bardolino	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 98,00	hl
- Barbera d'Asti	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 125,00	hl
- Primitivo di Manduria	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 250,00	hl
- Romagna (Sangiovese)	Italy	Producer	P.D.O. wines	Bulk wines	Red	€ 76,00	hl
PDO Sparkling wine (Weighted average)	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 176,77	hl
<i>some representative PDO</i>							
- Prosecco	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 165,00	hl
- Conegliano Valdobbiadene Prosecco	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 210,00	hl
- Asti Moscato	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 170,00	hl
- Franciacorta	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 275,00	hl
- Trento	Italy	Producer	P.D.O. wines	Bulk wines	White	€ 245,00	hl

## COGECA - Spain

Notified by:

COGECA

Month:

Name of the wine	Country of origin	Price level	Category	Type	Colour	Price in €	Price unit
mercado de Albacete	Spain	Producer	Other wines	Bulk wines	White	€ 36,25	€/Hectolitre
mercado de Badajoz	Spain	Producer	Other wines	Bulk wines	White	32,68	€/Hectolitre
mercado de Ciudad Real	Spain	Producer	Other wines	Bulk wines	White	27,19	€/Hectolitre
mercado de Cuenca	Spain	Producer	Other wines	Bulk wines	White	25,4	€/Hectolitre
mercado de Toledo	Spain	Producer	Other wines	Bulk wines	White	24,56	€/Hectolitre
mercado de Albacete	Spain	Producer	Other wines	Bulk wines	Red	38,9	€/Hectolitre
mercado de Badajoz	Spain	Producer	Other wines	Bulk wines	Red	39,07	€/Hectolitre
mercado de Ciudad Real	Spain	Producer	Other wines	Bulk wines	Red	28,55	€/Hectolitre
mercado de Cuenca	Spain	Producer	Other wines	Bulk wines	Red	€ 44,55	€/Hectolitre
mercado de Murcia	Spain	Producer	Other wines	Bulk wines	Red	€ 34,27	€/Hectolitre
mercado de Toledo	Spain	Producer	Other wines	Bulk wines	Red	€ 32,49	€/Hectolitre
mercado de Valencia	Spain	Producer	Other wines	Bulk wines	Red	31,02	€/Hectolitre

Precios semana 35. En €/hectólitro, salida bodega, a granel, pago al contado sin I. V. A.

Precio de vino tinto referido al producto de 12 puntos de color

## IRTA - Spain

**Notified by:**

IRTA

**Month:**

June

Name of the wine	Country of origin	Price level	Category	Type	Colour	Price in €	Price unit
TOTAL WHITE WINES	Spain	Producer			White	2,10	€/Hectogrado
TOTAL RED WINES	Spain	Producer			Red	2,70	€/Hectogrado
TOTAL WHITE WINES	Spain	Producer			White	26,46	€/Hl
TOTAL RED WINES	Spain	Producer			Red	35,05	€/Hl
CASTILLA LA MANCHA (Ciudad Real)	Spain	Producer			Red	29,95	€/Hl
PENEDÈS REGION (White for CAVA)	Spain	Producer			White	4,14	€/Hectogrado
DUERO REGION (Valladolid)	Spain	Producer			White	87,50	€/Hl
RIOJA REGION	Spain	Producer			Red	20,25	€/16 L VASE
NAVARRA REGION	Spain	Producer			Rosé	6,88	€/Hectogrado



## IRTA - Spain

Notified by:

IRTA

Month:

December

Name of the wine	Country of origin	Price level	Category	Type	Colour	Price in €	Price unit
TOTAL WINES	Spain	Consumer				€ 4,20	€/L
PDO WINES (Still and Sparkling)	Spain	Consumer	P.D.O. wines			€ 5,49	€/L
PDO WINES (Still; all colours)	Spain	Consumer	P.D.O. wines	Still wines bottled		€ 5,40	€/L
PDO WINES	Spain	Consumer	P.D.O. wines	Still wines bottled	Red	5,79	
PDO WINES	Spain	Consumer	P.D.O. wines	Still wines bottled	White	5,01	
PDO WINES	Spain	Consumer	P.D.O. wines	Still wines bottled	Rosé	2,95	
PDO WINES	Spain	Consumer	P.D.O. wines	Sparkling wines		€ 6,11	€/L
PDO WINES (Other higher alcoholic content)	Spain	Consumer	P.D.O. wines	Other wines		€ 4,06	€/L
PGI WINES	Spain	Consumer	P.G.I. wines			€ 3,30	€/L
NON PDO-PGI WINES (all colours)	Spain	Consumer	Other wines			€ 1,46	€/L
NON PDO-PGI WINES	Spain	Consumer	Other wines		Red	€ 1,52	€/L
NON PDO-PGI WINES	Spain	Consumer	Other wines		White	€ 1,37	€/L
NON PDO-PGI WINES	Spain	Consumer	Other wines		Rosé	€ 1,62	€/L
							7
			Agriculture and Rural				



## Basic analysis – example:

**Notified by:**

COPA-COGECA-IRTA

**Period:**

June -> August

Name of the wine	Notified by	Country of origin	Price level	Type	Colour	Price in €	Price unit	Month
Average white bulk wines	COPA	Germany	Producer	Bulk wines	White	€ 107	€/Hectolitre	August
Average red bulk wines	COPA	Germany	Producer	Bulk wines	Red	€ 84	€/Hectolitre	August
Average white bulk wines	COGECA	Spain	Producer	Other wines	White	€ 29	€/Hectolitre	Sem.35
Average red bulk wines	COGECA	Spain	Producer	Other wines	Red	€ 35	€/Hectolitre	Sem.35
Average white bulk wines	COPA	Italy	Producer	PDO wines	White	€ 115	€/Hectolitre	July
Average red bulk wines	COPA	Italy	Producer	PDO wines	Red	€ 121	€/Hectolitre	July
Average red bulk wines	COPA	Italy	Producer	Sparkling wines	White	€ 213	€/Hectolitre	July
Average white bulk wines	IRTA	Spain	Producer	Total white wines	White	€ 26	€/Hectolitre	June
Average red bulk wines	IRTA	Spain	Producer	Total red wines	Red	€ 35	€/Hectolitre	June
==>> Average <b>white</b> bulk wines at <b>producer level</b> :						<b>€ 69,25</b>	<b>€/Hectolitre</b>	
==>> Average <b>red</b> bulk wines at <b>producer level</b> :						<b>€ 68,75</b>	<b>€/Hectolitre</b>	

## Weaknesses:

- \* categories of wines not specified here (PDOs, PGIs, Varietal, Others) - database not big enough to provide this level of detail,
- \* relevance of the indicator obtained ?
- \* FR is missing => representativeness of the sample ?
- \* periodicity of data (3 different months),
- \* frequency of data communication and how to transmit it





***Thank you for your attention !***

**<https://agridata.ec.europa.eu/extensions/DashboardWine/WineTrade.html>**

**<https://agridata.ec.europa.eu/extensions/DataPortal/wine.html>**