Evolution of Markets After Covid

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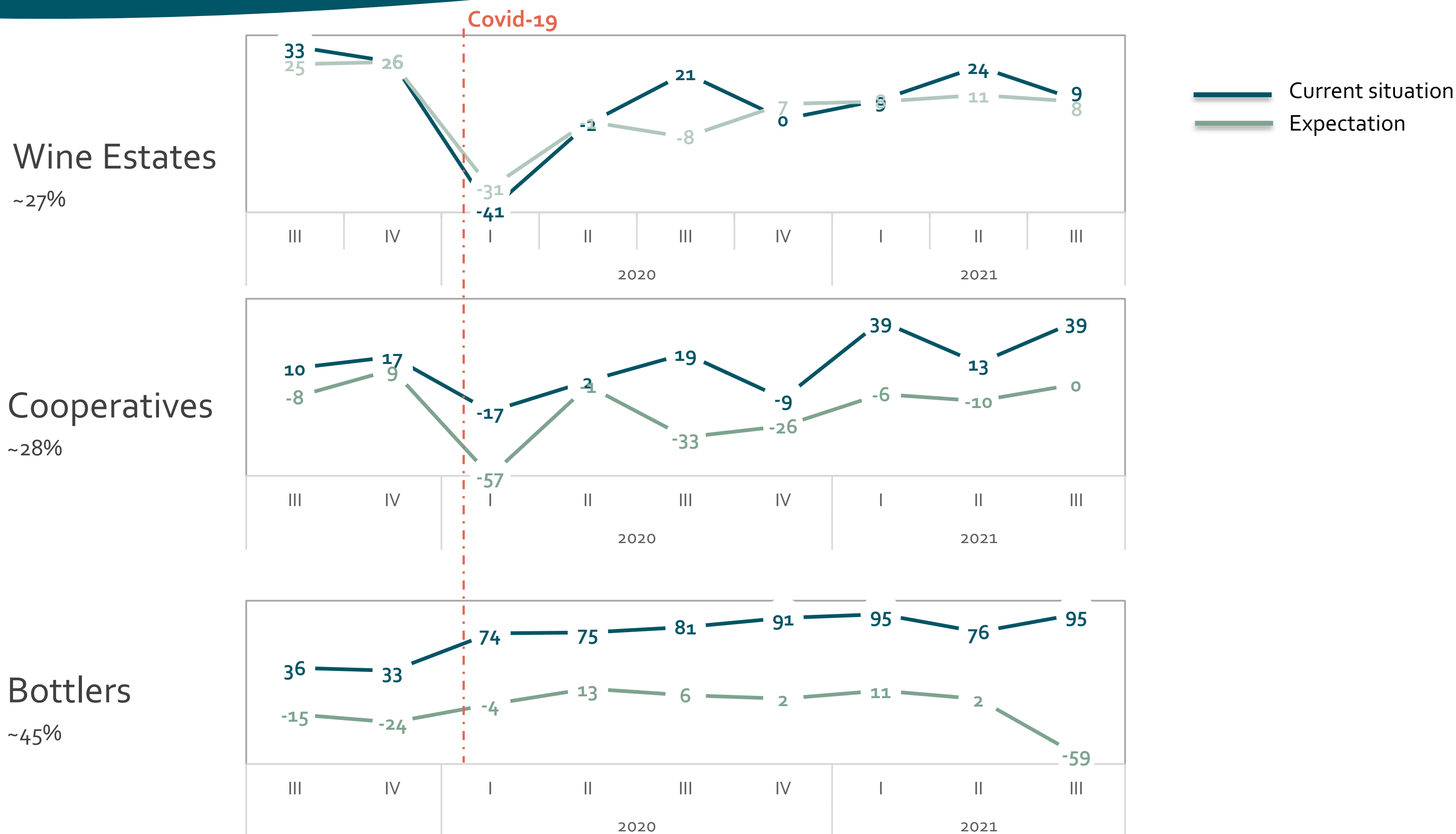
German Producers

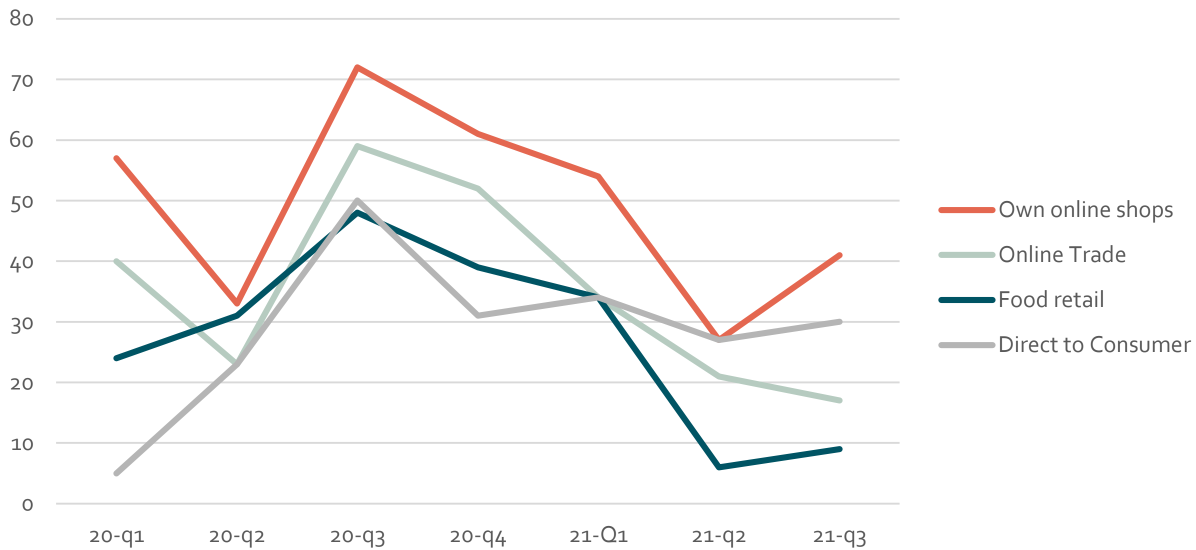
Business situation and expectations



Source: Geisenheim quarterly business cycle survey (n=500-800 businesses)

Development of expectations for sales channels
The Winners

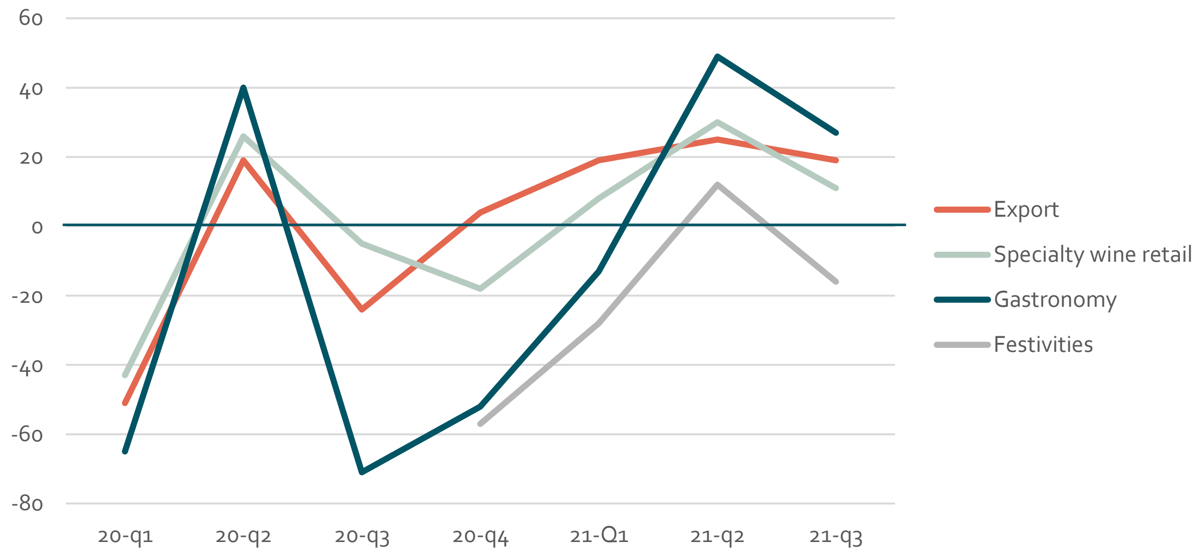
Index as saldo of growth of sales channel minus decline



Source: Geisenheim quarterly business cycle survey(n=500-800 businesses)

Development of expectations for sales channels
The Losers

Index as saldo of growth of sales channel minus decline

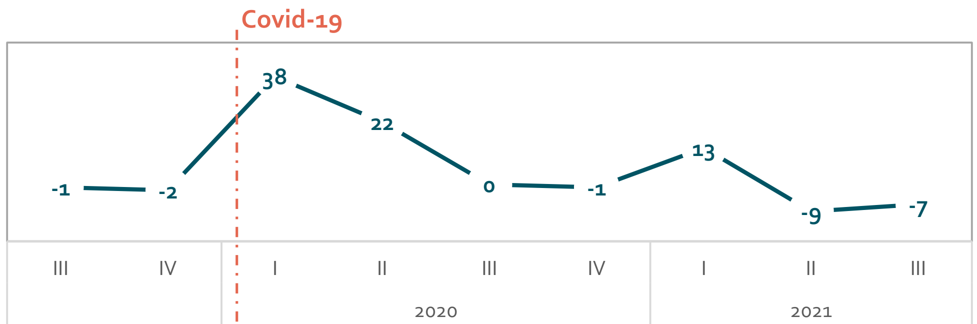


Source: [Geisenheim quarterly business cycle survey](#) (n=500-800 businesses)

Stock of bulk wine

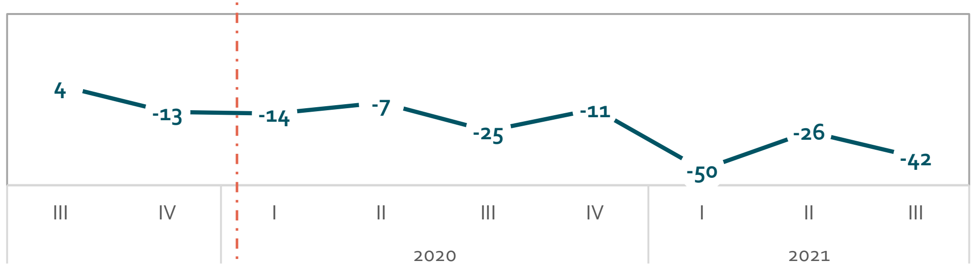
Wine Estates

~27%



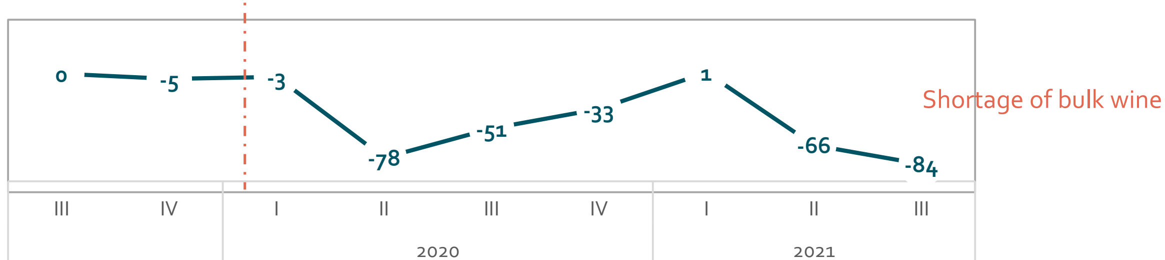
Cooperatives

~28%



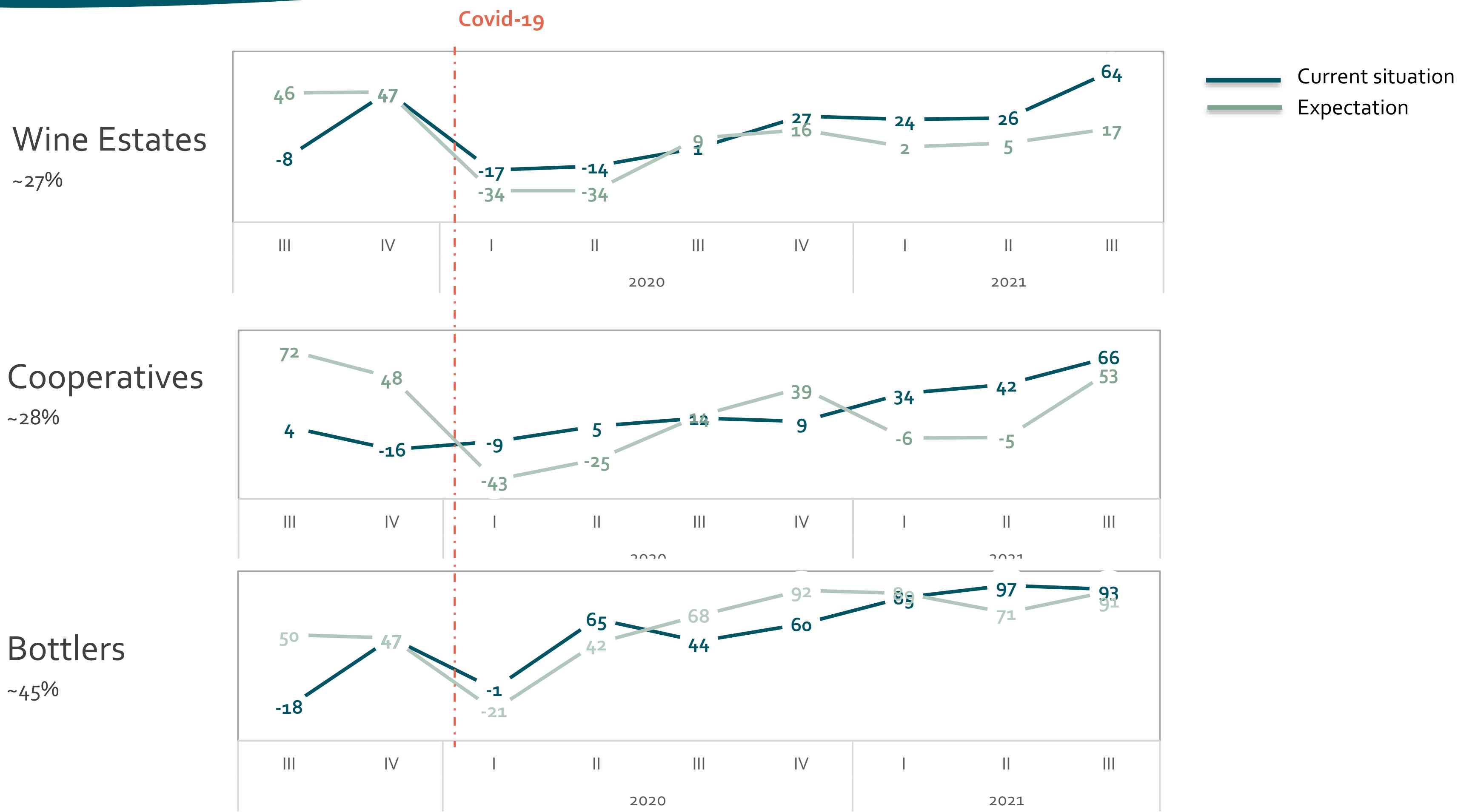
Bottlers

~45%



Source: Geisenheim quarterly business cycle survey(n=500-800 businesses)

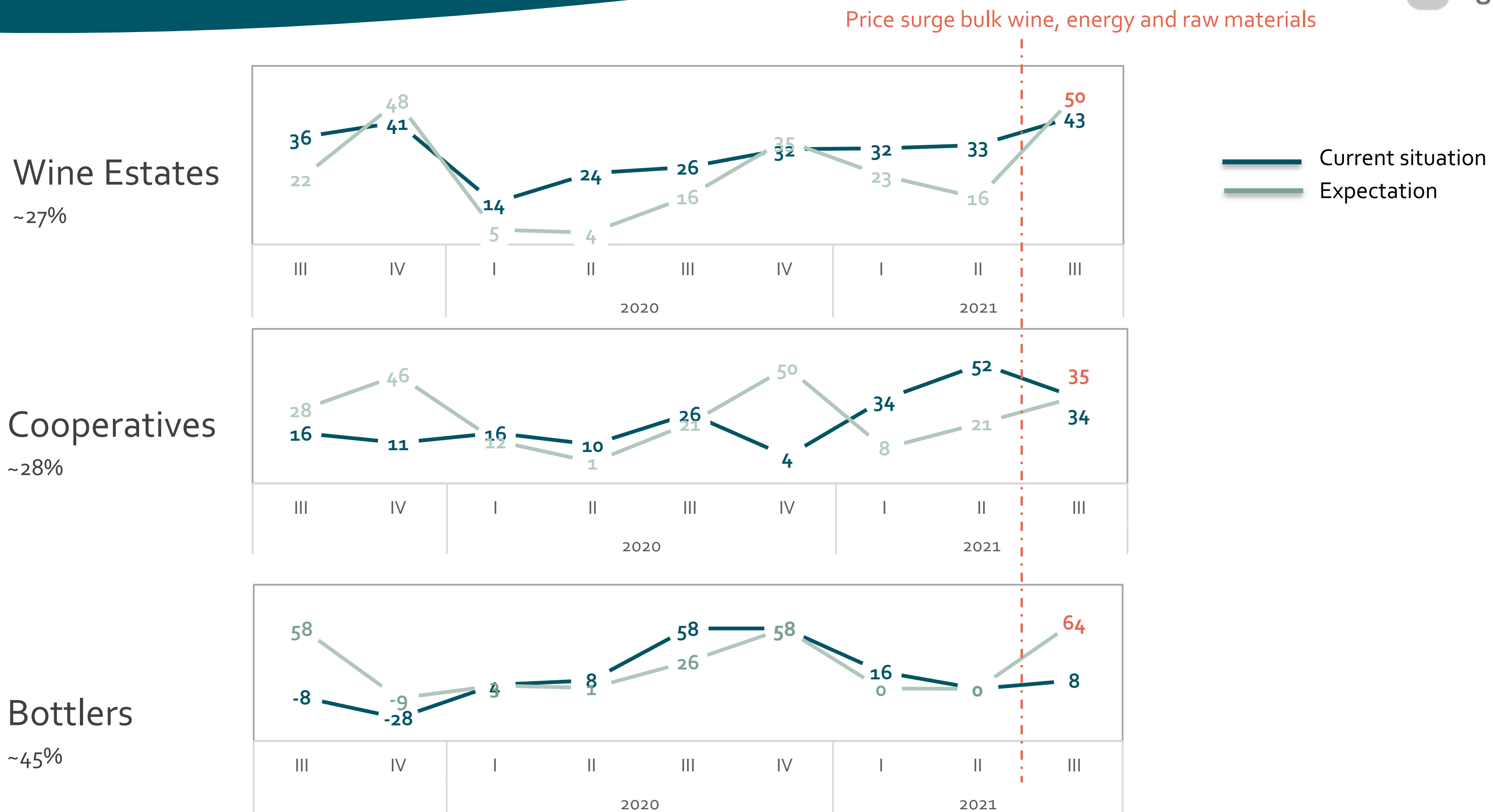
Prices bulk wine (white)



Price surge, inflation risk

Risk of delay in passing down price increases to trade = costs increase faster than revenue

Prices for bottled wine

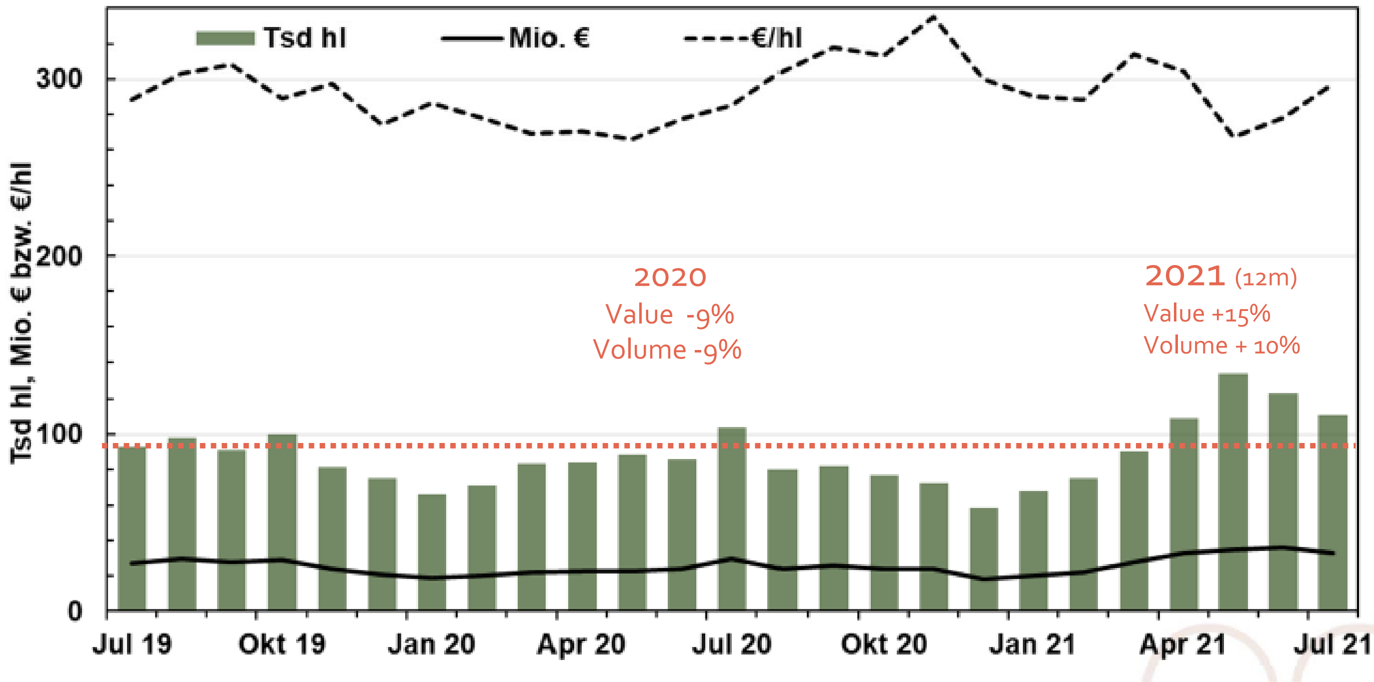


Source: [Geisenheim quarterly business cycle survey](#) (n=500-800 businesses)

Export

German wine exports

Recovery after decline



Source: Deutscher Weinbauverband (2021) Export Statistics 05.10.21

Development by market 8/20 – 7/21

Market	Share of value in %	Development 8/20-7/21	
		Value	Volume
US	18	+3	+5
Norway	11	+18	+17
The Netherlands	8	0	-4
China	6	+22	+12
UK	6	-16	-38
Sweden	5	+26	+19
Poland	5	+49	+42
Finland	4	+23	+18

Source: Deutscher Weinbauverband (2021) Export Statistics 05.10.21

Contact Information

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