A close-up photograph of a wine bottle neck and its cork. The cork is a natural, textured brown color and is positioned at the top left, slightly out of focus. Below it, the neck of a dark green glass bottle is visible, wrapped in a vibrant red foil. The bottle neck is in sharp focus, showing the texture of the glass and the metallic sheen of the foil. The background is a solid black, creating a high-contrast, dramatic effect.

Consumption Patterns of the different types of Wine in Spain in the last decade

European Wine Observatory

06-06-2023

A close-up photograph of a wine bottle neck and its cork. The cork is a natural, textured brown color and is positioned at the top left, slightly out of focus. Below it, the neck of a dark green glass bottle is visible, wrapped in a vibrant red foil. The bottle neck is in sharp focus, showing the texture of the glass and the metallic sheen of the foil. The background is a solid black, creating a high-contrast, dramatic effect.

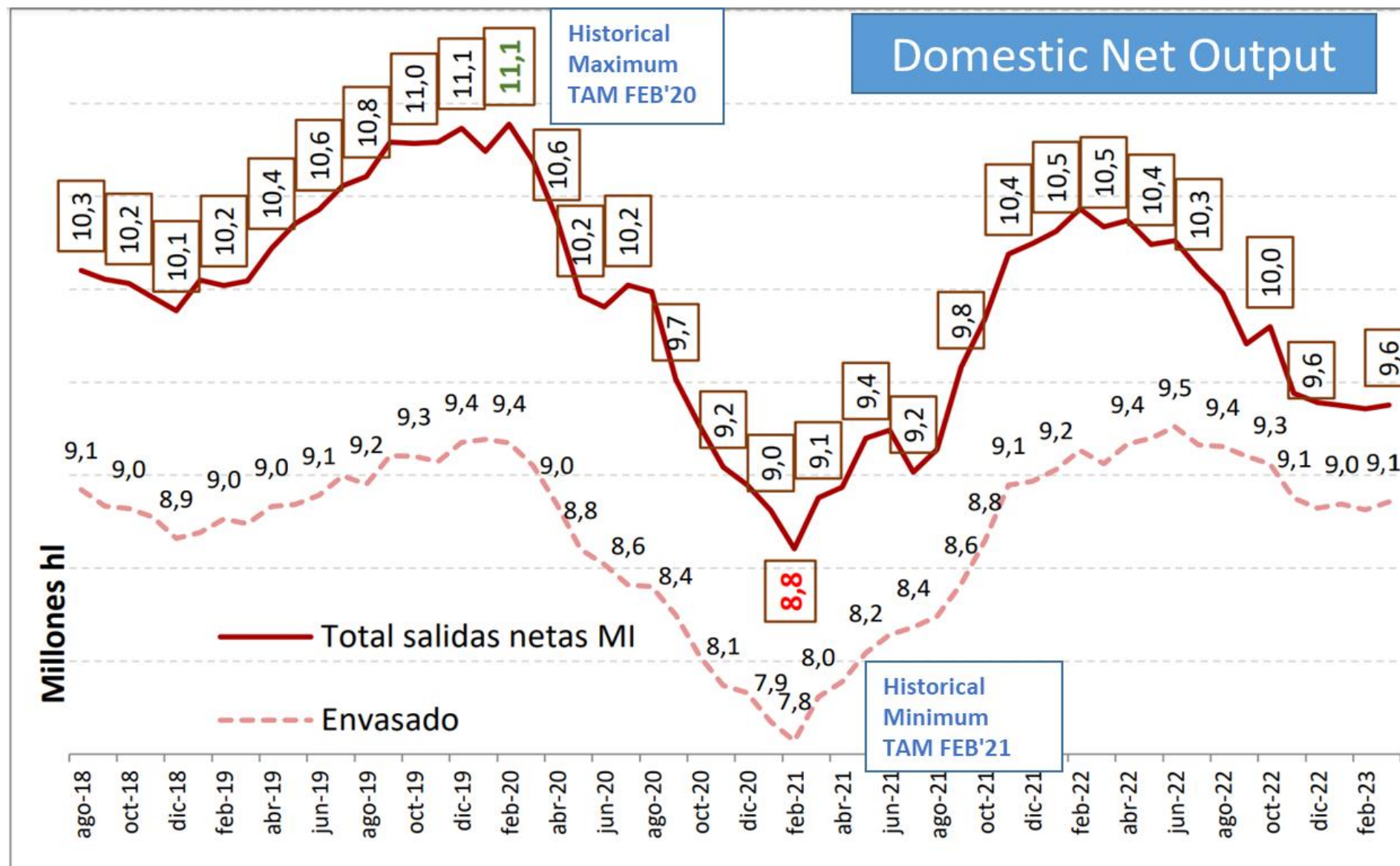
Content of Presentation

- Domestic Market
 - Wine consumption at home
 - Wine Consumption away from home
 - Total wine consumption
- International market
 - Spanish wine exports

Wine Consumption at Home

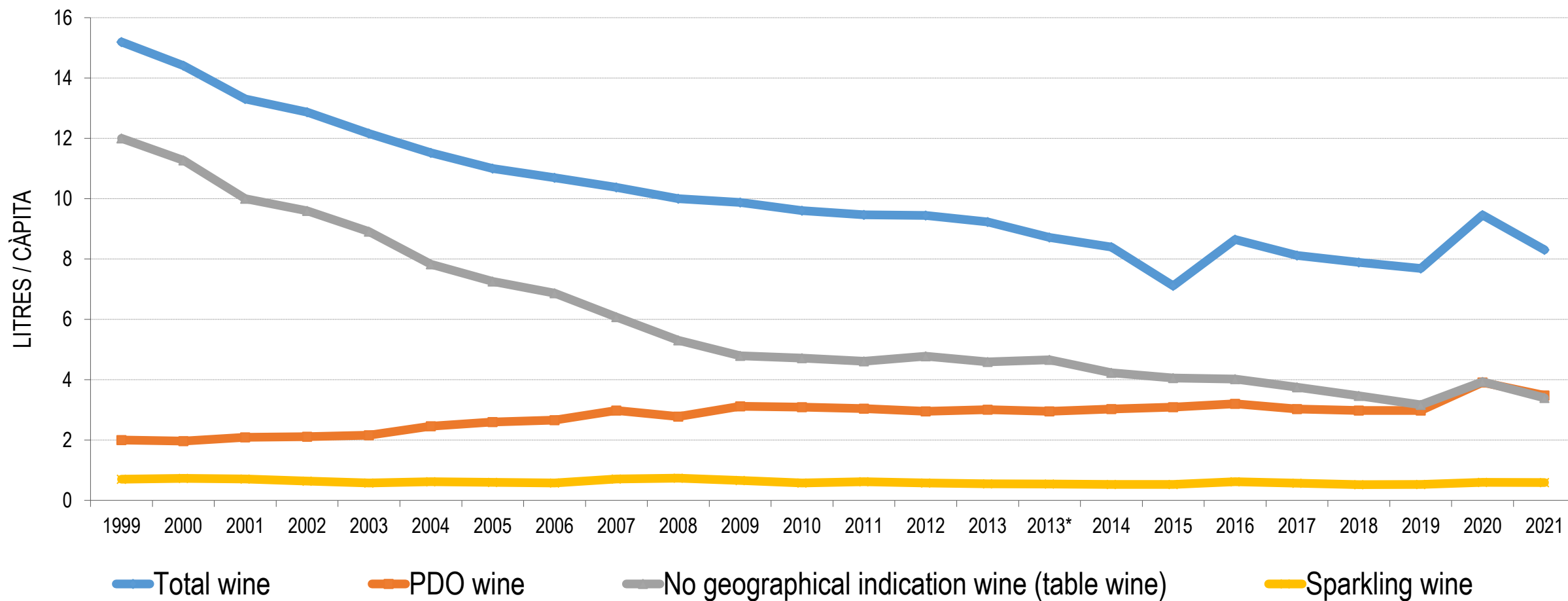
Wine Consumption at Home

Domestic Net Output



Wine Consumption at Home

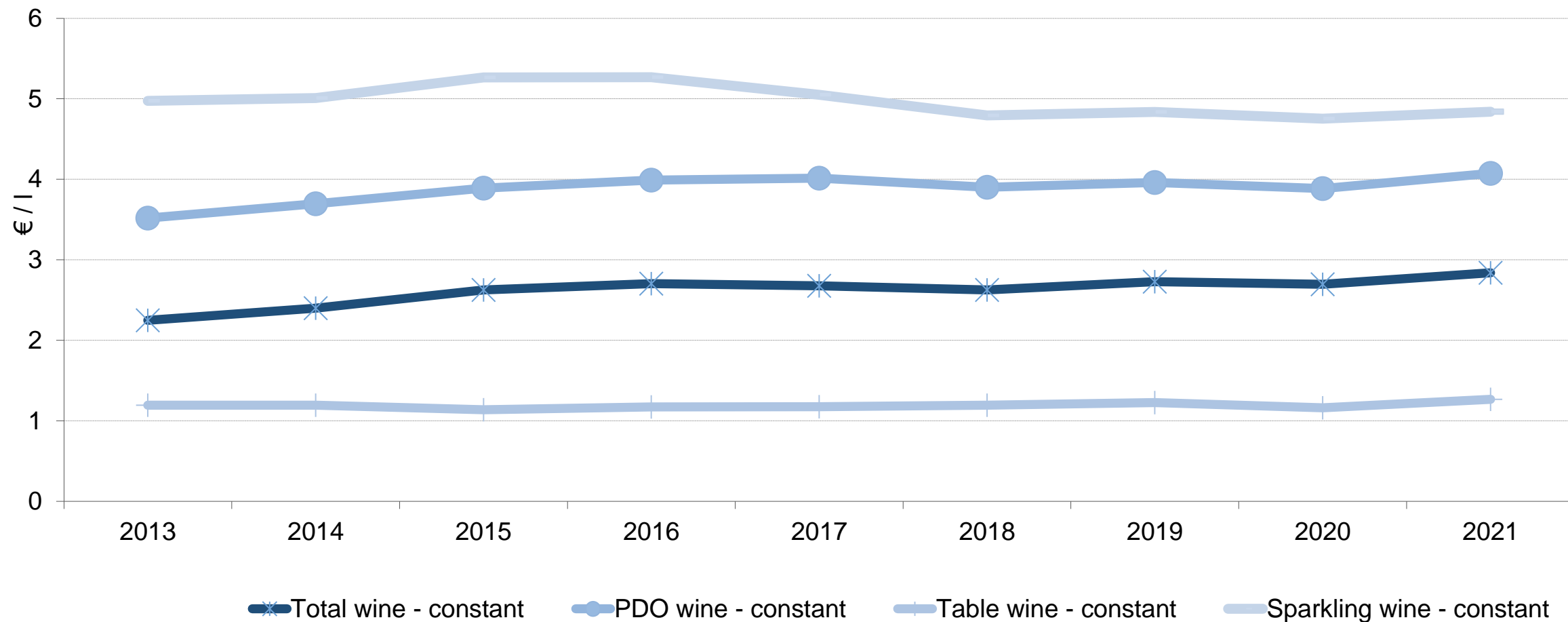
Per capita consumption



Own figure based on MAPA (2023)

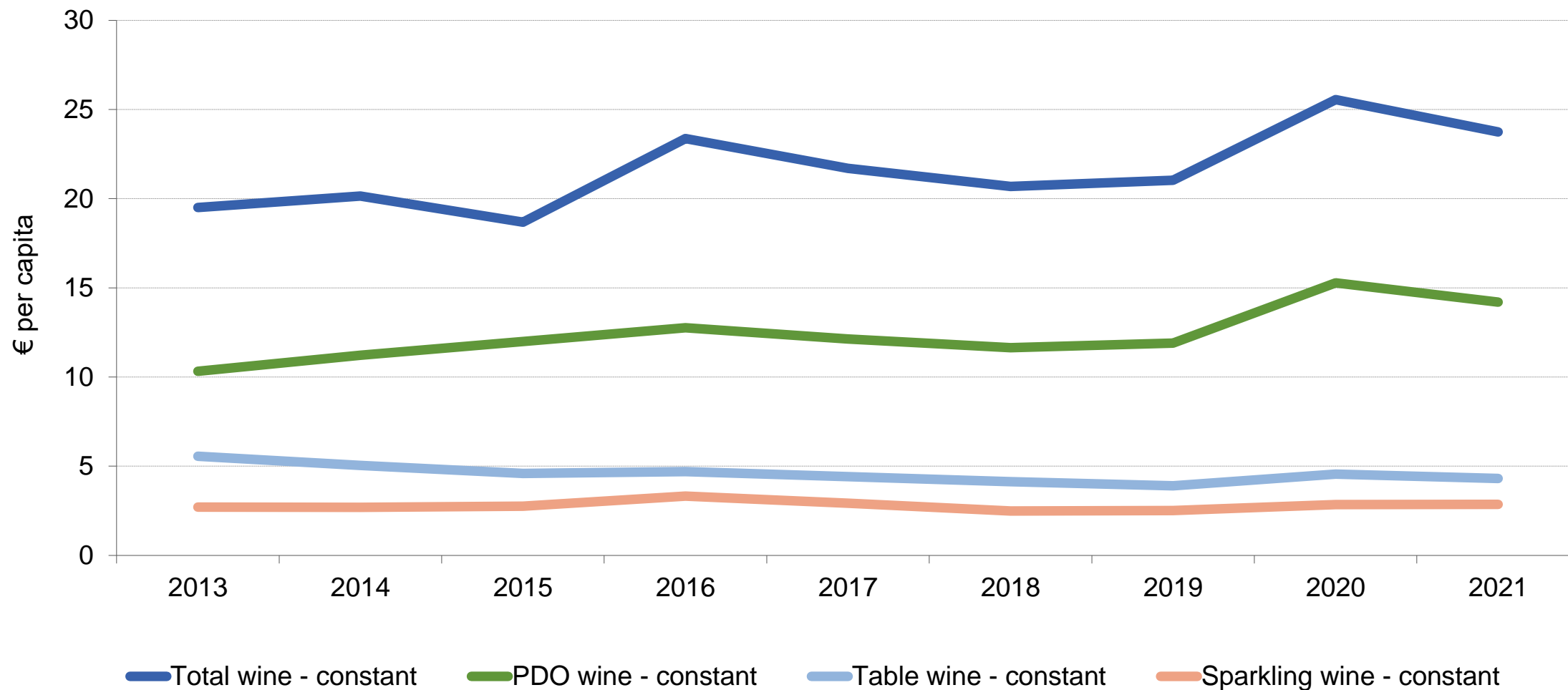
Wine Consumption at Home

Price (Constant Base 2016)



Wine Consumption at Home

Per capita Expenditure (Constant Base 2016)



Wine Consumption Out of Home

Wine Consumption Out of Home

	Volume 2021 (Ml.)	Vol. 2022 (1)	% Var (2)	Value 2021 (M€)	Value 2022 (1)	% Var (2)
Still Wine	86,2	21,39	58,6%	745,61	183,14	65,2%
Cava	3,86	0,73	90,4%	23,01	4,72	107,5%
Wine Derived Beverages	37,34	4,77	31,9%	156,33	23,61	49,1%
Total Wine	127,39	26,9	53,8%	924,96	211,47	64,0%

(1) First quarter

(2) Comparison with first quater 2021

(3) Sangría, tinto verano.....

Alimarket (2022)

Total Wine Consumption

Total Wine Consumption

Marketing channels per Volume¹

	2020	2021	2022	% Var 22/21
Food channels (supermkt & hypermkt)	42,8%	48,1%	40,4%	-6,0%
Horeca	20,4%	16,3%	20,4%	39,4%
3 rd channel ²	36,8%	35,6%	39,2%	23,2%
Total (M hl)	10,22	9,22	10,31	11,9%

¹ Year-on-year data up to July-22

Alimarket (2022)

² Wine shops, wine clubs, direct sales, self-consumption, on-line shops

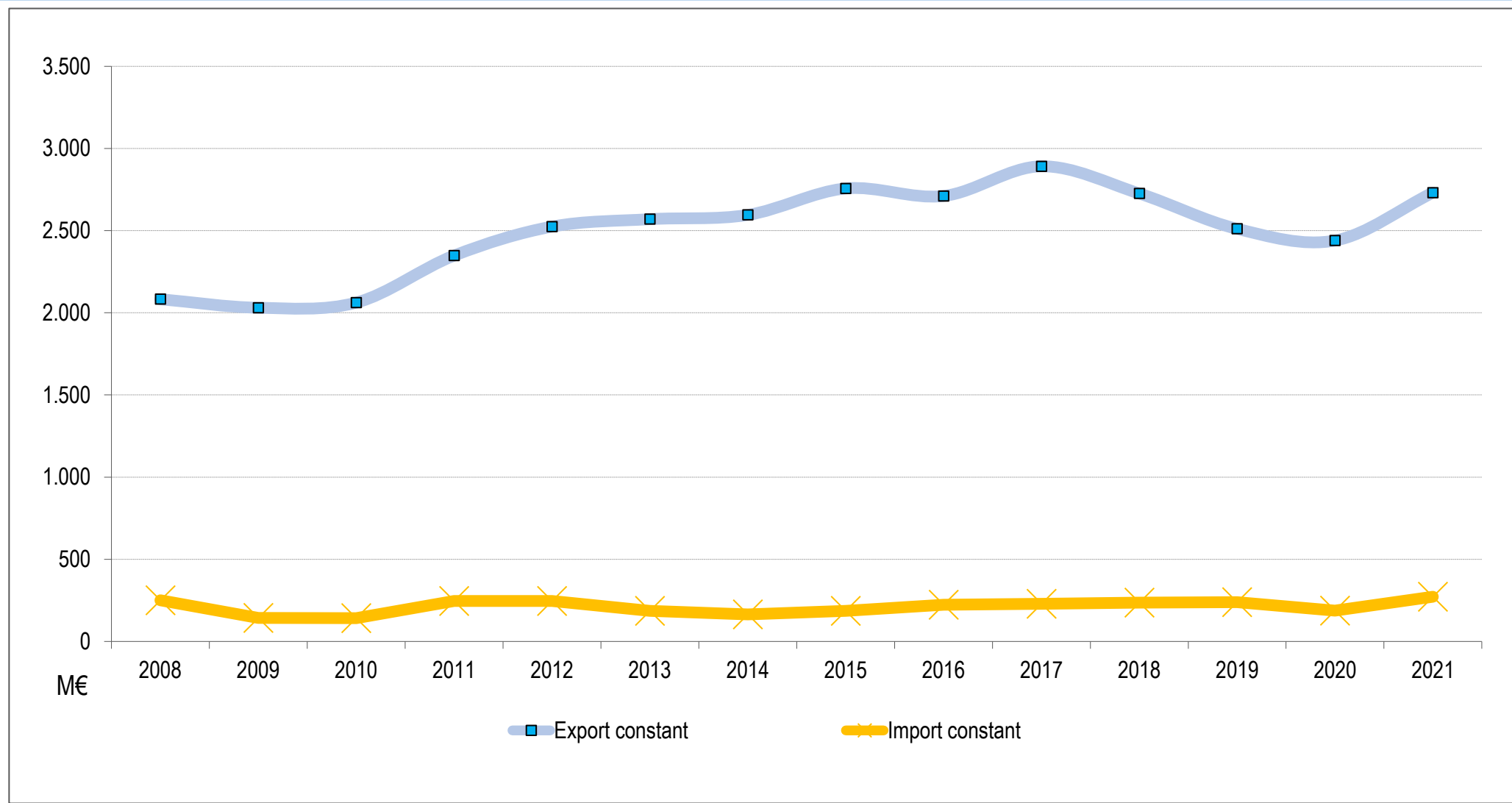
Wine Consumption at Home

Organized Distribution Wine Sales (

D.O.	Value 2022 (M€)	% Var rt 2019	Volume 2022 (Ml)	% Var rt 2019
RIOJA	32,20%	-3,30%	26,70%	-0,20%
RIBERA DEL DUERO	14,50%	2,60%	9,20%	-0,10%
RUEDA	9,60%	-0,50%	11,00%	-2,10%
VALDEPEÑAS	7,10%	-8,50%	11,90%	-11,00%
RÍAS BAIXAS	3,90%	-13,90%	2,10%	-24,10%
LA MANCHA	3,30%	0,30%	8,40%	-4,00%
PENEDÉS	2,50%	-1,80%	2,30%	-4,20%
NAVARRA	2,00%	-11,90%	2,90%	-13,60%
VALENCIA	2,00%	5,10%	2,90%	-2,30%
SOMONTANO	1,90%	4,10%	1,50%	4,10%
UTIEL-REQUENA	1,60%	4,50%	2,50%	0,20%
RIBEIRO	1,00%	-15,60%	1,00%	-30,00%
CARIÑENA	0,90%	-3,20%	1,60%	-5,70%
JUMILLA	0,80%	9,10%	0,90%	-0,60%
REST DO	16,60%	-4,60%	15,20%	-14,10%
TOTAL	985,73	-3,00%	190,1	-6,90%

Spanish Wine Exports

Foreign Trade Evolution (Constant values)



Spanish Exports per Wine Type

Wine type	Value 2021 (M€)	% Var	Volume 2021 (Ml)	% Var	Price 2021 (€/l)	% Var
Total bottled Still Wines	1.770,80	8,70%	739,9	5,40%	2,39	3,10%
DOP	1.318,60	9,50%	327,1	1,50%	4,03	7,90%
IGP	134,7	-0,30%	133,7	4,30%	1,01	-4,40%
Varietal	124,6	11,40%	81,2	9,10%	1,53	2,10%
Non-designated (Table)	192,9	8,50%	197,9	11,80%	0,97	-3,00%
Total Still Wines from 2-10 l	64,7	3,40%	51,9	2,80%	1,25	0,60%
DOP	16,1	4,60%	7,9	-0,80%	2,03	5,50%
IGP	10,9	-7,40%	6,6	1,00%	1,65	-8,30%
Varietal	13,9	15,70%	11,8	16,60%	1,17	-0,80%
Non-designated (Table)	23,9	1,80%	25,5	-1,10%	0,94	2,90%
Total Still Wines in bulk	470,6	3,90%	1.286,80	22,10%	0,37	-14,90%
DOP	9,5	15,40%	8,6	7,10%	1,11	7,70%
IGP	16,4	-7,70%	33,7	16,60%	0,49	-20,80%
Varietal	125,8	0,60%	326,4	21,60%	0,39	-17,20%
Non-designated (Table)	318,9	5,70%	918,1	22,70%	0,35	-13,90%
Sparkling	472,9	17,70%	170,3	-1,80%	2,78	19,90%
Semi-sparkling	28,6	38,00%	30,4	59,40%	0,94	-13,40%
Liquor	71,7	15,10%	19,2	4,60%	3,74	10,10%
TOTAL	2.879,30	9,50%	2.298,50	13,90%	1,25	-3,90%