



# Meeting of the Expert Group for the Agricultural Market - Wine

## **Wine market situation**

**12 June 2024**

# Content

## **Wine Market situation**

-  Production
-  Consumption
-  Exports / Imports
-  Stocks

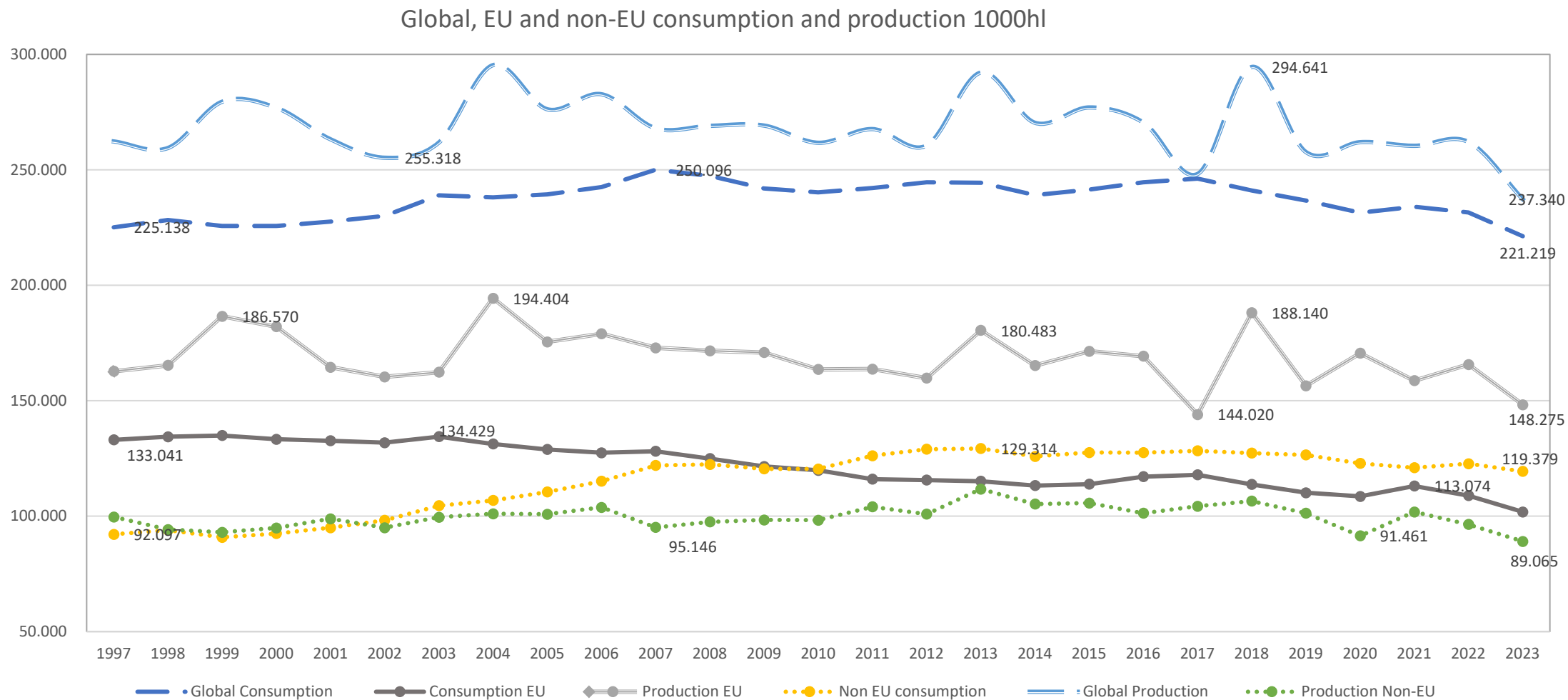
## **Wine Market Observatory – summary of meetings**

The background of the slide features a blurred image of a vineyard with green and yellow leaves. In the foreground, three wine glasses are arranged on a wooden barrel. The leftmost glass contains white wine, the middle one contains rosé wine, and the rightmost one contains red wine. To the left of the glasses is a bunch of yellow grapes, and to the right is a bunch of blue grapes. The text "Wine Market situation" is overlaid in a bold, dark brown font, preceded by a small wine glass icon.

# Wine Market situation

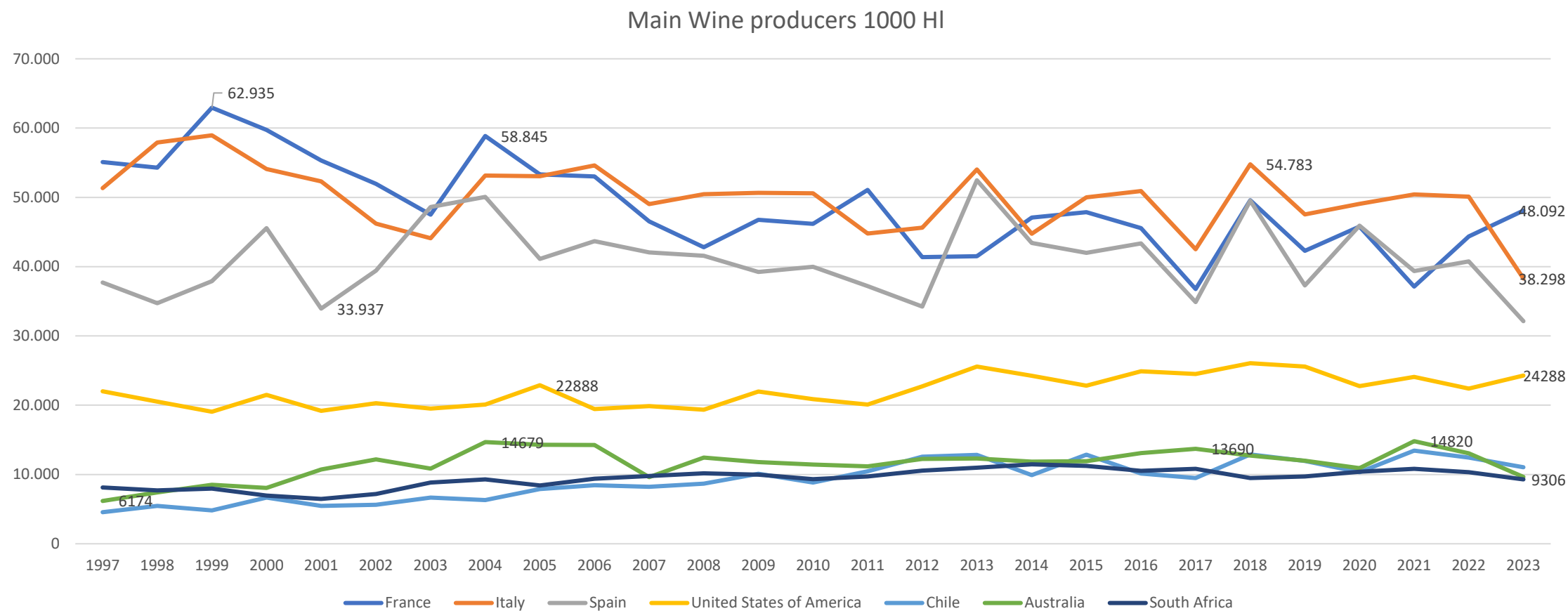


# Wine and must production and consumption evolution:



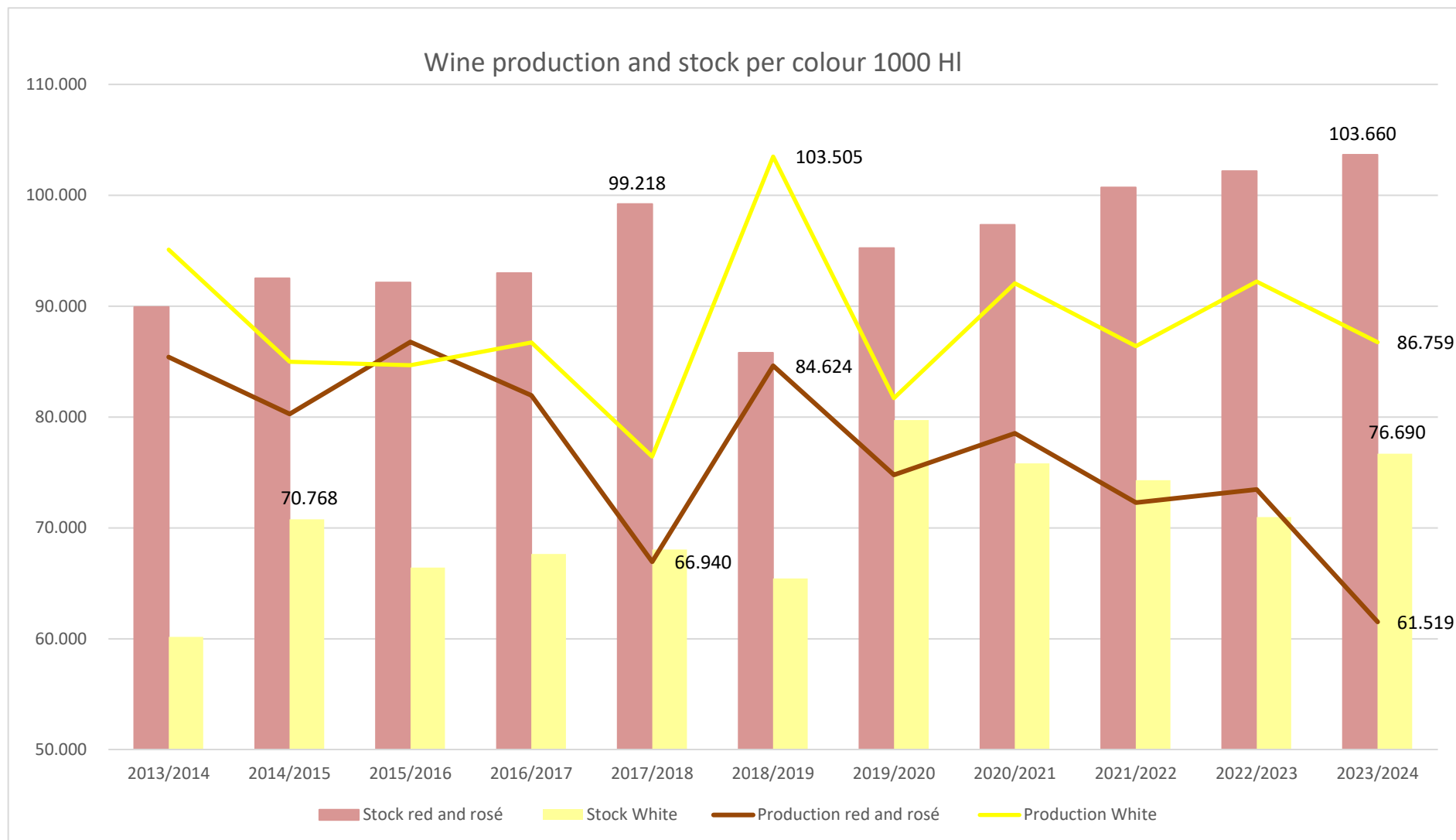
Source: [agridata.ec.europa.eu](https://agridata.ec.europa.eu) and OIV statistics

# EU wine and must production evolution:



Source: [agridata.ec.europa.eu](https://agridata.ec.europa.eu) and OIV

# Wine and must production vs end-of-campaign stock per colour in EU



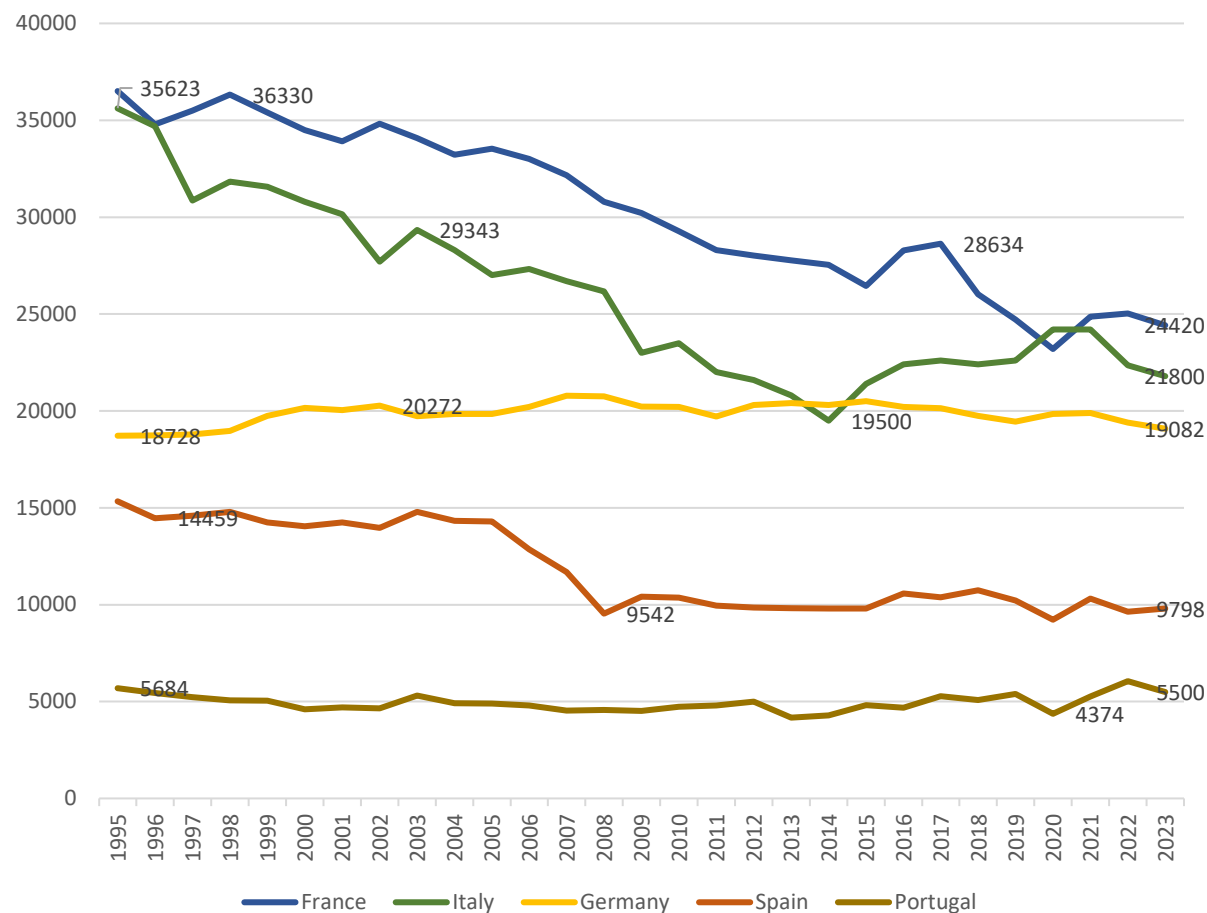
Source: [agridata.ec.europa.eu](https://agridata.ec.europa.eu)



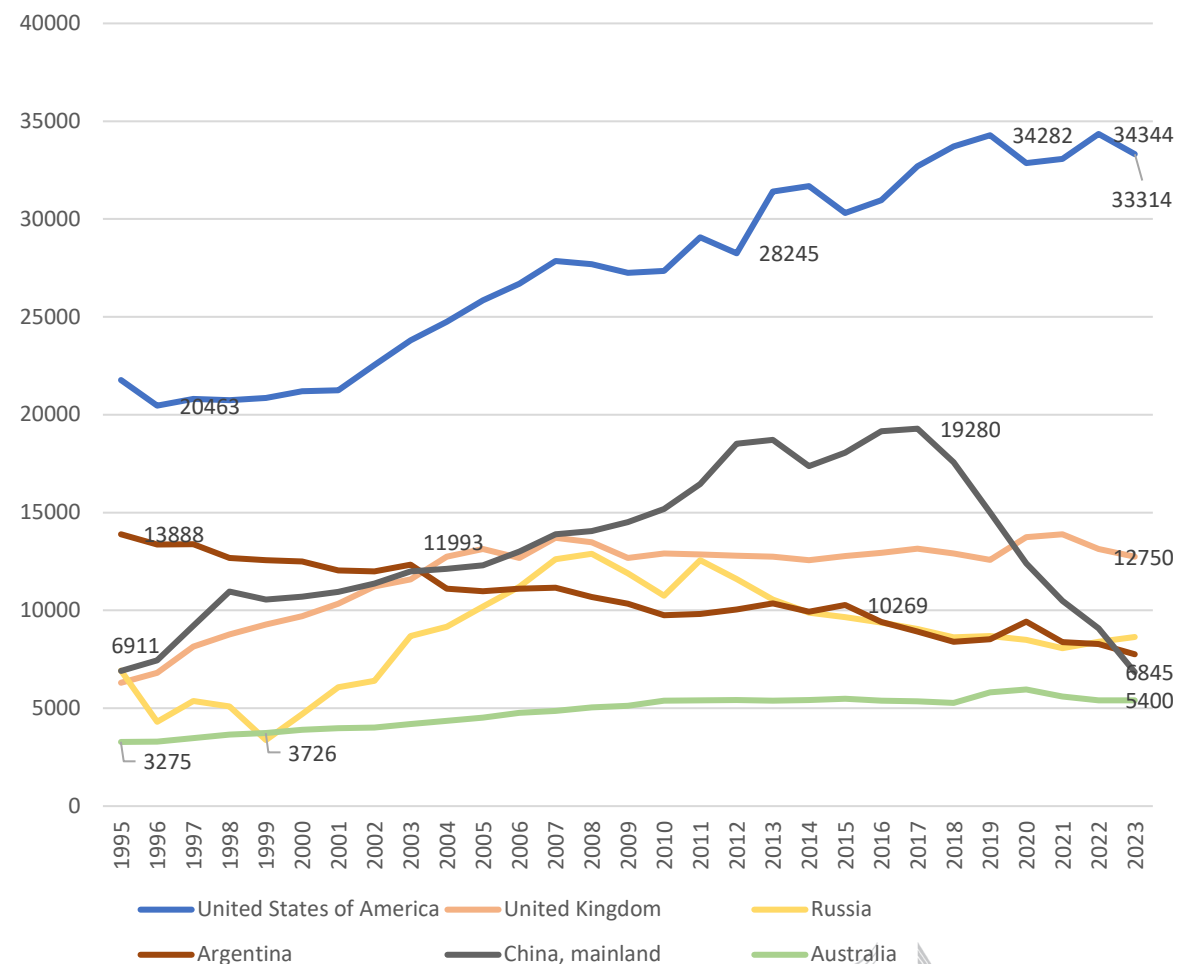
European  
Commission

# Wine consumption main consuming countries

EU main Wine consuming countries 1000 HI



Non EU main consuming countries 1000 HI



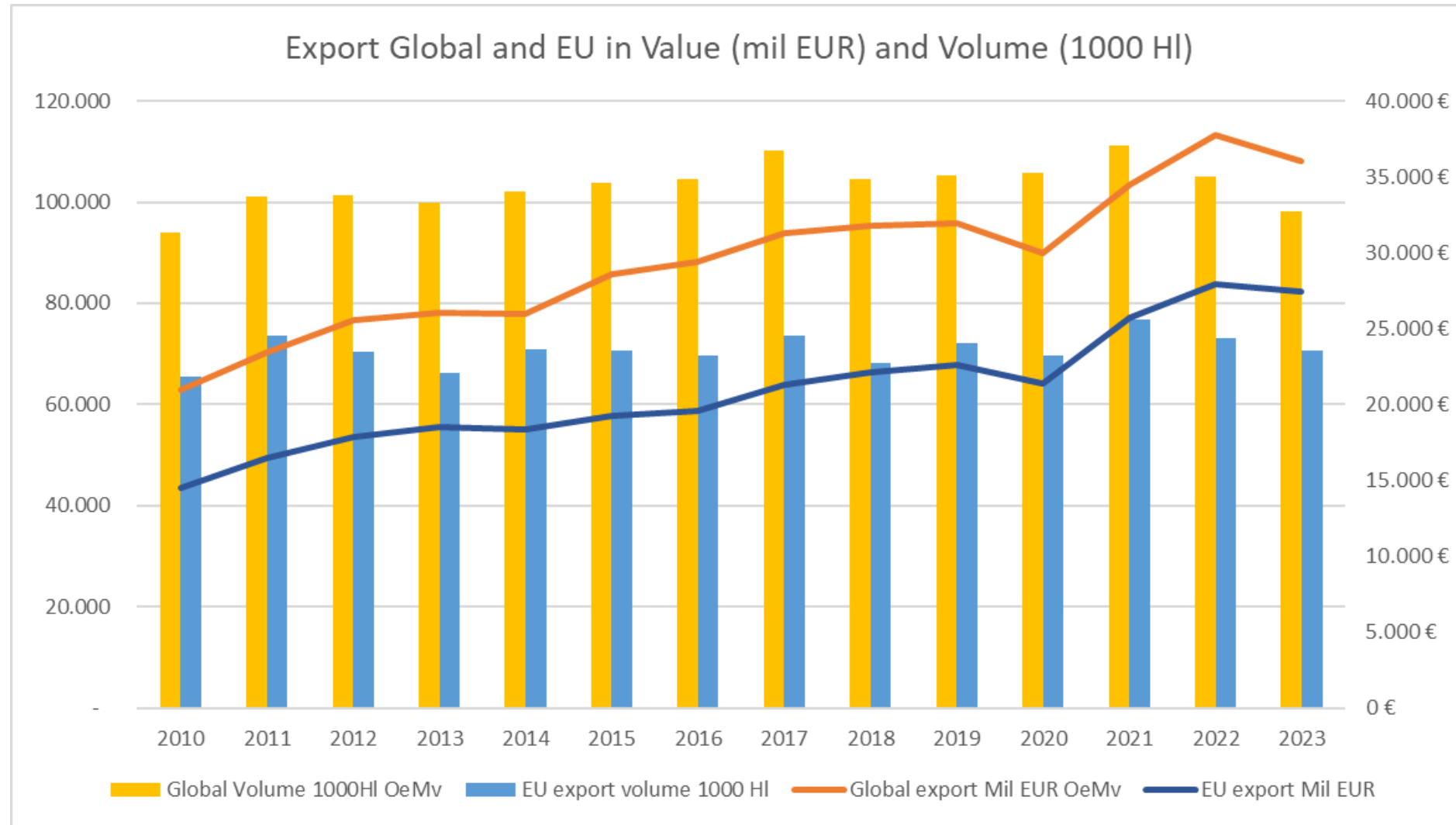
Source: OIV



European Commission



# Exports



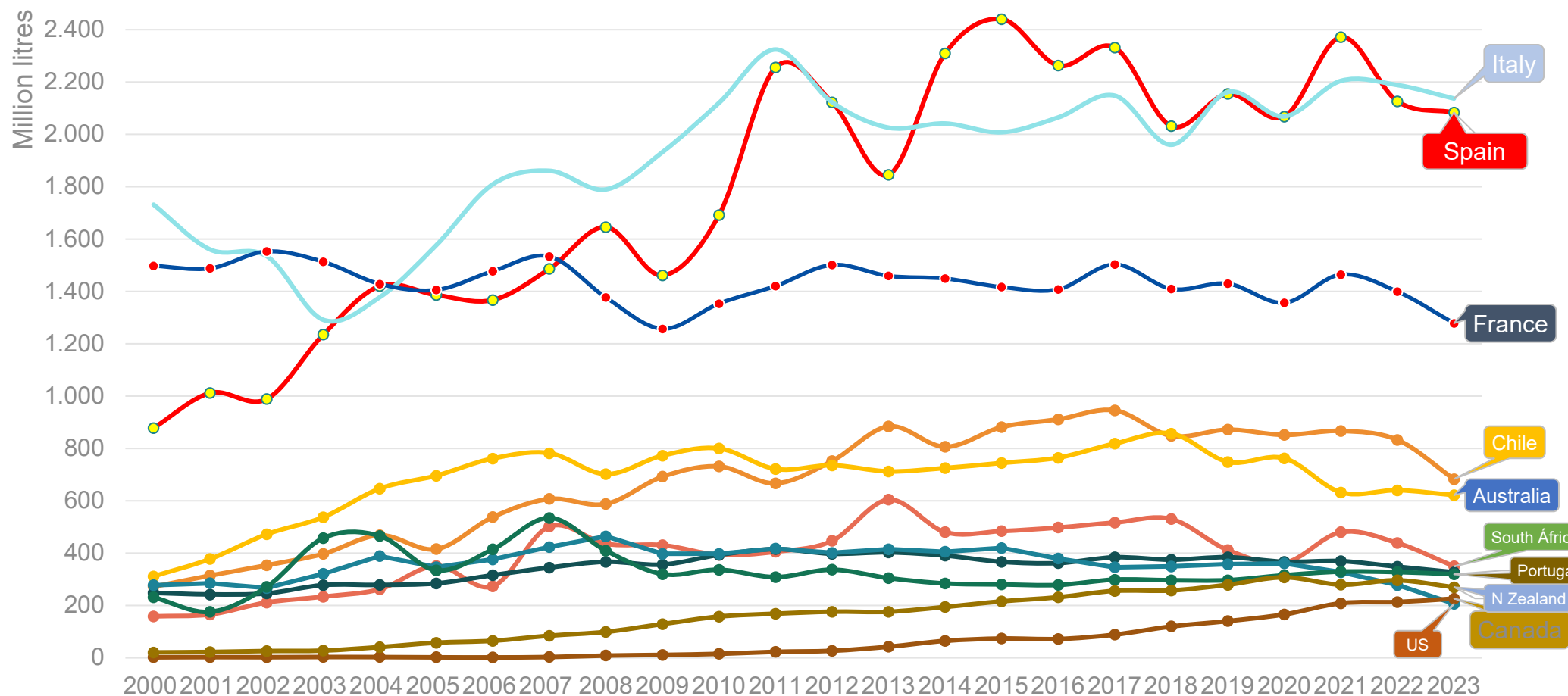
Source: [agridata.ec.europa.eu](https://agridata.ec.europa.eu) and OIV statistics



European  
Commission

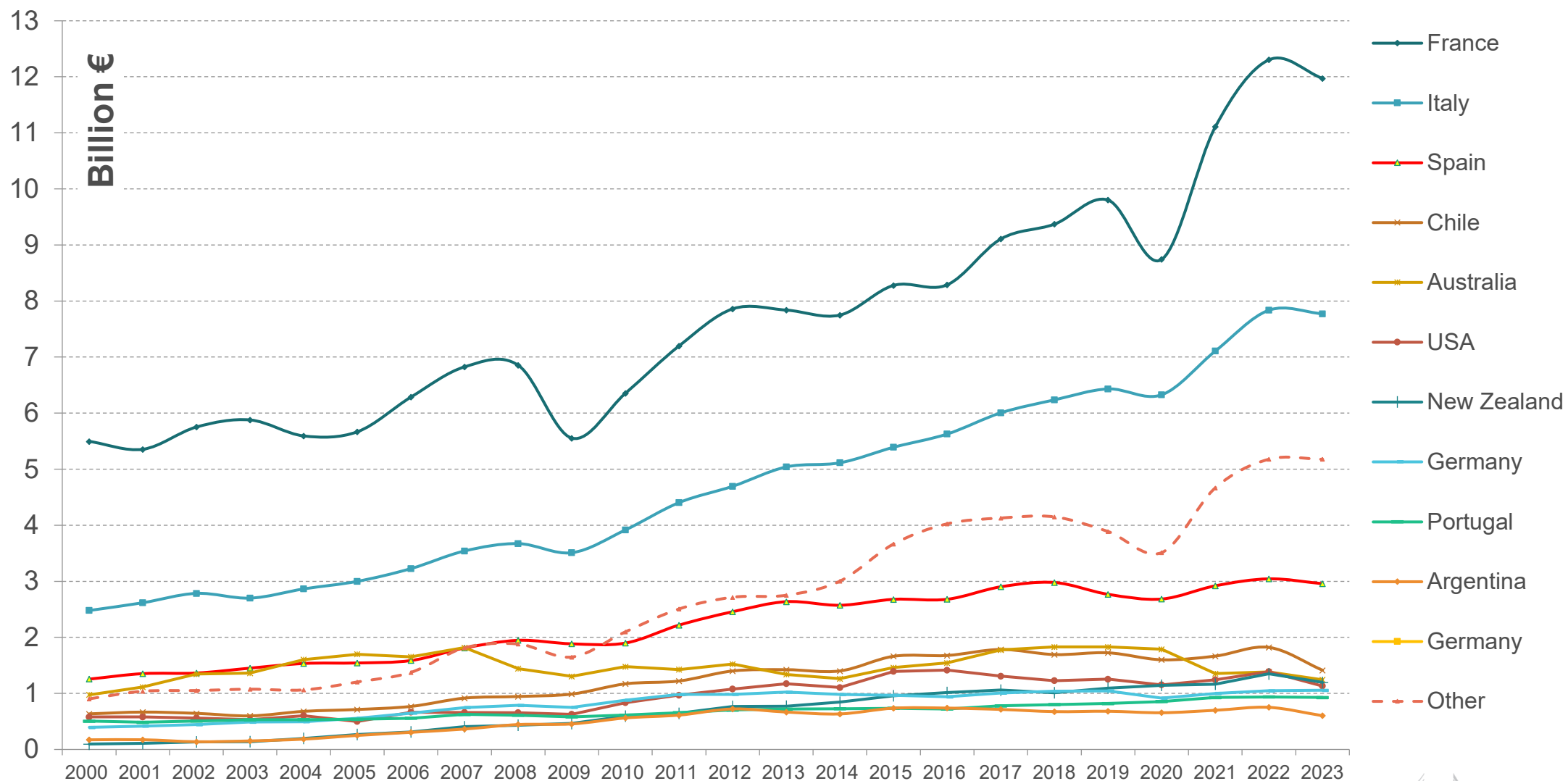


# Top world exporters in VOLUME



Source: OeMv – EU Market Observatory June 2024

# Top world exporters in VALUE

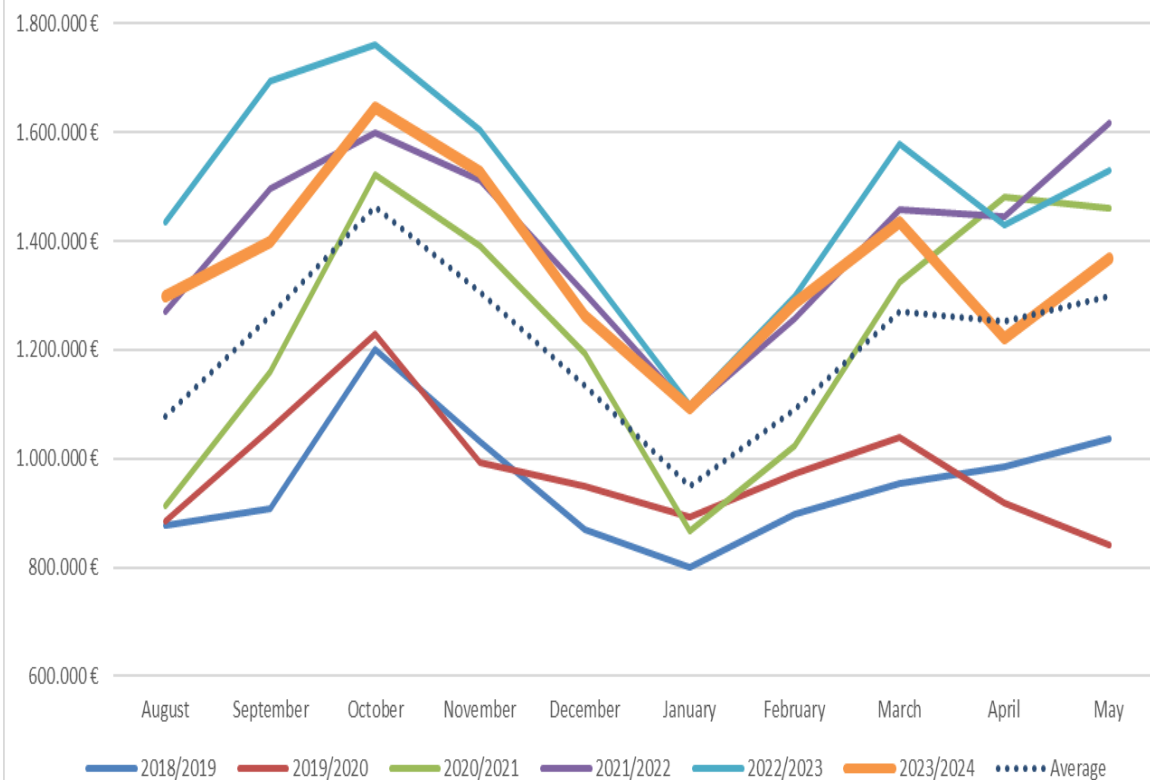


Source: OeMv – EU Market Observatory June 2024

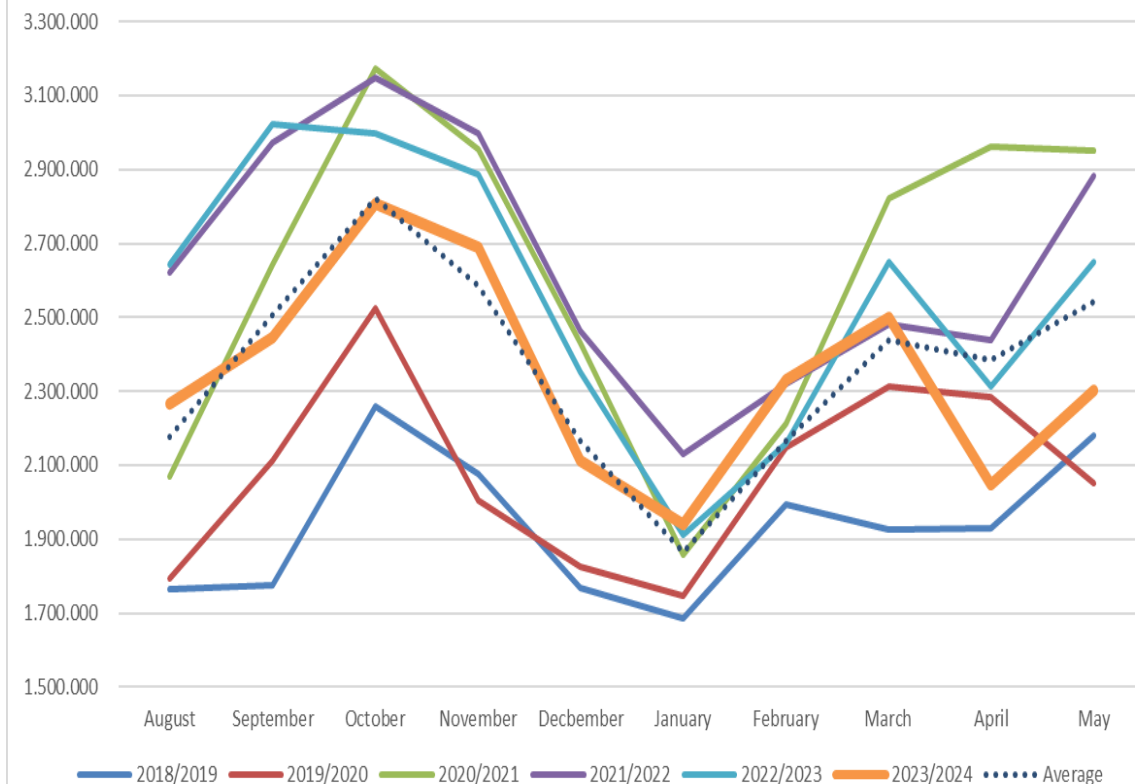


# Exports

EU Exports in 1000 EUR

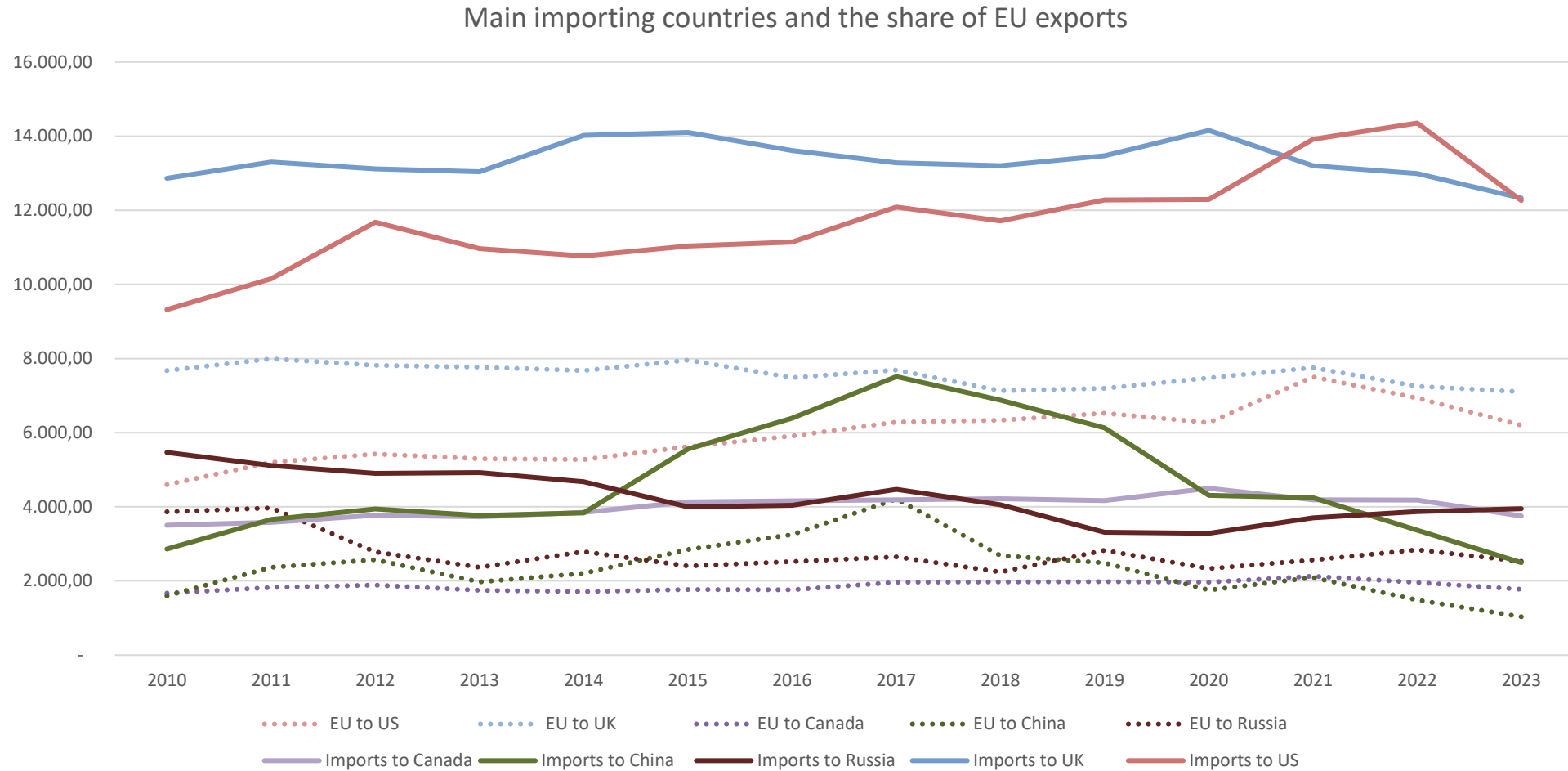


Exports in hl



Source: Comex and Taxud

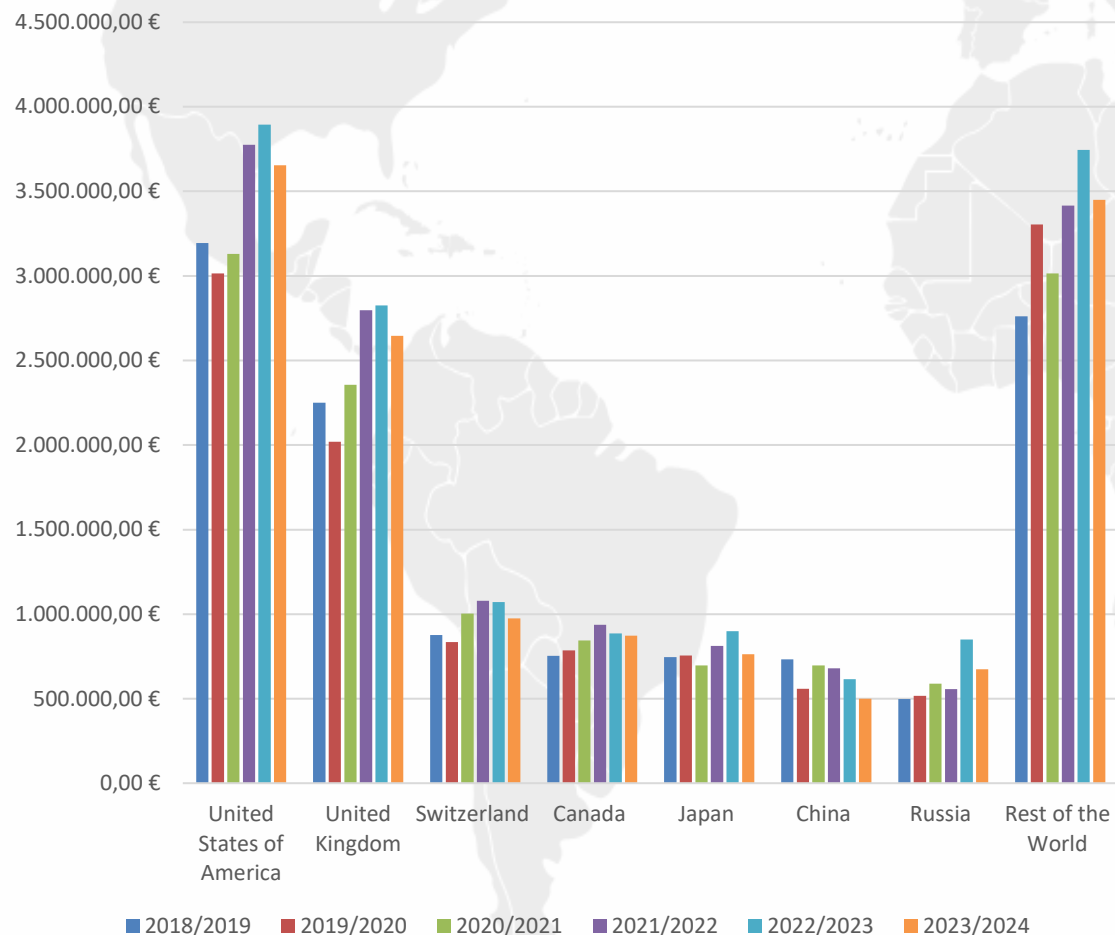
# Top world importers and the share of EU market



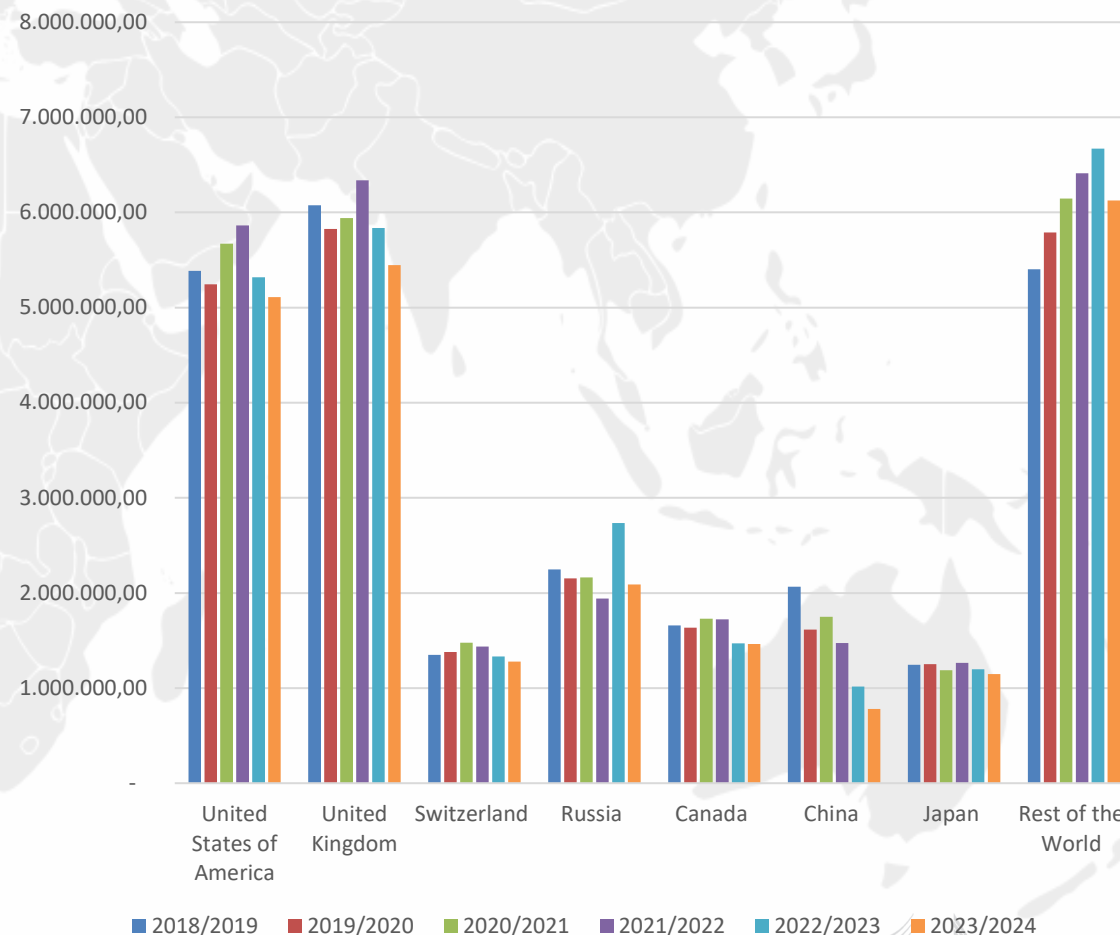
Source: OIV /Data agri portal

# Top Destinations for European Wine

Main importing countries in 1000 EUR first 10 months of the marketing year



Main importing countries in H1 first 10 month of the marketing year



Source: [agridata.ec.europa.eu](https://agridata.ec.europa.eu)



# **Special Market Observatory update**



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# Future Prospects of the EU Wine Sector

## Overview:

**Economic and Social Impact:** The EU wine sector is integral to the economy, contributing €130 billion and 2.9 million jobs in 2022.

**Quality and Competitiveness:** Post-2008 reforms increased wine quality and competitiveness, with EU wines leading in global markets.

## Challenges:

**Consumption Decline:** Global wine consumption hit a 29-year low in 2023. EU consumption has been declining since 2000, influenced by demographic changes and evolving consumer preferences.

**Trade and Production:** While EU exports have thrived, recent trends show a decrease in demand and overproduction, exacerbated by climate change impacts.

## Strategic Recommendations:

**Adapt to Market Trends:** Address de-consumption by aligning supply with demand and diversifying product offerings.

**Innovation and Sustainability:** Invest in sustainable practices, climate adaptation, and leveraging local varieties.

**Regulatory Support:** Adapt regulations to support market resilience and competitiveness, ensuring the EU maintains its global leadership.

## Next Steps:

Endorsement

High Level Group

# High Level Group

- **Purpose:** Address the future sustainability of the EU wine sector facing market challenges
- **Objectives**
  1. Discuss market challenges and opportunities
  2. Evaluate potential solutions
  3. Formulate strategic recommendations for future policies
- **Challenges:** Declining domestic consumption, shifting consumer preferences, unstable international market, less predictable production and climate change
- **Meetings Schedule**
  - **Meeting I (11 Sep 2024):** Evidence gathering, sector representatives
  - **Meeting II (14 Oct 2024):** In-depth policy discussions
  - **Meeting III (15 Nov 2024):** Strategic conclusions
  - **Meeting IV (16 Dec 2024):** [if necessary ]
- **Participation**
  - **Attendees:** Director General level from 27 Member States
  - **Location:** Brussels, with interpretation
- **Action Required**
  - **Save Dates:** 11 Sep, 14 Oct, 15 Nov, (16 Dec)
  - **Further Details:** Formal invitations to follow

**Thank you!**