



Competitiveness of EU wines in main foreign consuming countries

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Summary

1. Objectives

2. Data and Methods

3. Results

1.Objectives

Objectives

- Through the use of some quantitative indicators we aim at analyzing the evolution of the competitiveness of EU wines in main foreign countries.
- Apart from EU wines, Australian and Chilean wine are also considered for comparison purposes.

2. Data and Methods

Data and Methods

1- Top Wine Producing Countries

2- Key Wine Export Destinations

3- Wine Types

4- Competitiveness indicators



Top Wine Producing Countries

- EU wines: **Spain, Italy, France,**
- Non EU wines: Chile and Australia, as emerging markets due to their unique climates and innovative production techniques, contributing high-quality wines to international markets.
- These countries together capture a balance of tradition, innovation, and global influence in the wine industry.

Key Wine Exporter Destinations

- **We selected for destination countries: Germany, United Kingdom, United States of America and Japan** as they represent some of the largest and most influential wine-consuming markets globally.
- **Germany** and the **United Kingdom** are among Europe's top wine importers, driven by a strong demand for both Old and New World wines.
- The **United States of America**, as the world's largest wine market, offers vast opportunities for diverse wine exports.
- **Japan**, though smaller, is a rapidly growing market with a strong appreciation for premium wines.

Wine Types

- **Sparkling wine**
- **Wine (Non-Sparkling) (no distinction about color)**

Competitiveness indicators

- **Evolution of Exports during the last decade (2014-23):** which examines how exporters have developed
- **Market Share:** highlighting the position of each country in the global market.
- **Unit Values:** assessing the average export prices.
- **Comparative Export Performance (CEP)** index which compares the competitive advantage of wine-exporting countries.

Comparative Export Performance Index (CEP)

It is based on export shares and therefore allows a comparison of results between two countries in a specific market, country, or region. The CEP index is defined by (Bobirca and Miclaus, 2011) as:

$$CEP = \ln \left(\frac{X_{iB}}{X_B} / \frac{X_{iW}}{X_W} \right)$$

X_{iB} : Country's exports of product i (Wine) to a specific market

X_{iW} : World's exports of product i (Wine) to a specific market

X_B : Country's total exports to a specific market

X_W : World's total exports to a specific market

CEP > 0: A country has a comparative export advantage in a specific market, compared to the world.

CEP < 0: A country has a comparative export disadvantage in a specific market, compared to the world.

CEP of country (A) > CEP (B) > 0: Country A has a greater advantage than country B in this specific market, compared to the world.

3. Results

Results

1- Germany

2- United Kingdom

3- United States of America

4- Japan

Results

1- Germany

Sparkling Wine

Non-Sparkling Wine

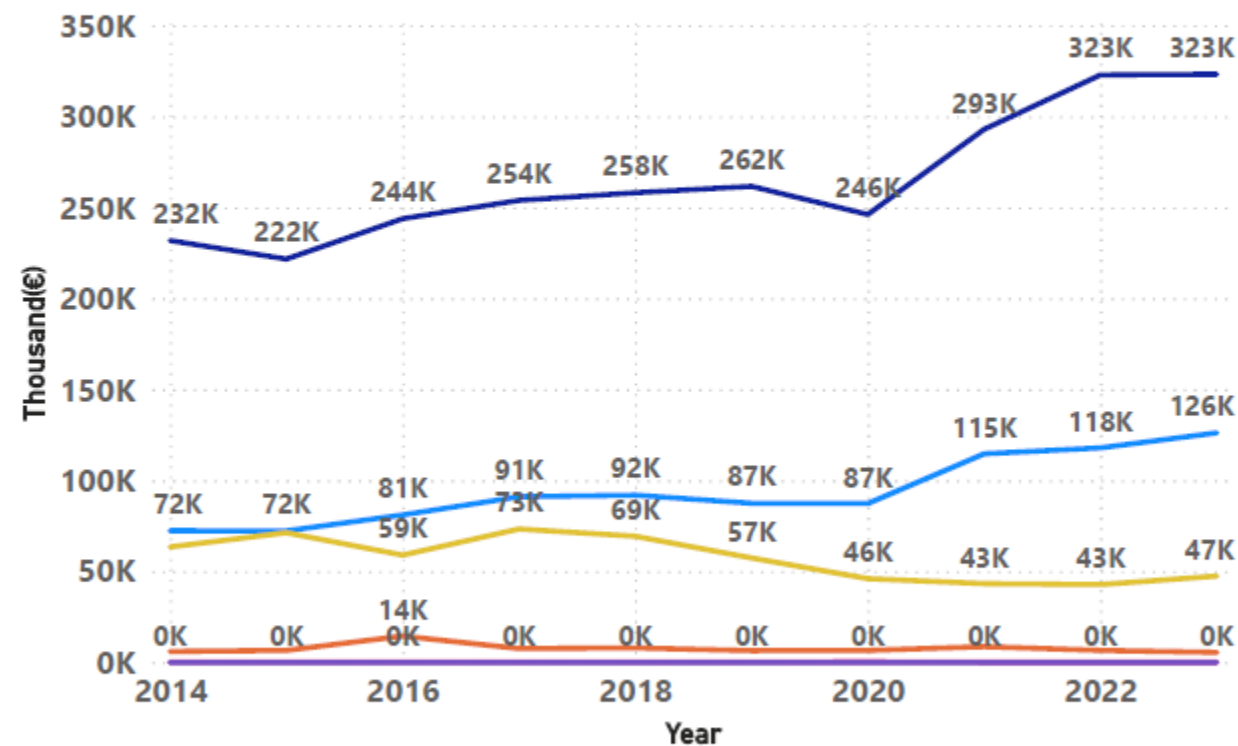
2- United Kingdom

3- United States of America

4- Japan

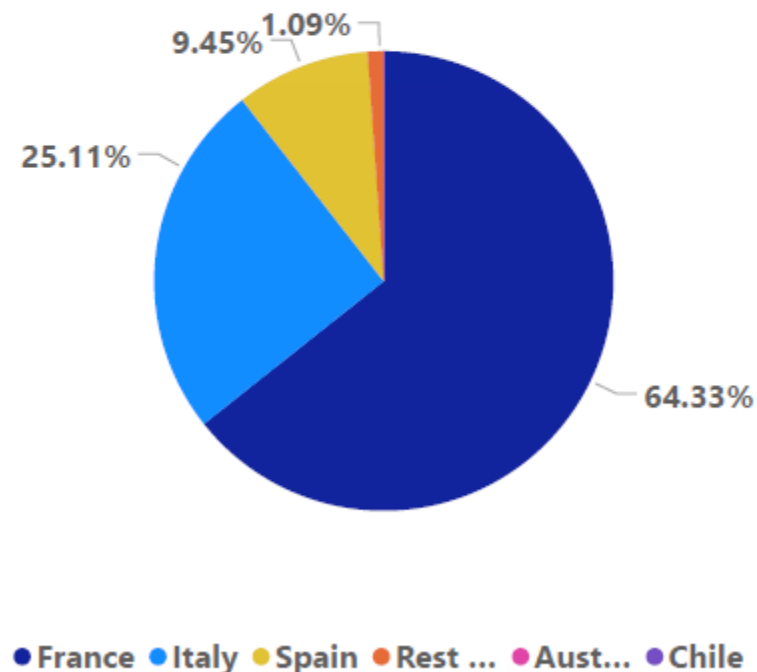
Export of sparkling wine to Germany

Value (Thousand€)



● Australia ● Chile ● France ● Italy ● Rest of the World ● Spain

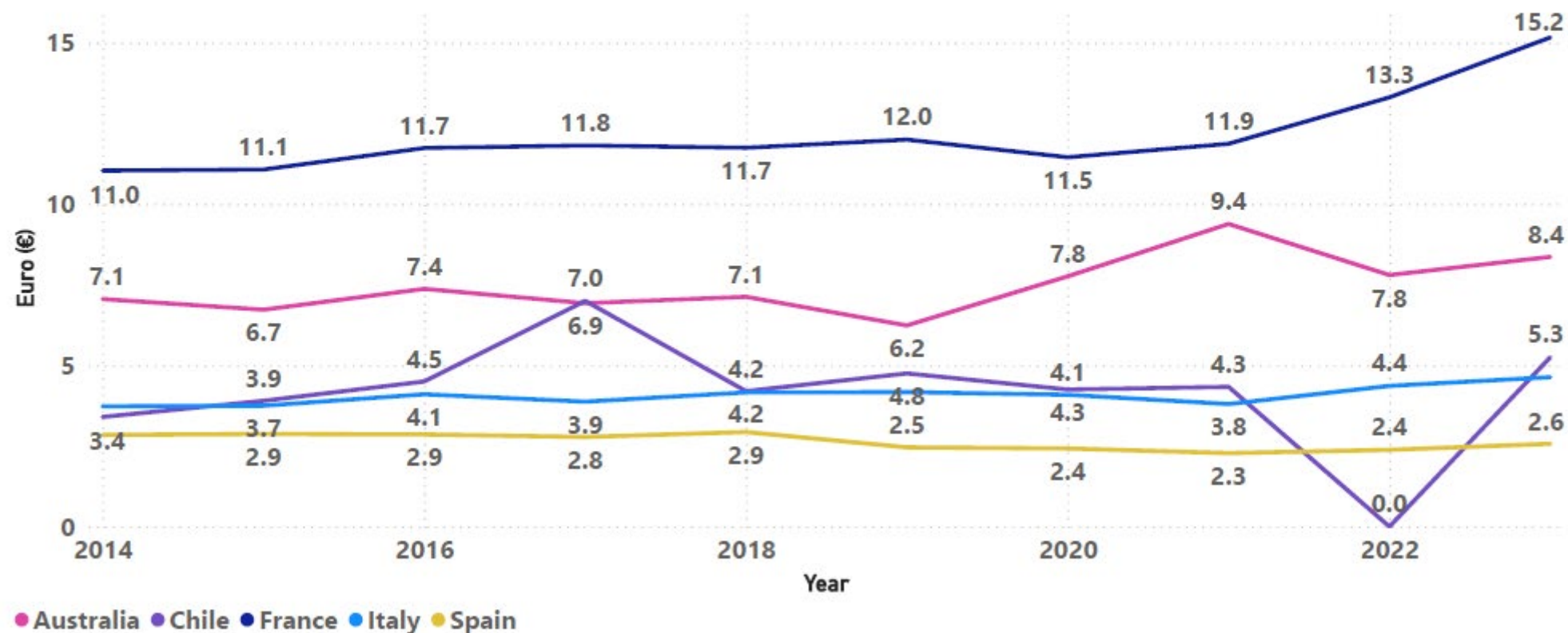
Market Share (%)



● France ● Italy ● Spain ● Rest ... ● Aust... ● Chile

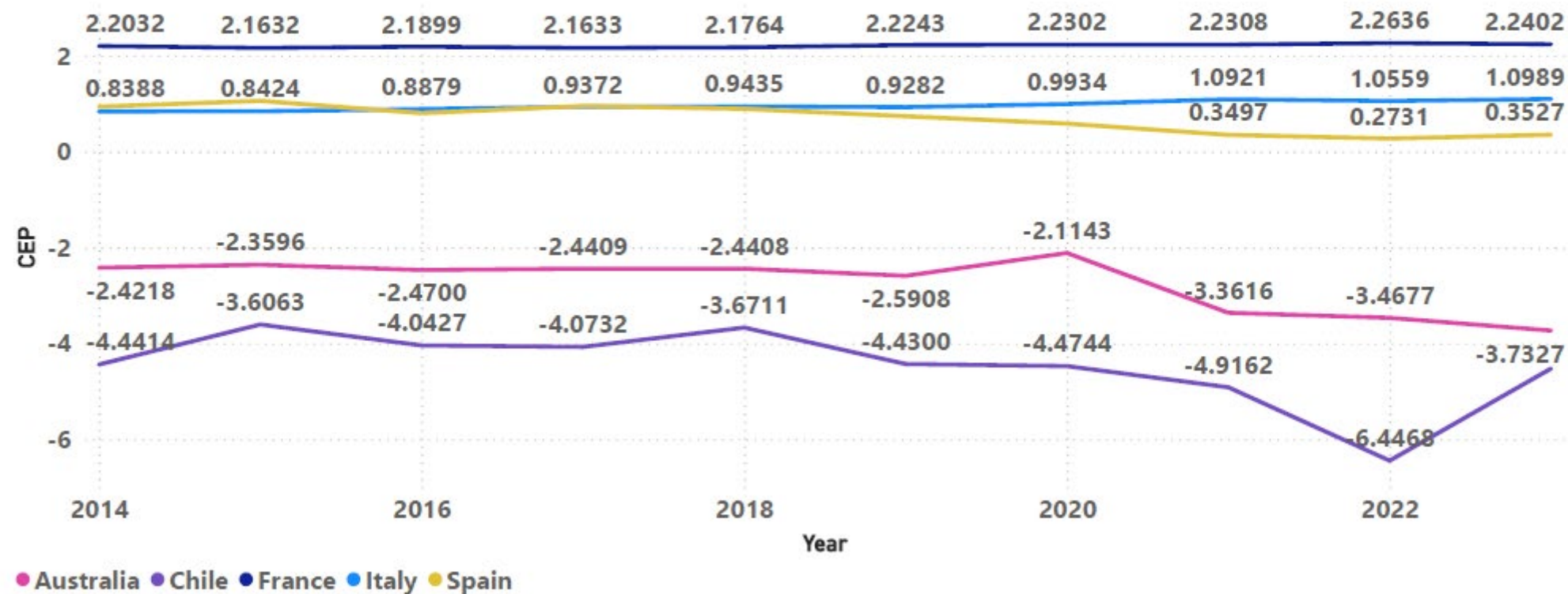
Export of sparkling wine to Germany

Unit Price (€)



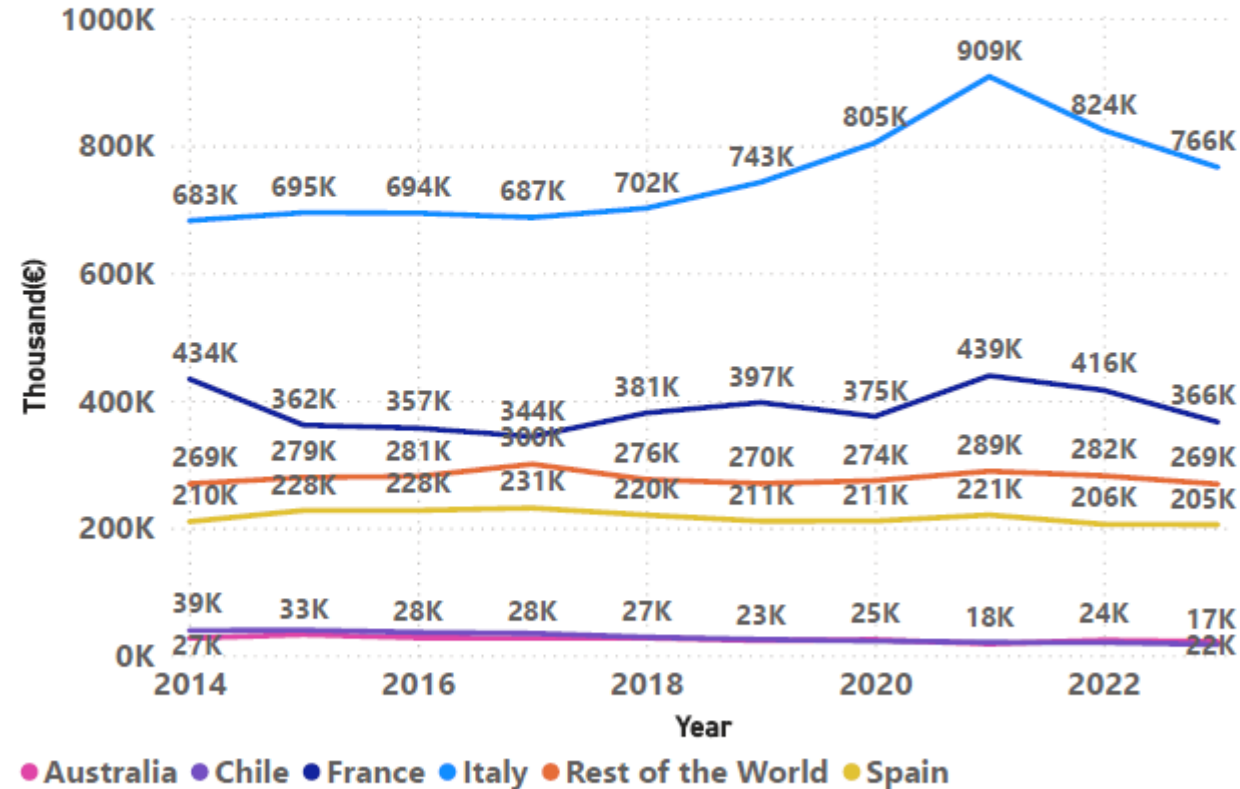
Export of sparkling wine to Germany

CEP Measure

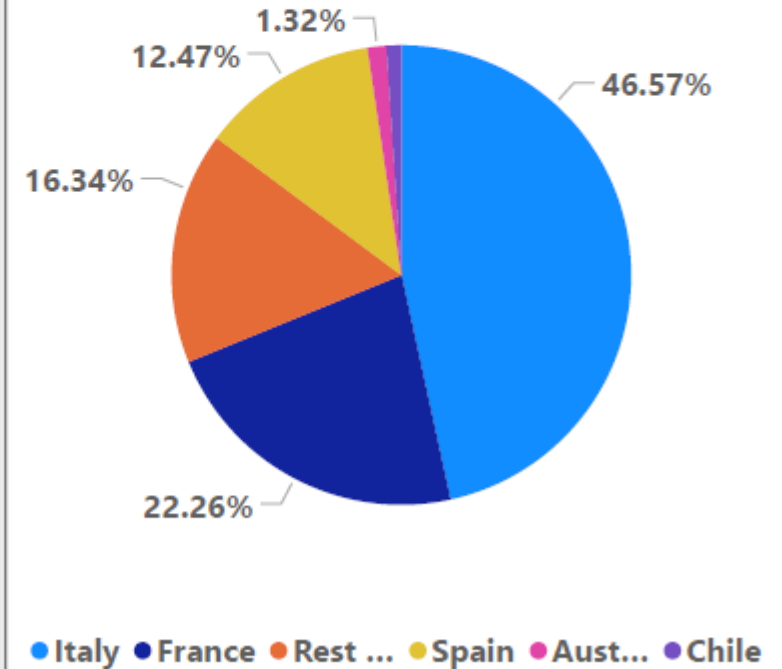


Export of wine(Non-Sparkling) wine to Germany

Value (Thousand€)

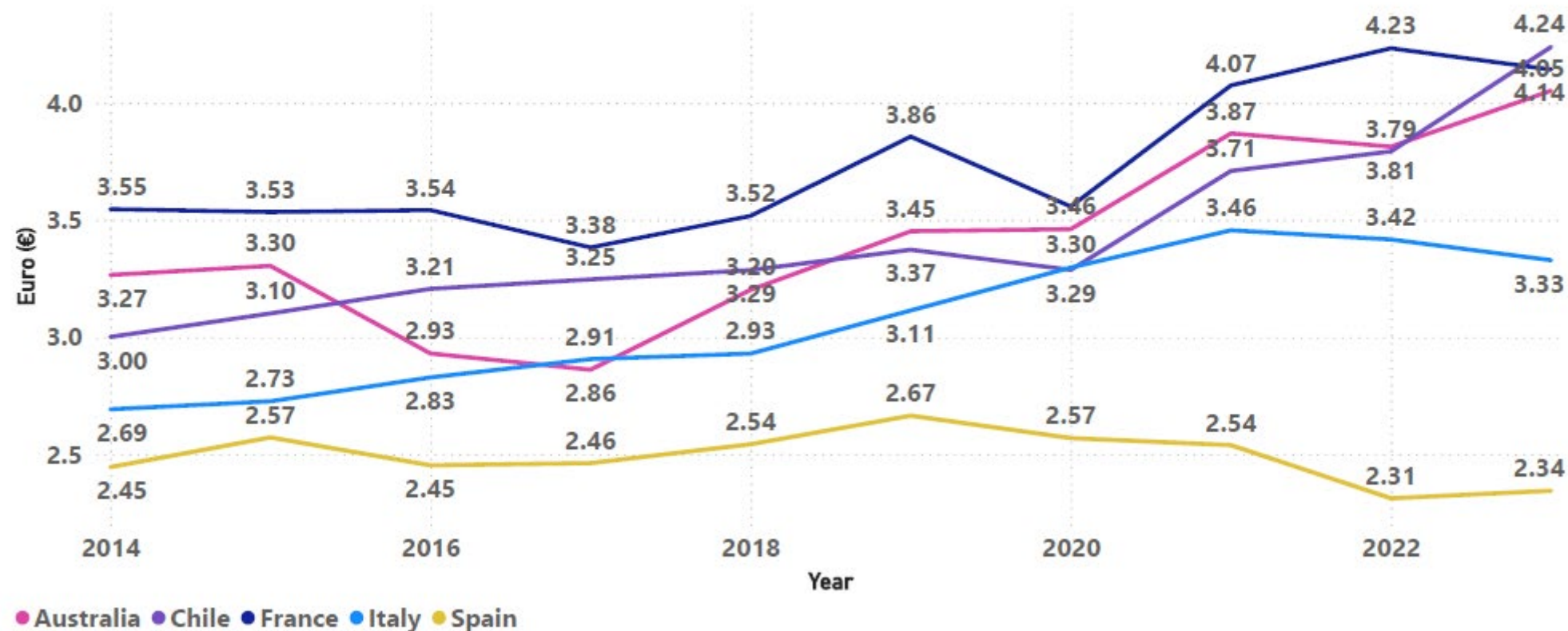


Market Share (%)



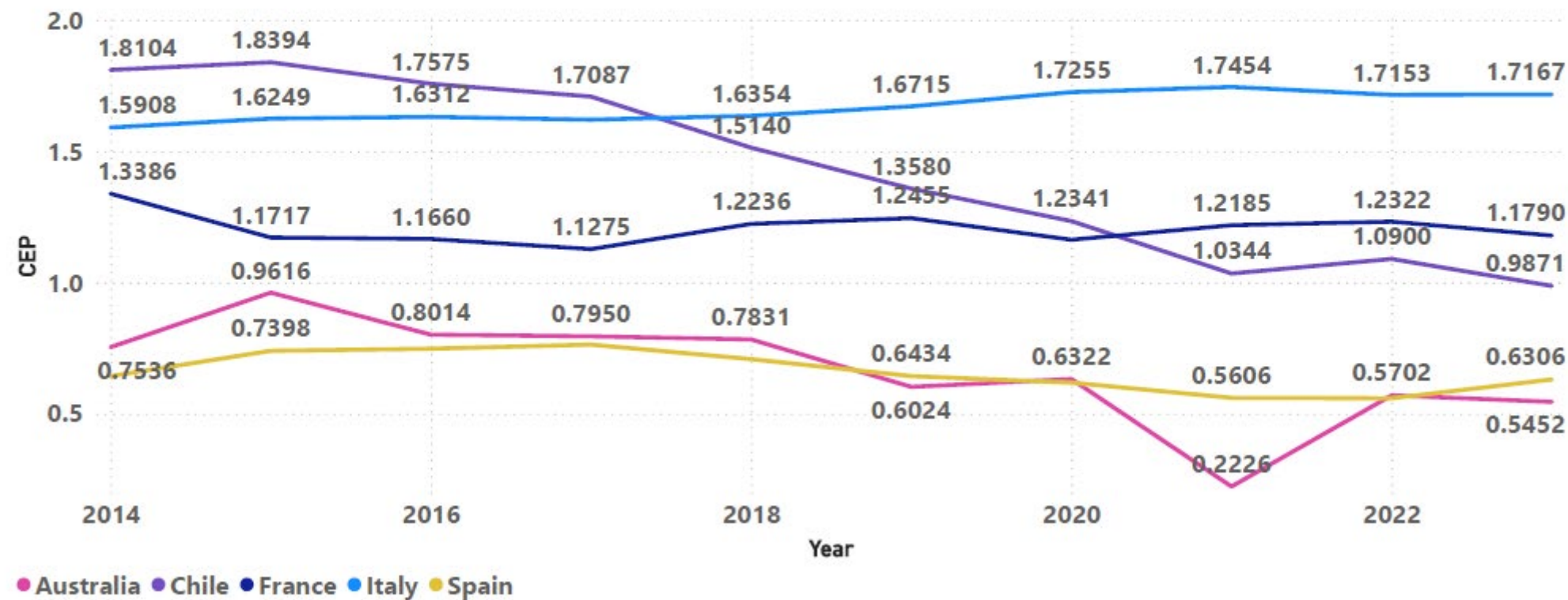
Export of wine(Non-Sparkling) wine to Germany

Unit Price (€)



Export of wine(Non-Sparkling) wine to Germany

CEP Measure



Results

1- Germany

2- United Kingdom

Sparkling Wine

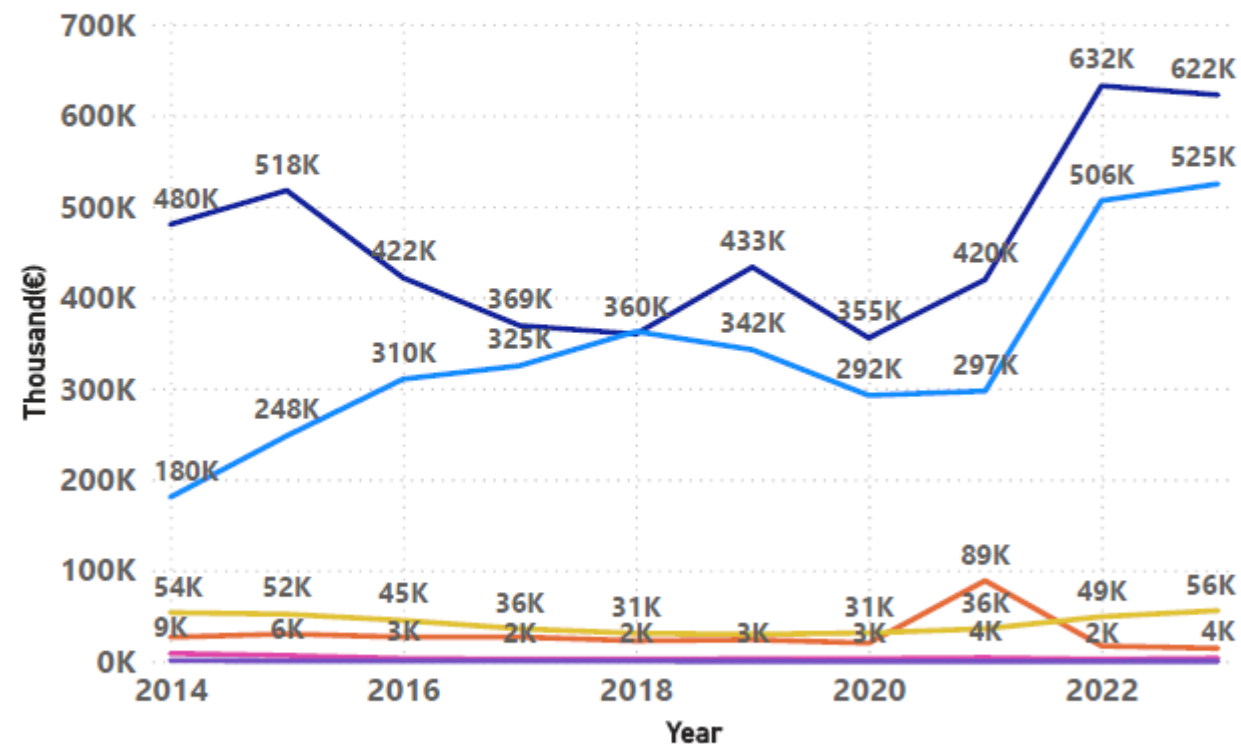
Non-Sparkling Wine

3- United States of America

4- Japan

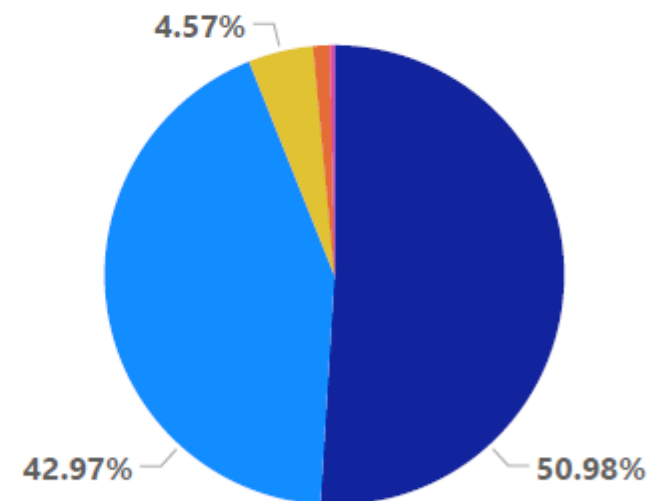
Export of sparkling wine to United Kingdom

Value (Thousand€)



● Australia ● Chile ● France ● Italy ● Rest of the World ● Spain

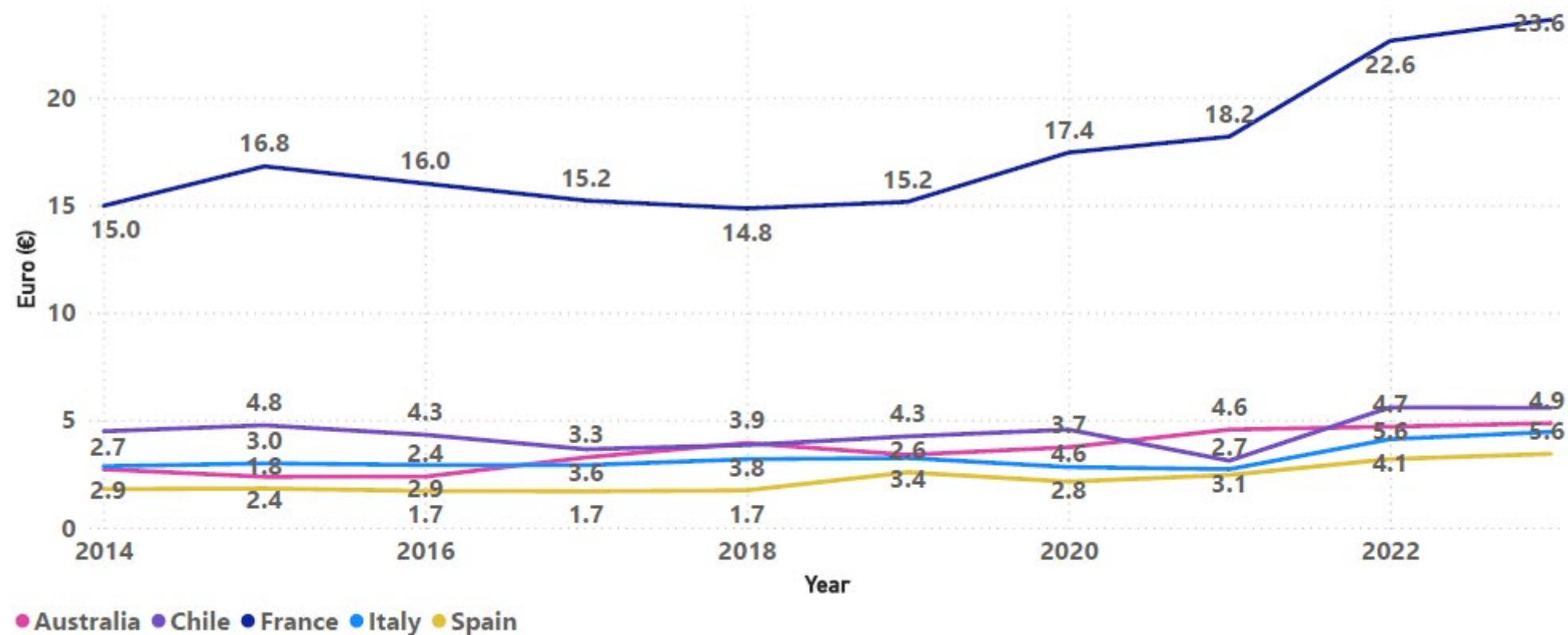
Market Share (%)



● France ● Italy ● Spain ● Rest ... ● Aust... ● Chile

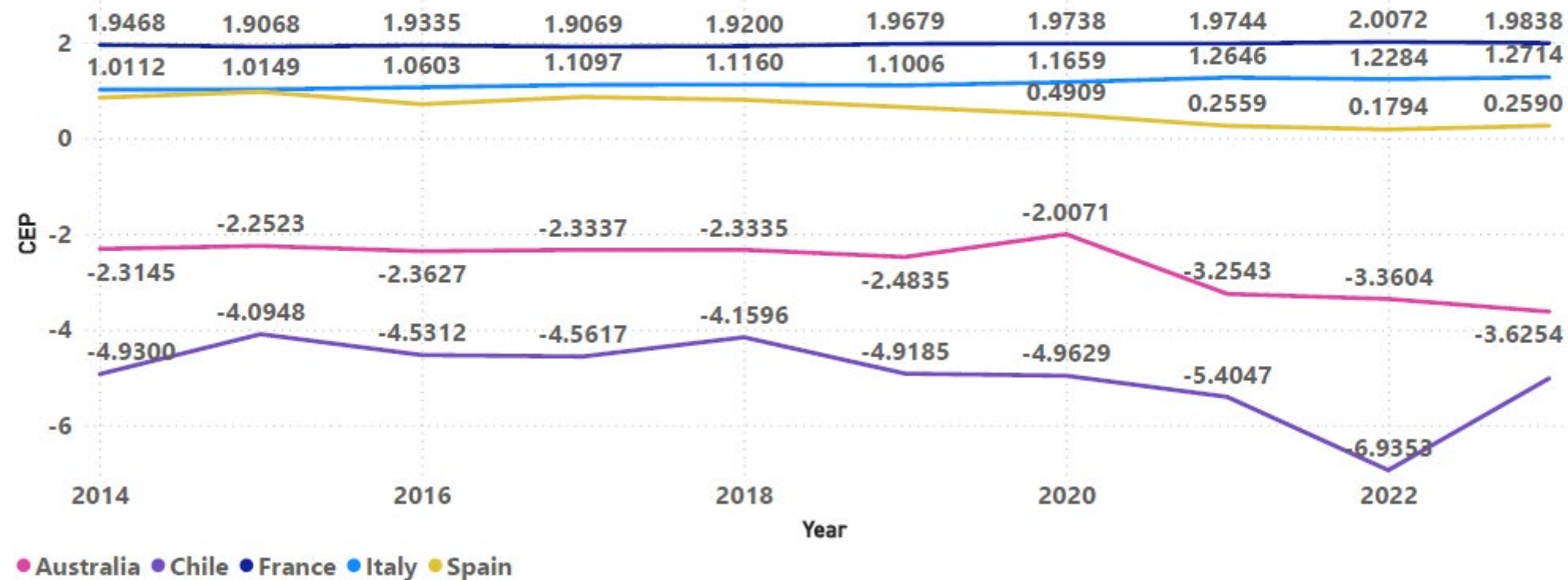
Export of sparkling wine to United Kingdom

Unit Price (€)



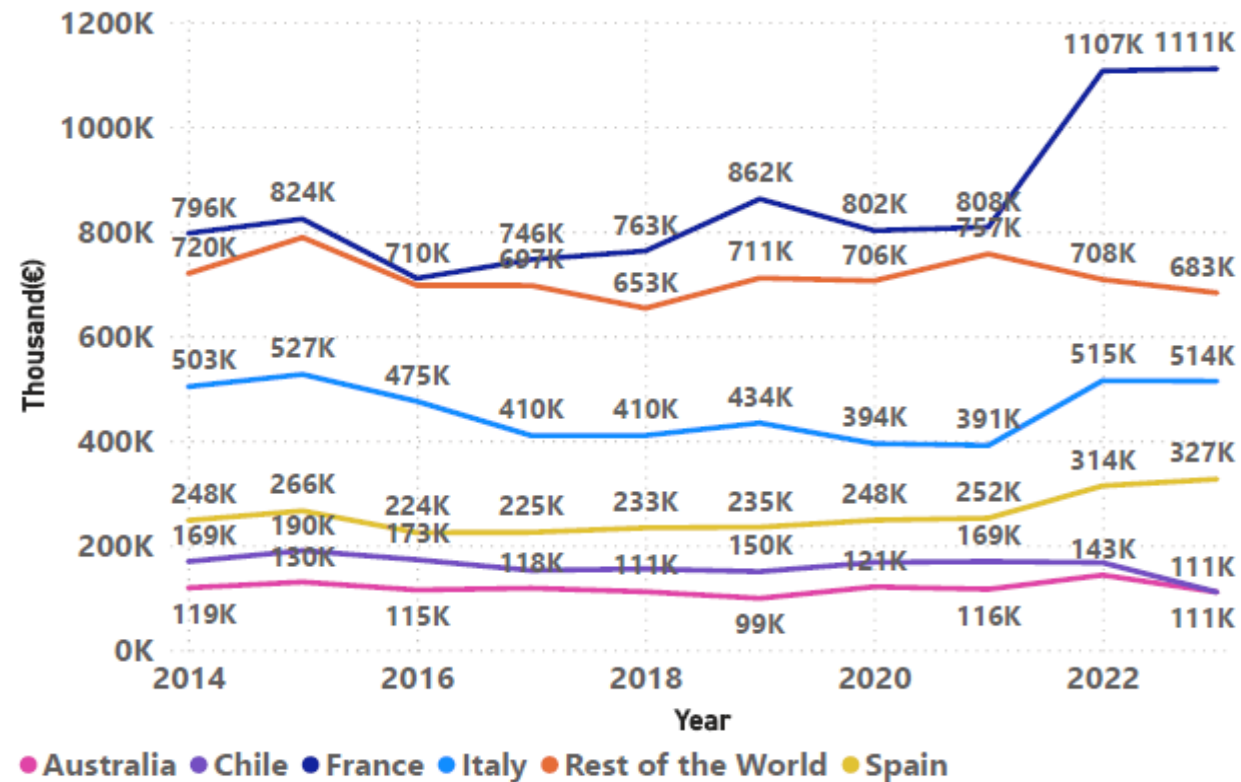
Export of sparkling wine to United Kingdom

CEP Measure

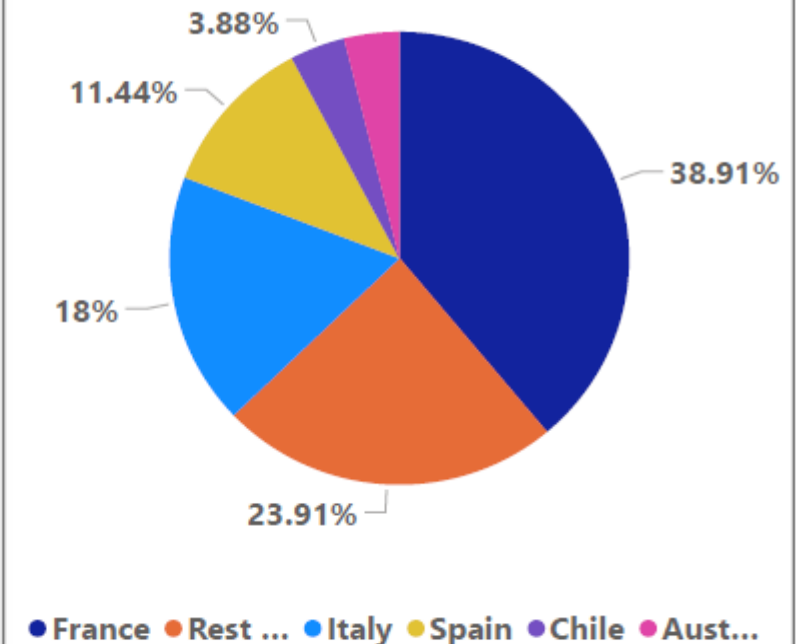


Export of wine (Non-Sparkling) to United Kingdom

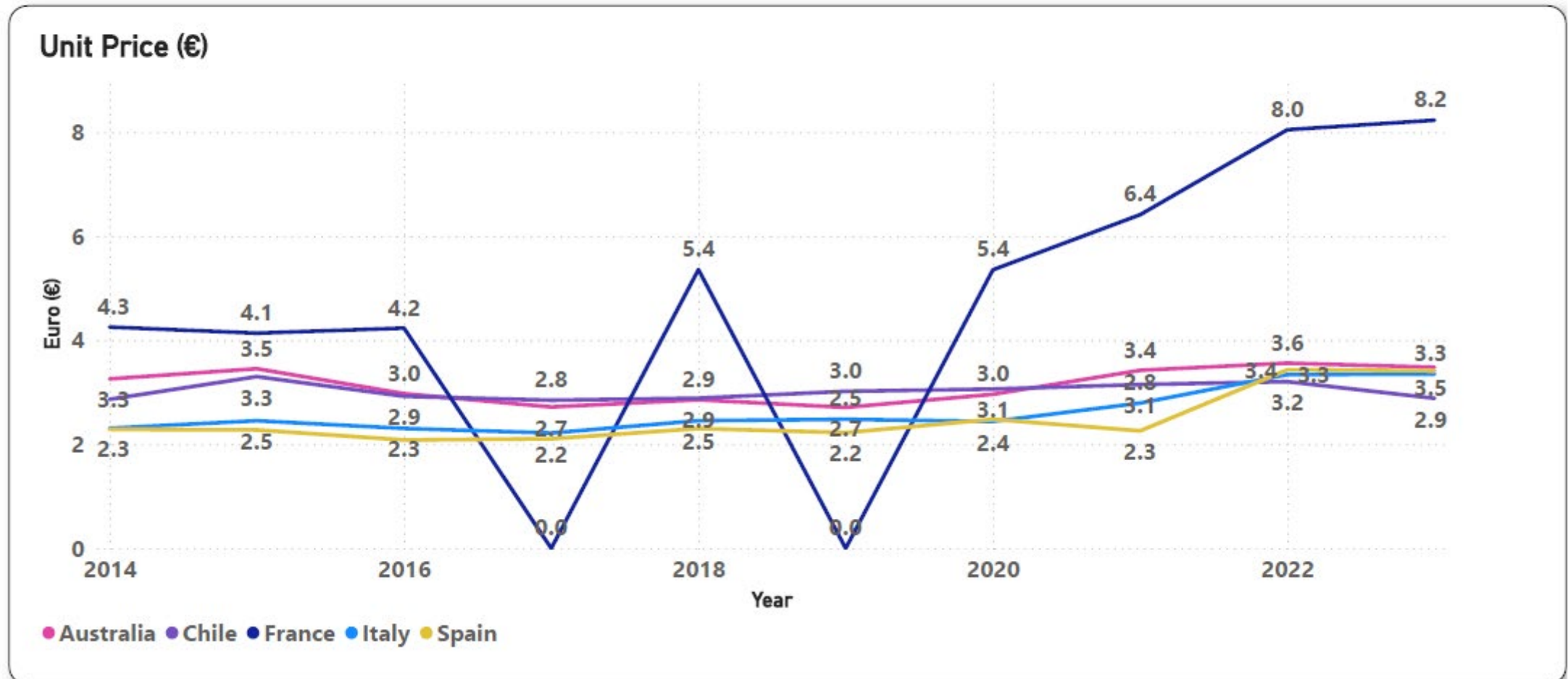
Value (Thousand€)



Market Share (%)

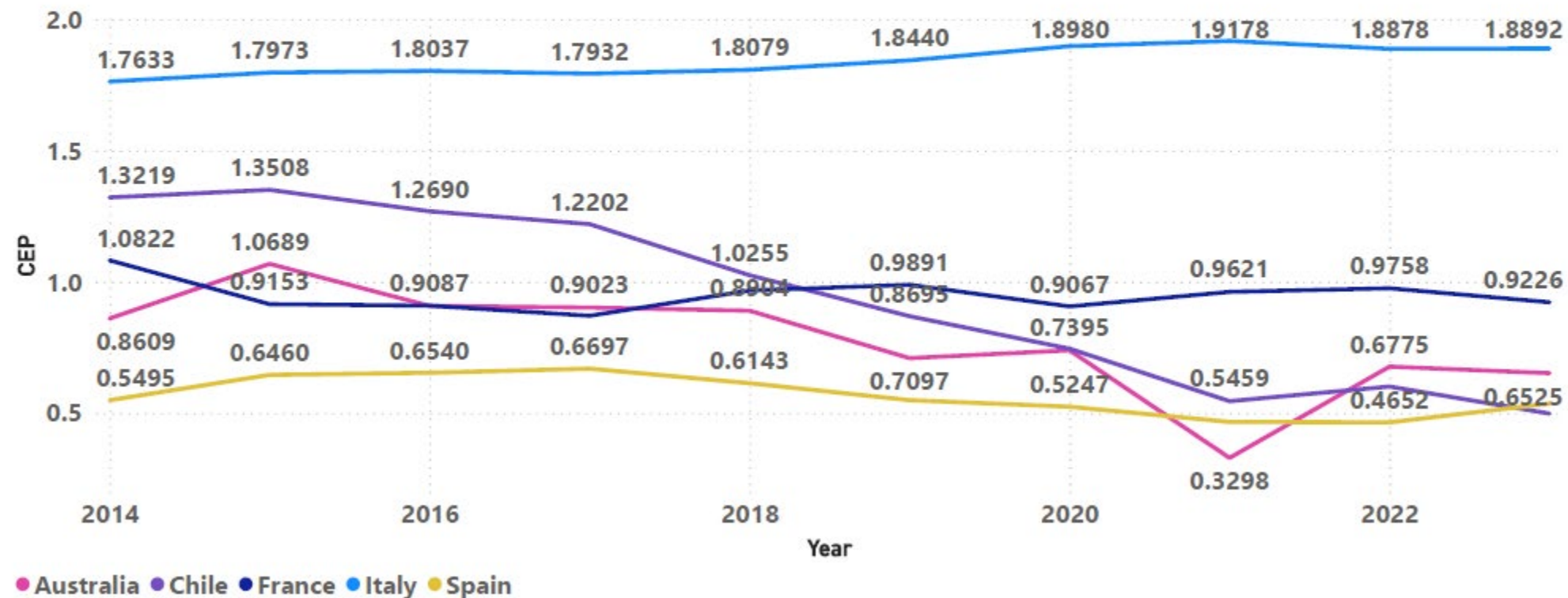


Export of wine (Non-Sparkling) to United Kingdom



Export of wine (Non-Sparkling) to United Kingdom

CEP Measure



Results

1- Germany

2- United Kingdom

3- United States of America

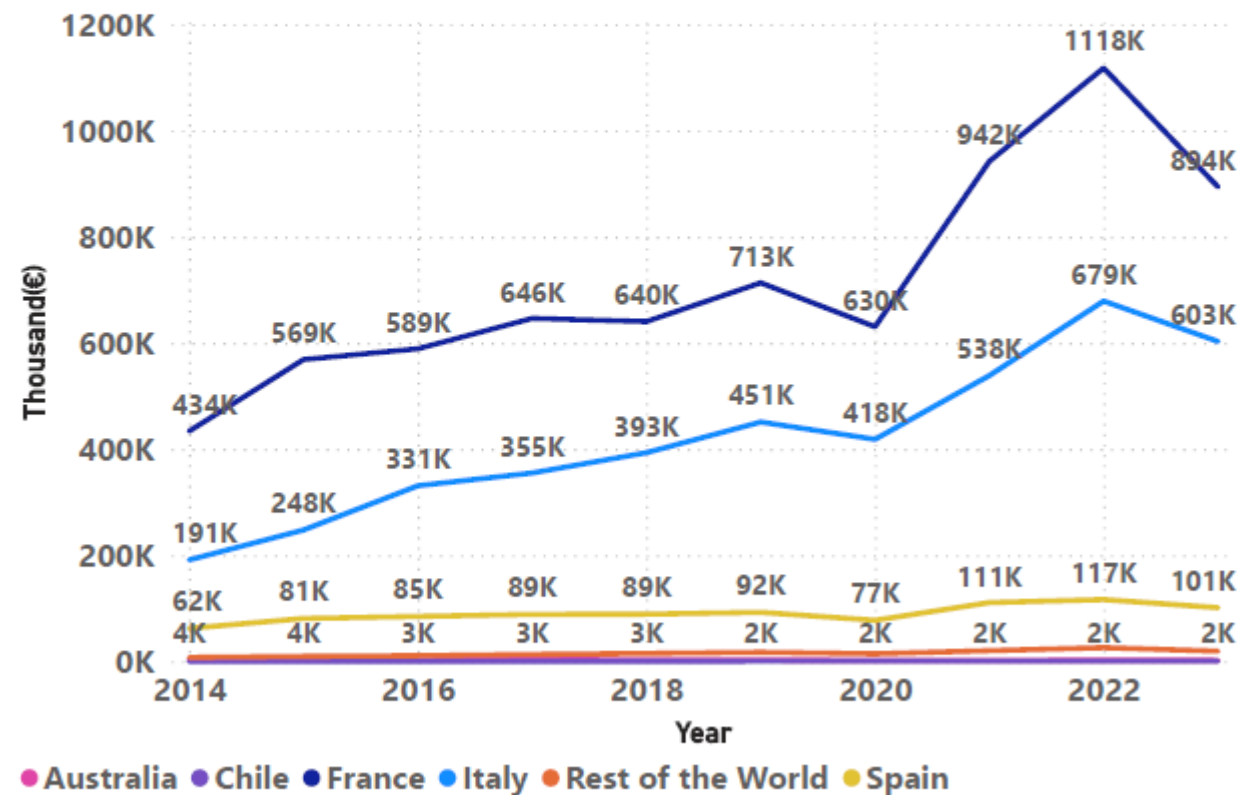
Sparkling Wine

Non-Sparkling Wine

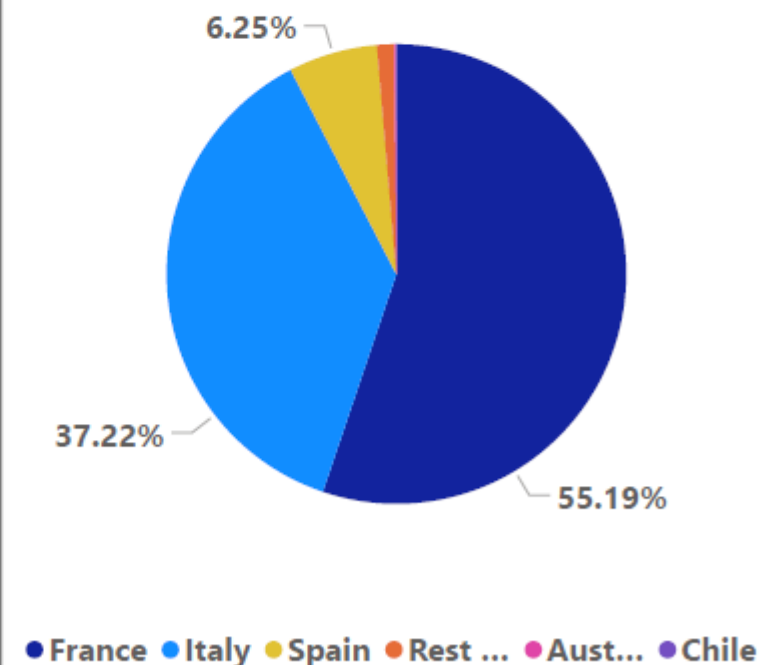
4- Japan

Export of sparkling wine to USA

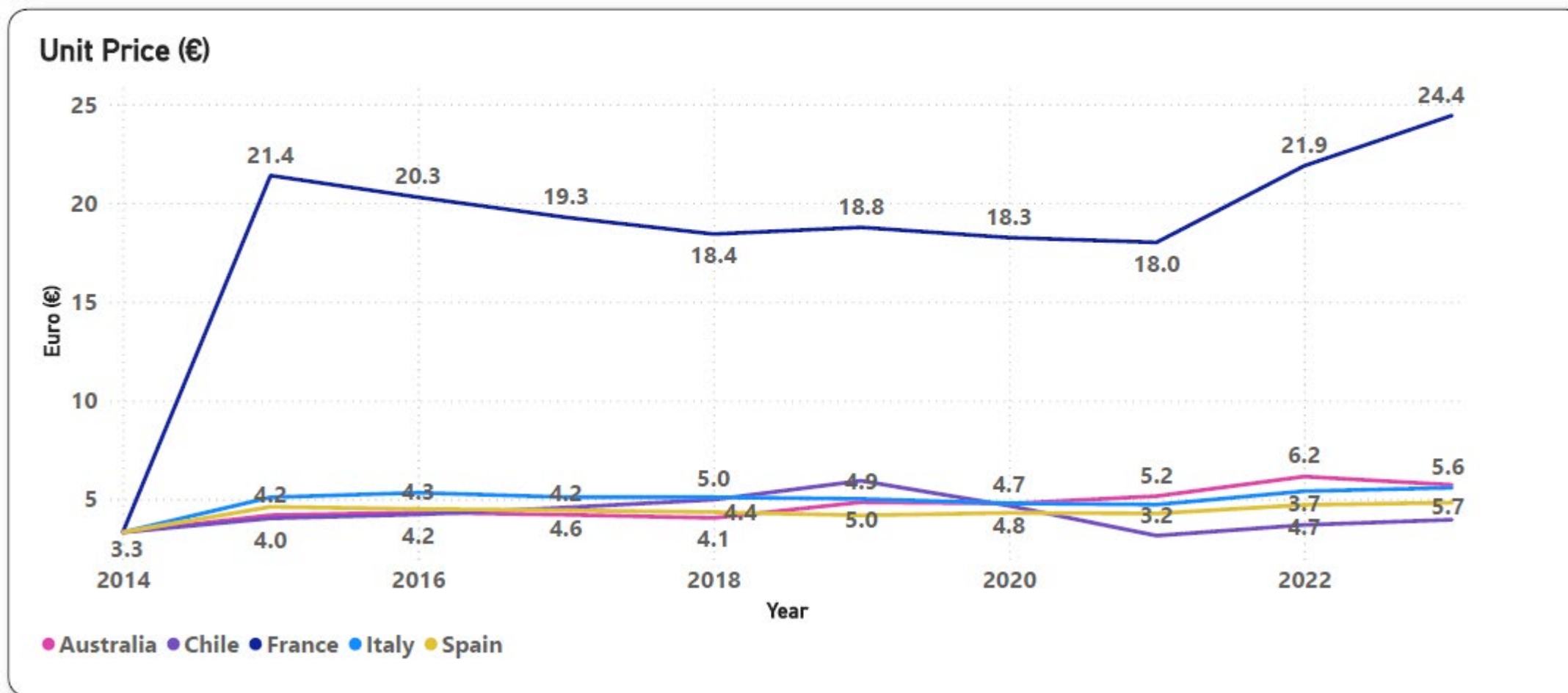
Value (Thousand€)



Market Share (%)

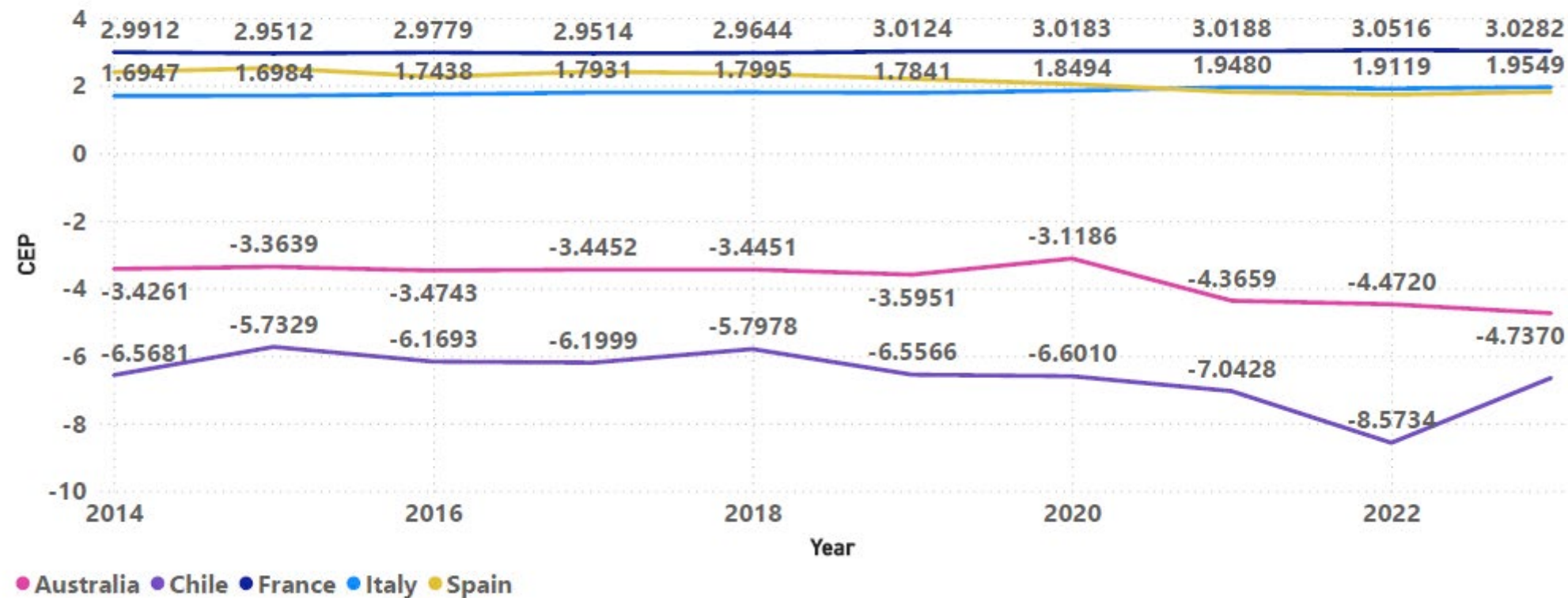


Export of sparkling wine to USA



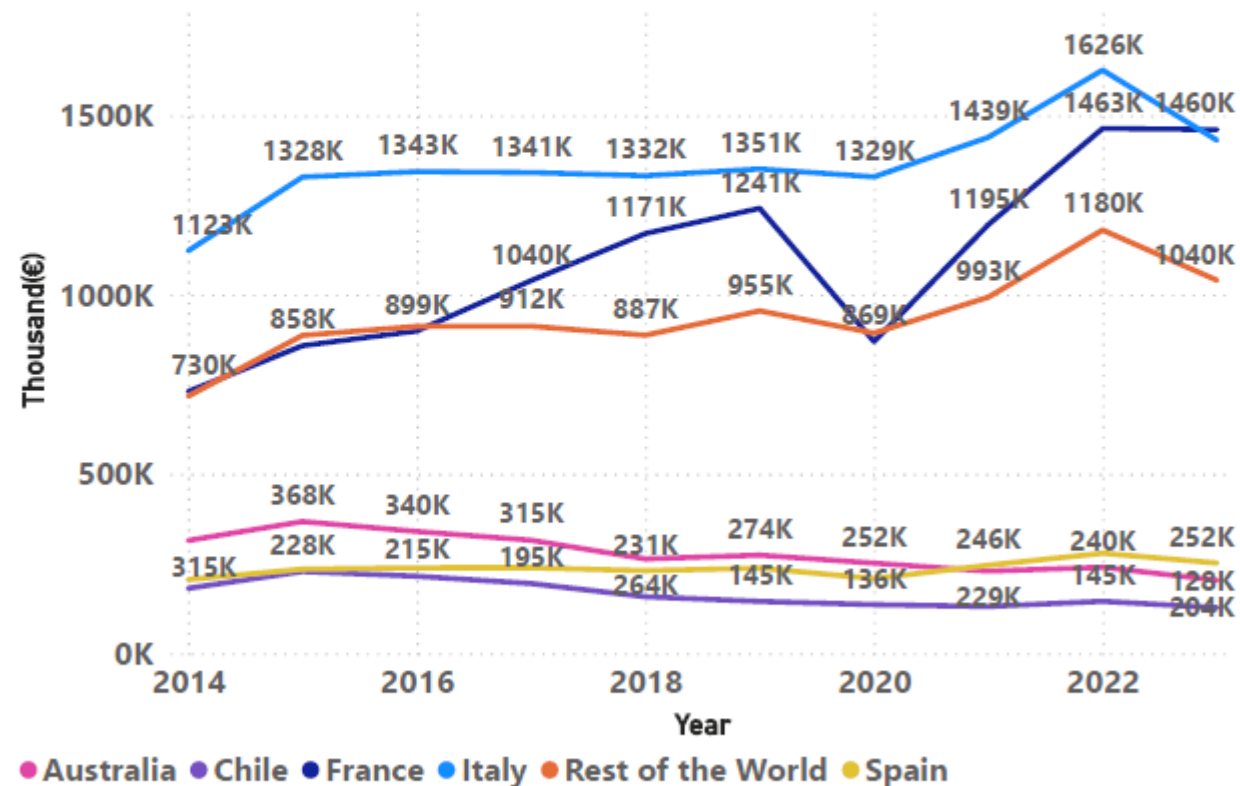
Export of sparkling wine to USA

CEP Measure

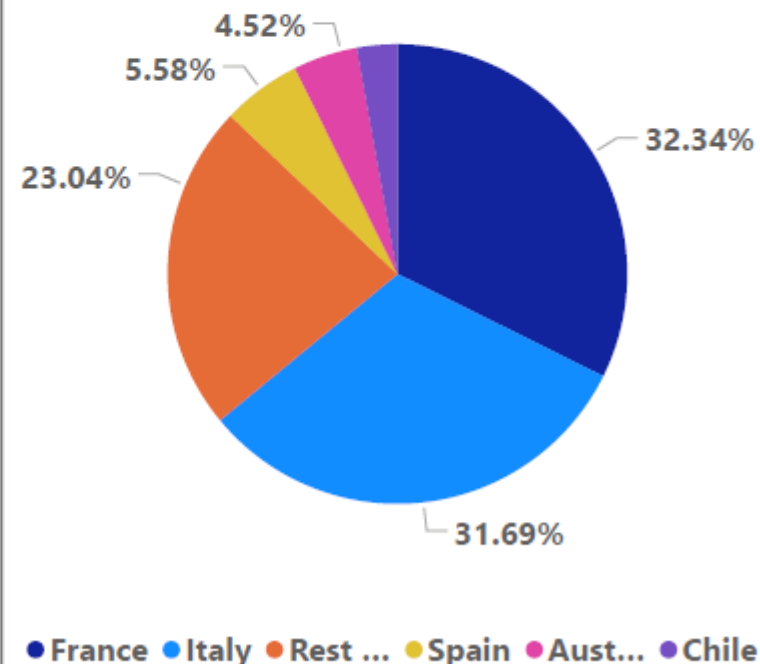


Export of wine(Non-Sparkling) wine to USA

Value (Thousand€)

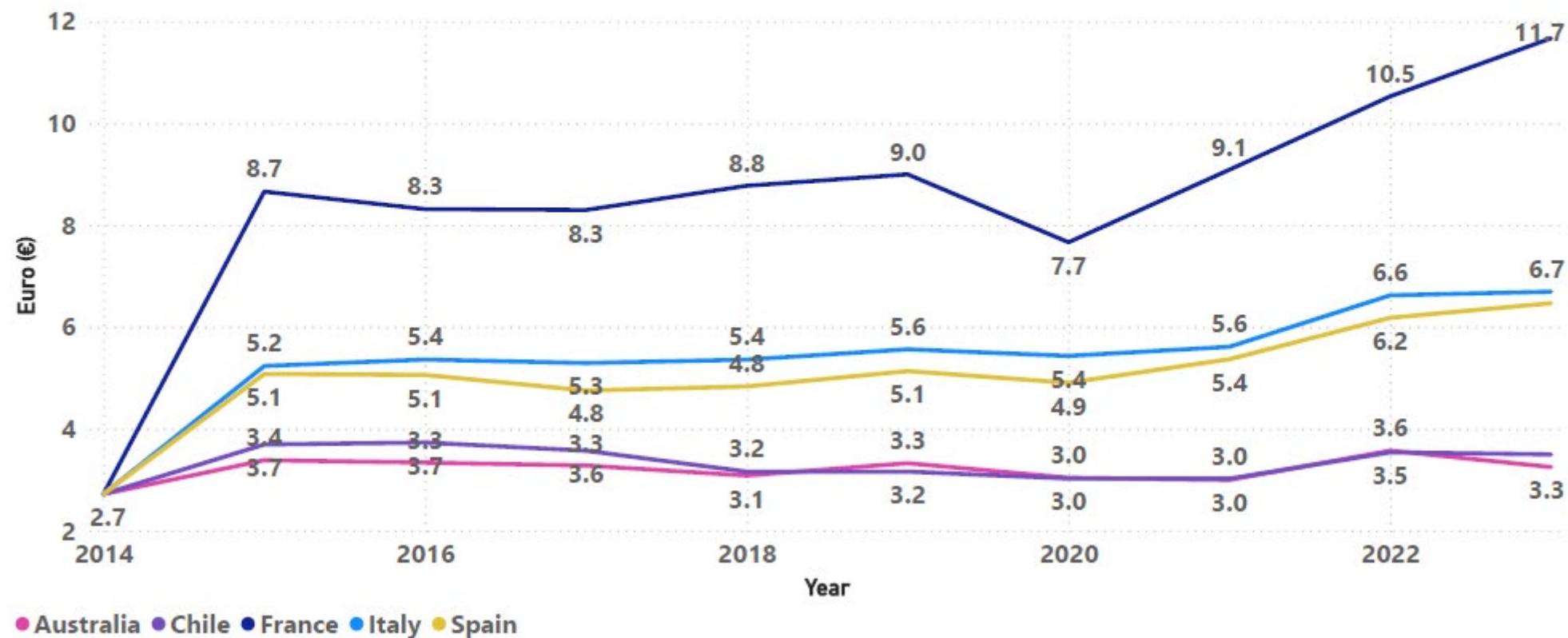


Market Share (%)



Export of wine(Non-Sparkling) wine to USA

Unit Price (€)



Export of wine(Non-Sparkling) wine to USA

CEP Measure



Results

1- Germany

2- United Kingdom

3- United States of America

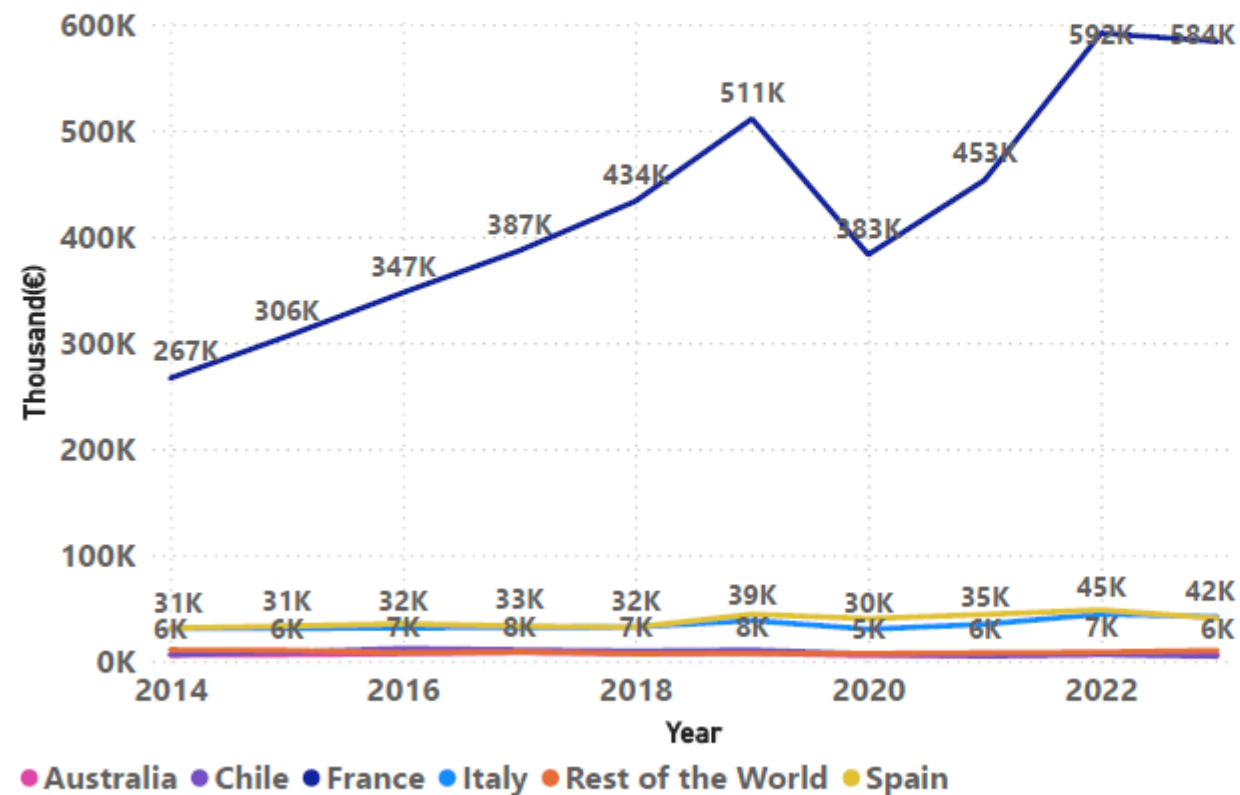
4- Japan

Sparkling Wine

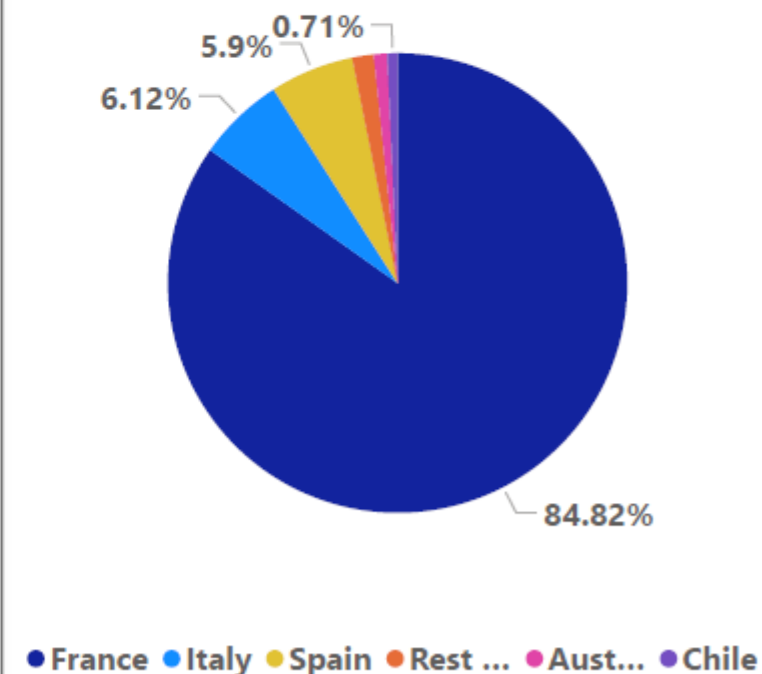
Non-Sparkling Wine

Export of sparkling wine to Japan

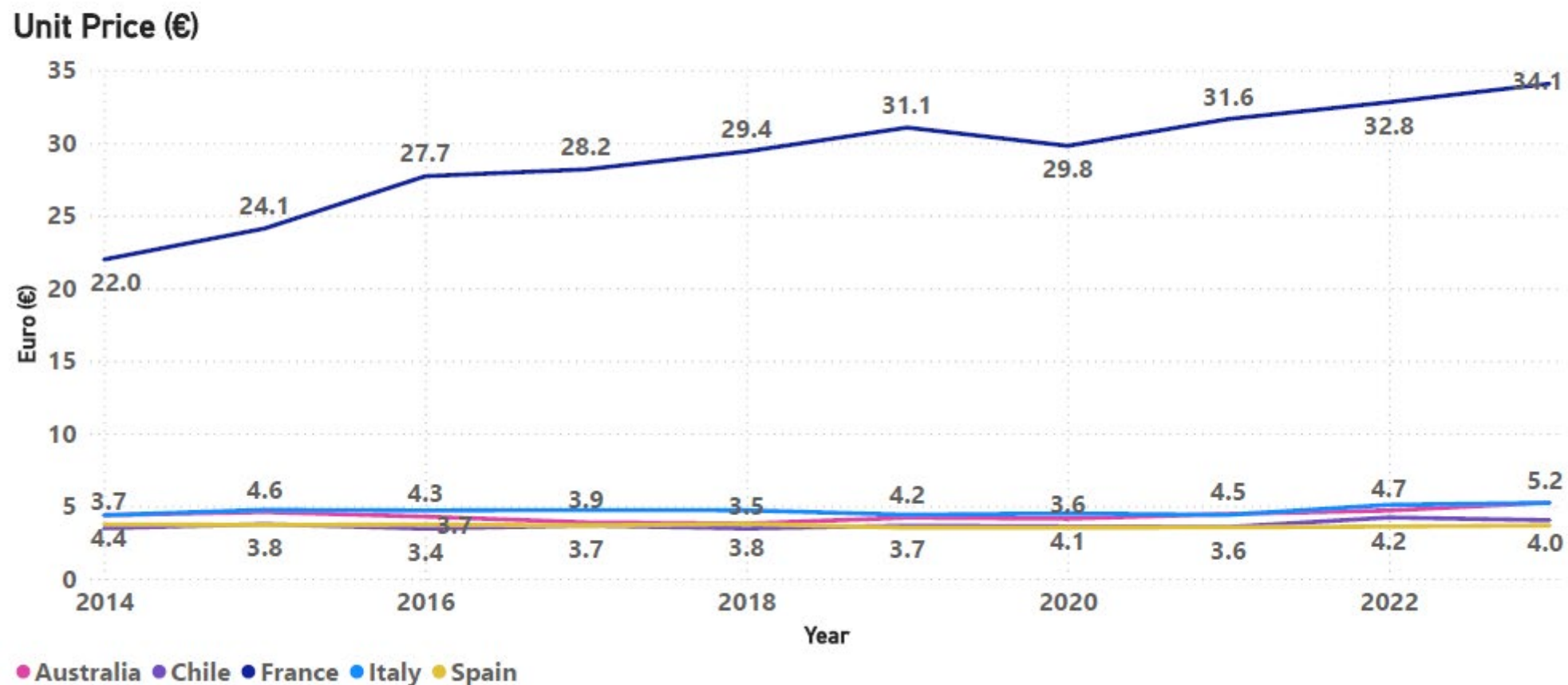
Value (Thousand€)



Market Share (%)

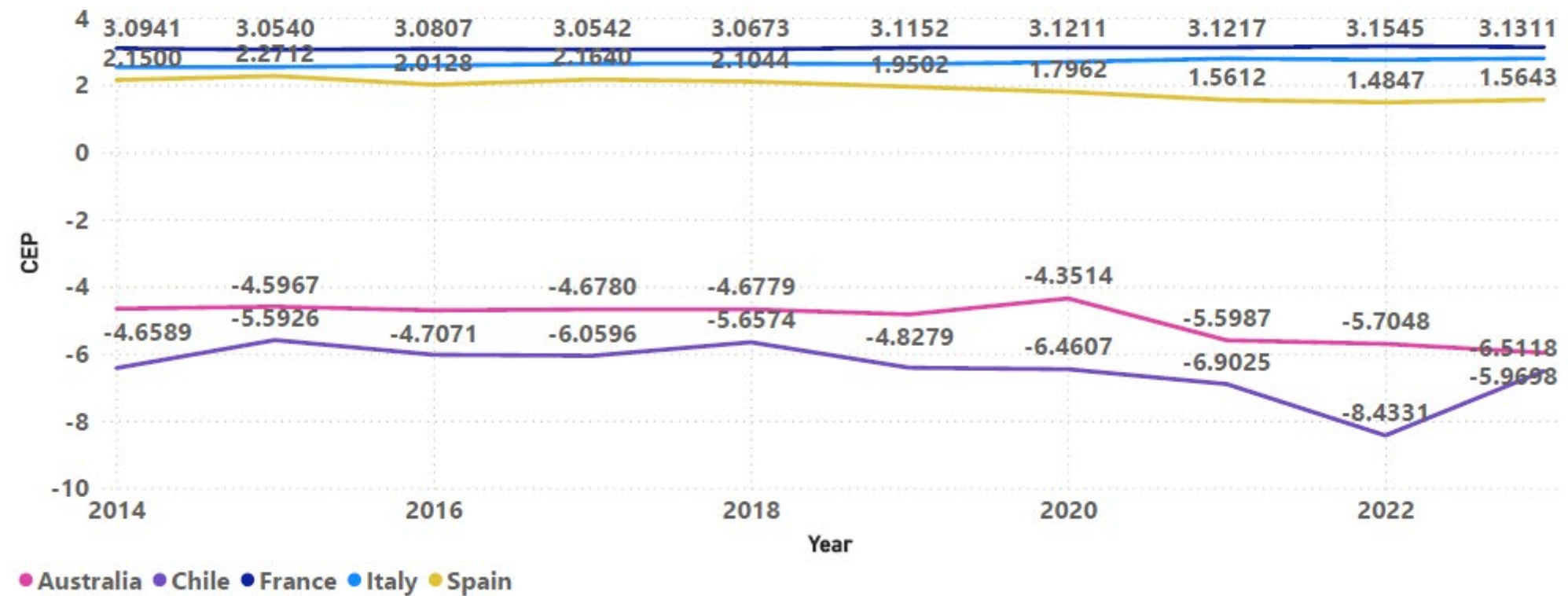


Export of sparkling wine to Japan



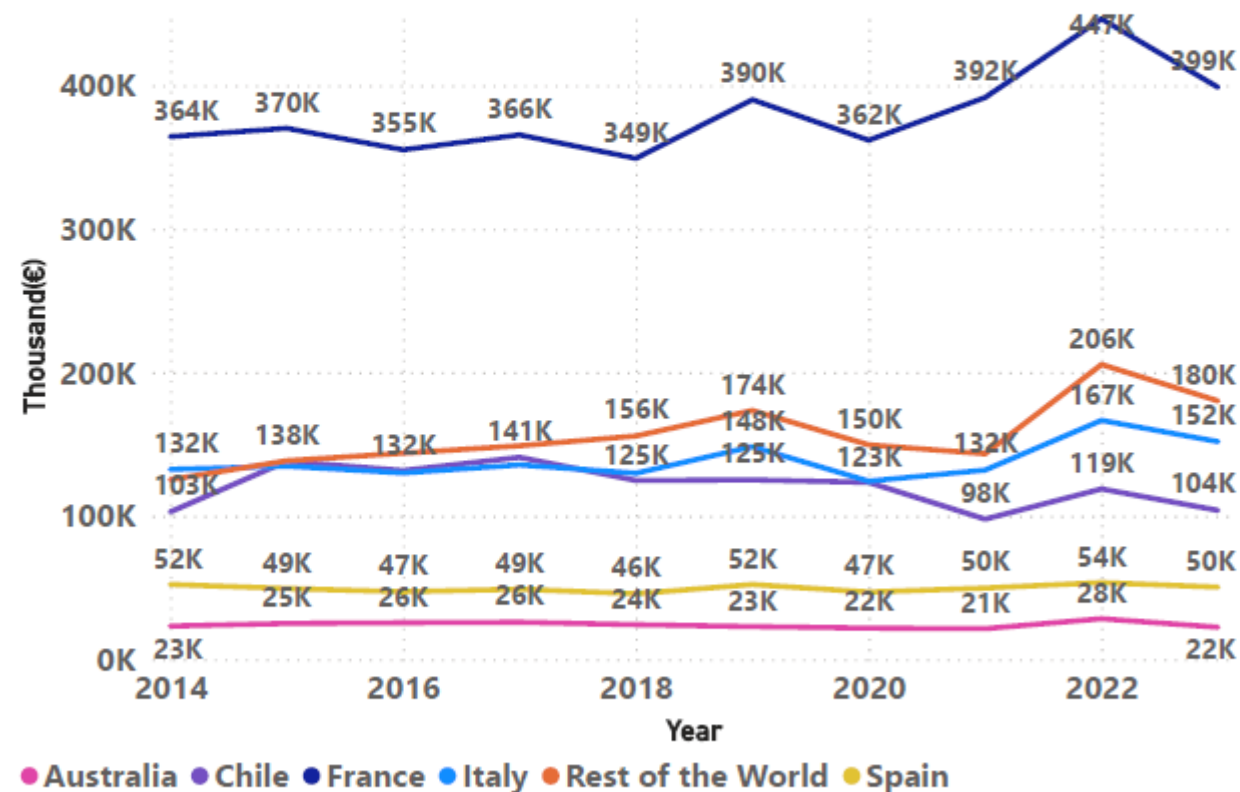
Export of sparkling wine to Japan

CEP Measure

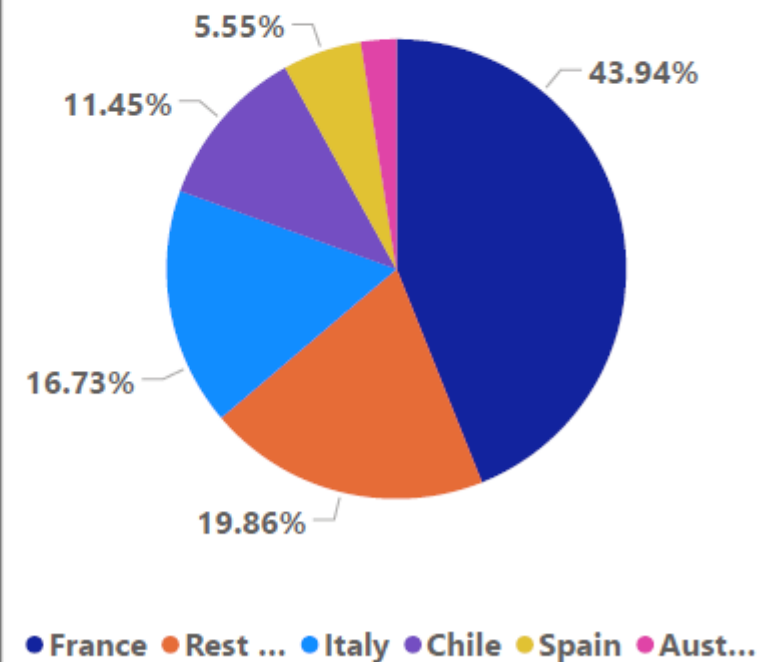


Export of wine (Non-Sparkling) to Japan

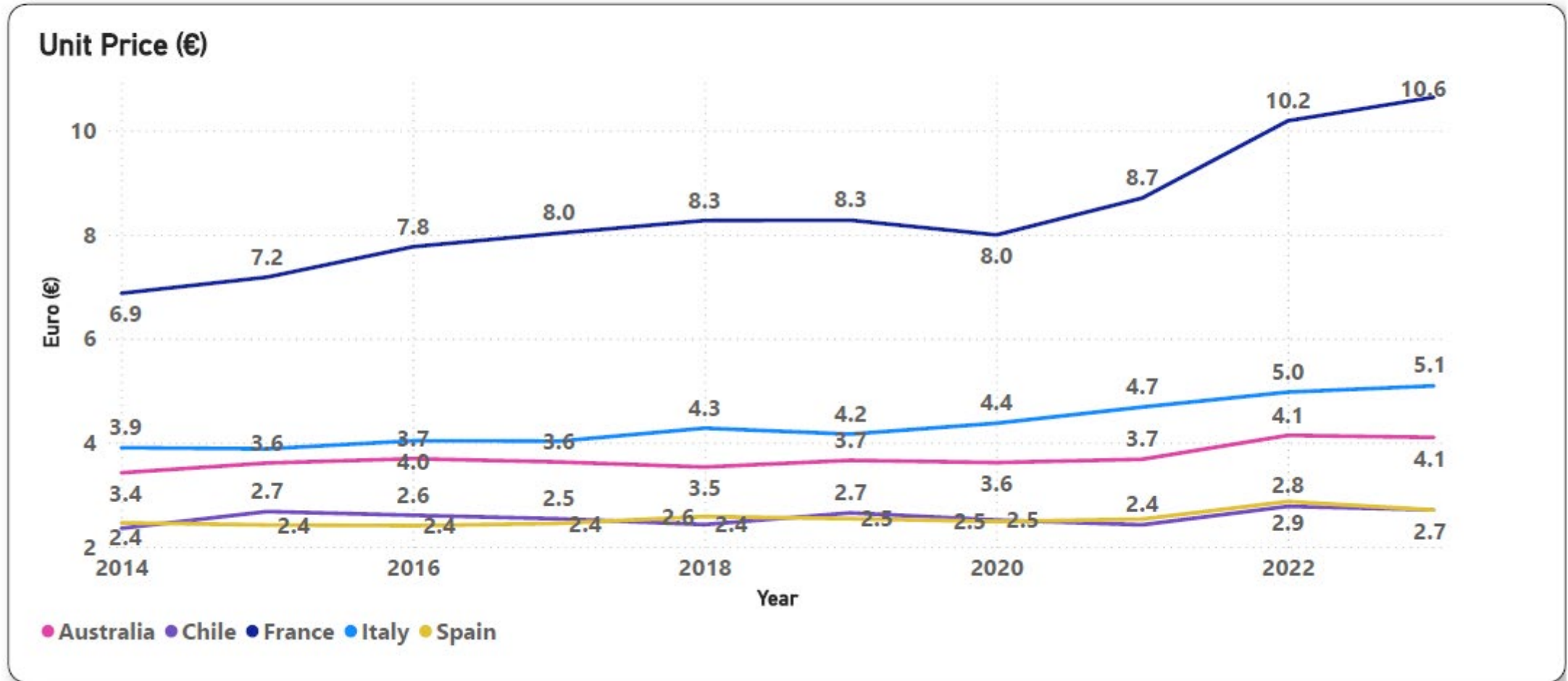
Value (Thousand€)



Market Share (%)

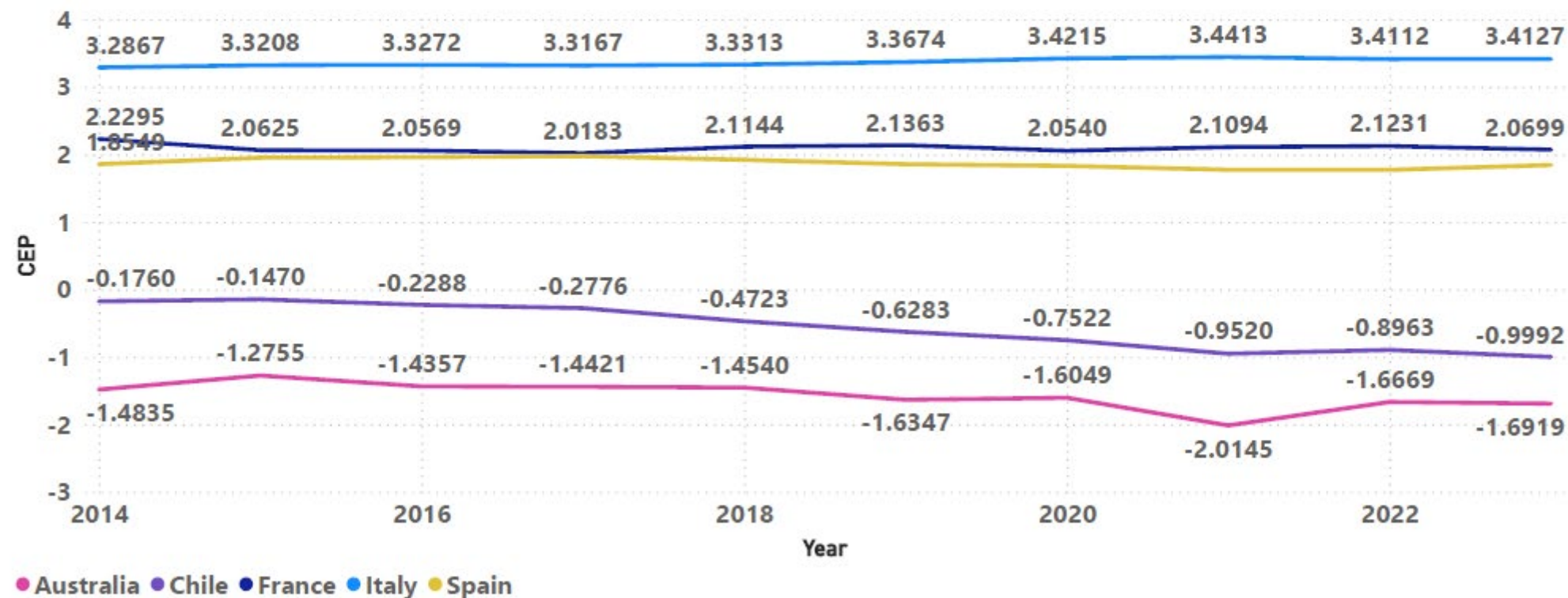


Export of wine (Non-Sparkling) to Japan



Export of wine (Non-Sparkling) to Japan

CEP Measure



¡Gracias!



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