



Are we evolving...

... from this...

...to this?

How much of this will  
remain?

Can we do something to  
face it?



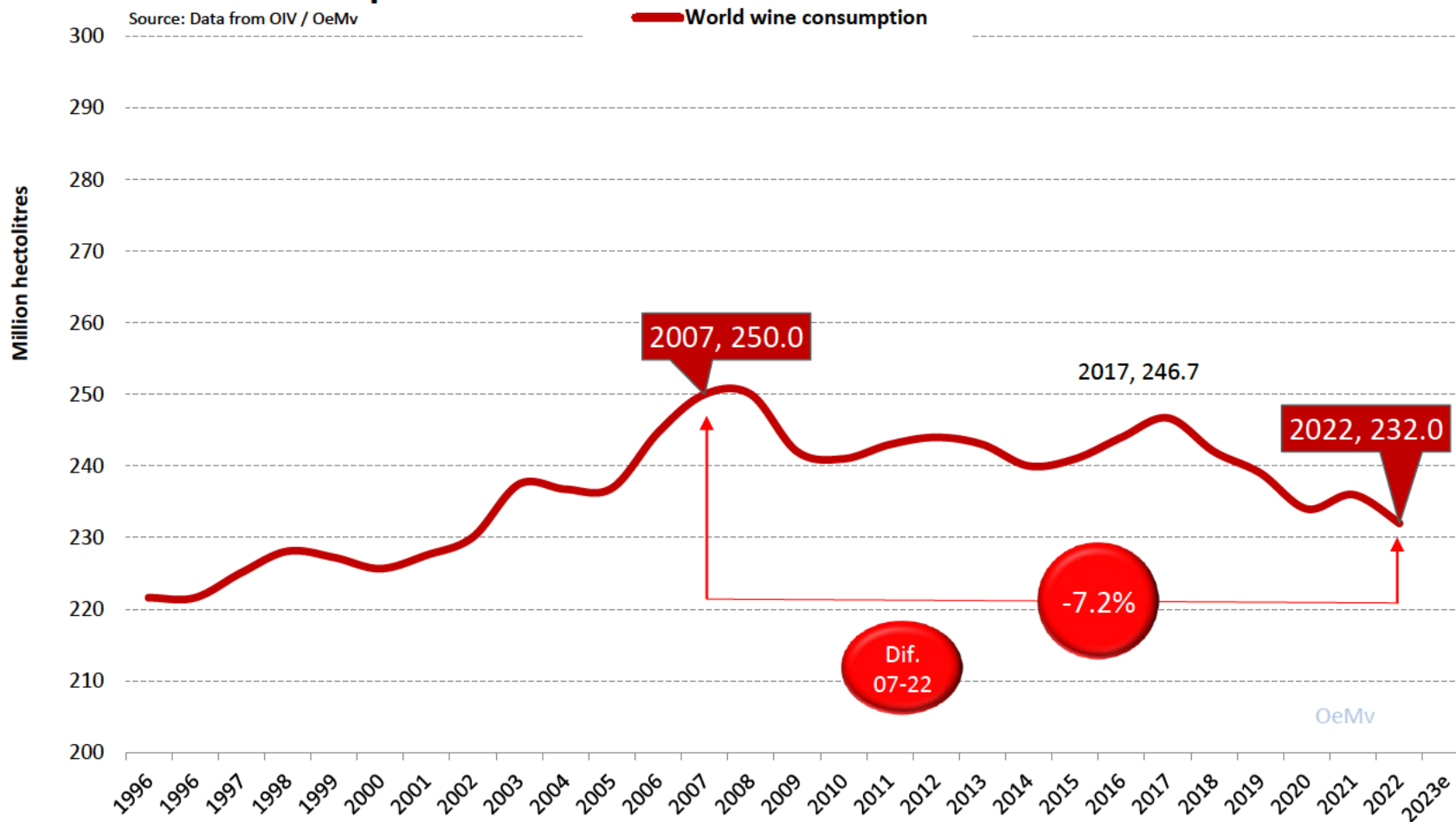
# International wine trade

## Factors affecting consumption & trade trends

Spanish Observatory of Wine Markets (OeMv)

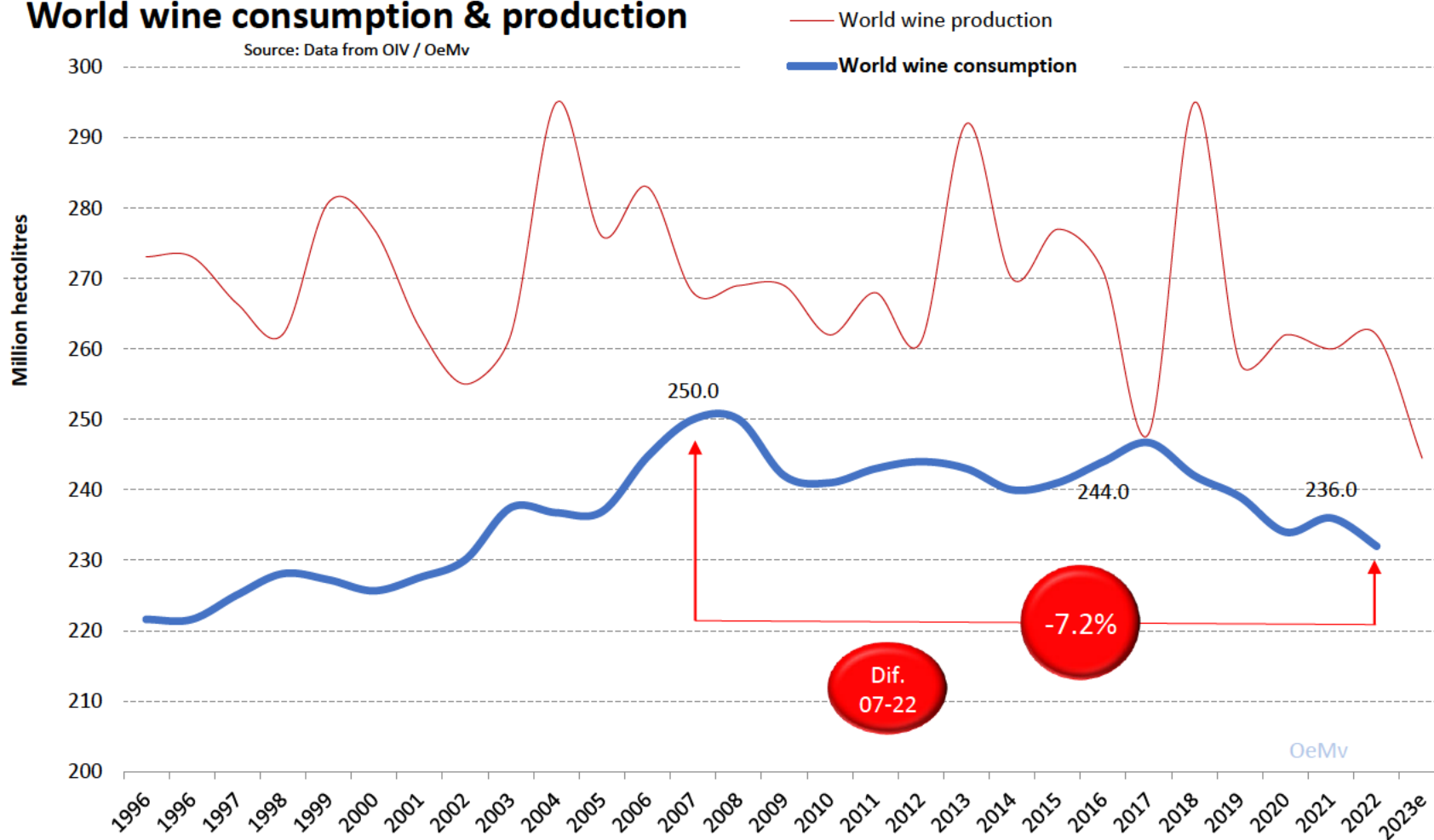
Eu Wine Market Observatory – April 10<sup>th</sup> 2024

## World wine consumption

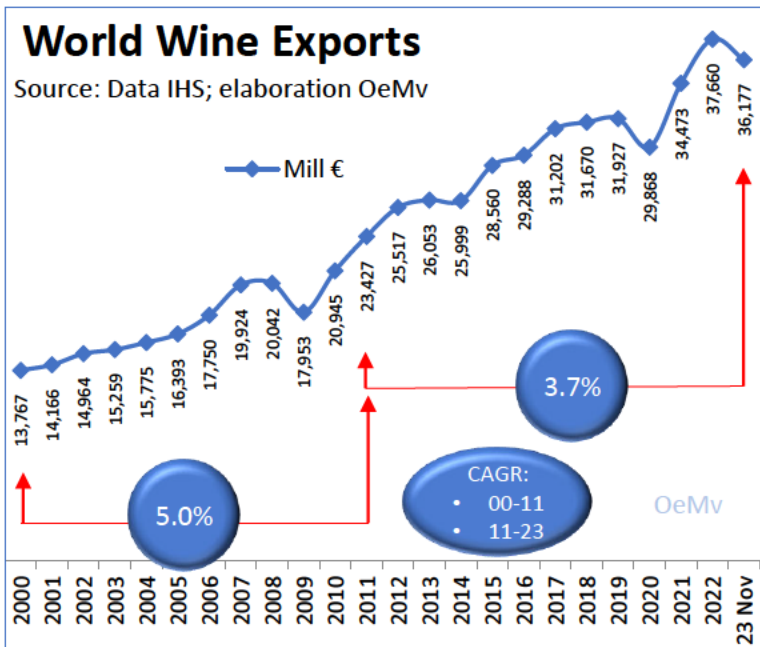
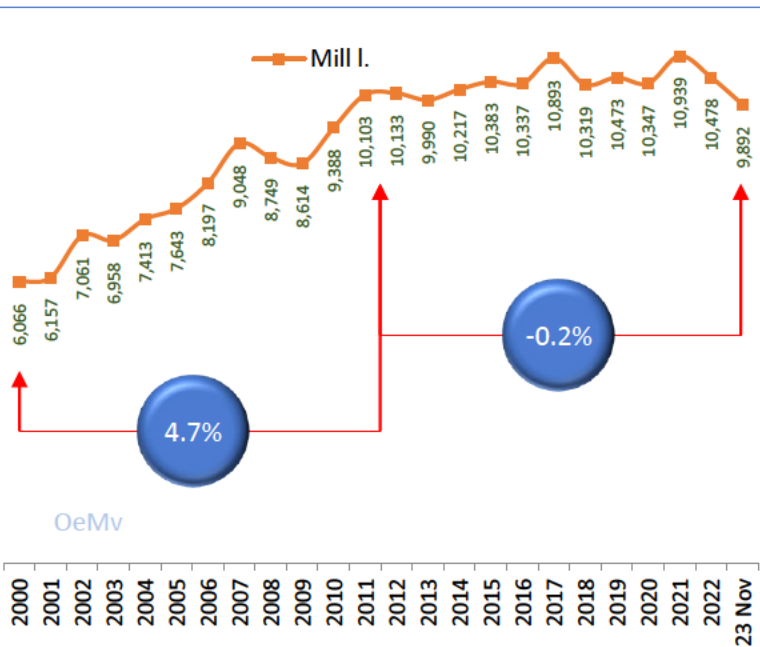


## World wine consumption & production

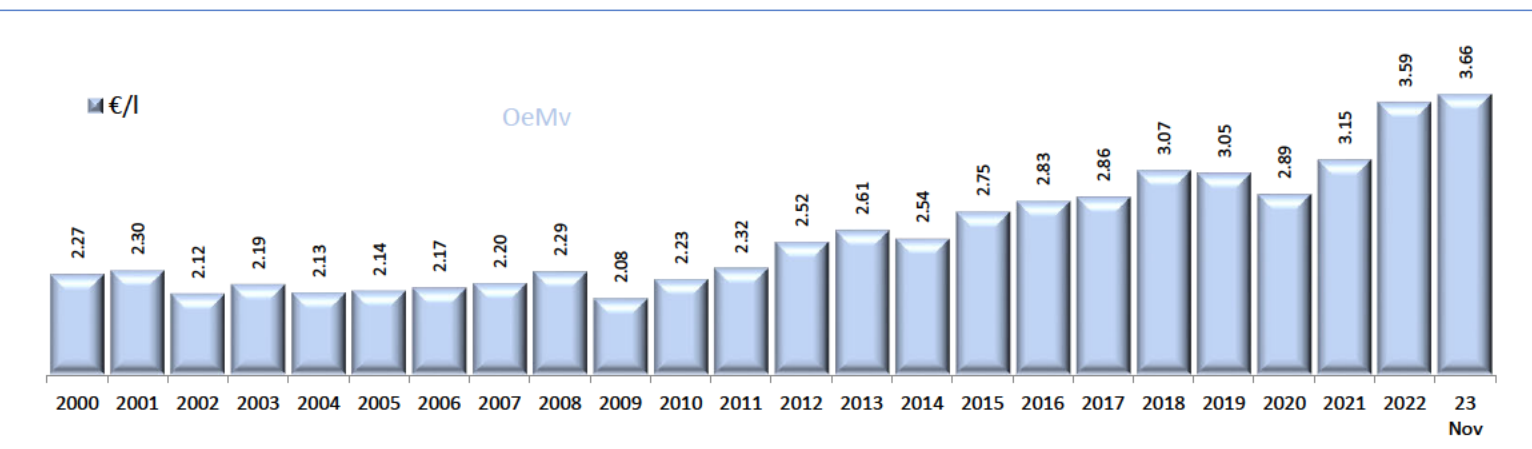
Source: Data from OIV / OeMv



Accordingly, world trade is relatively stable since 2011 and recently also declining, although at a lower rate... in volume



However, growth in value terms has been impressive besides the two big crises... until 2023.



Due to a consistent trend of growing average prices, linked to both:

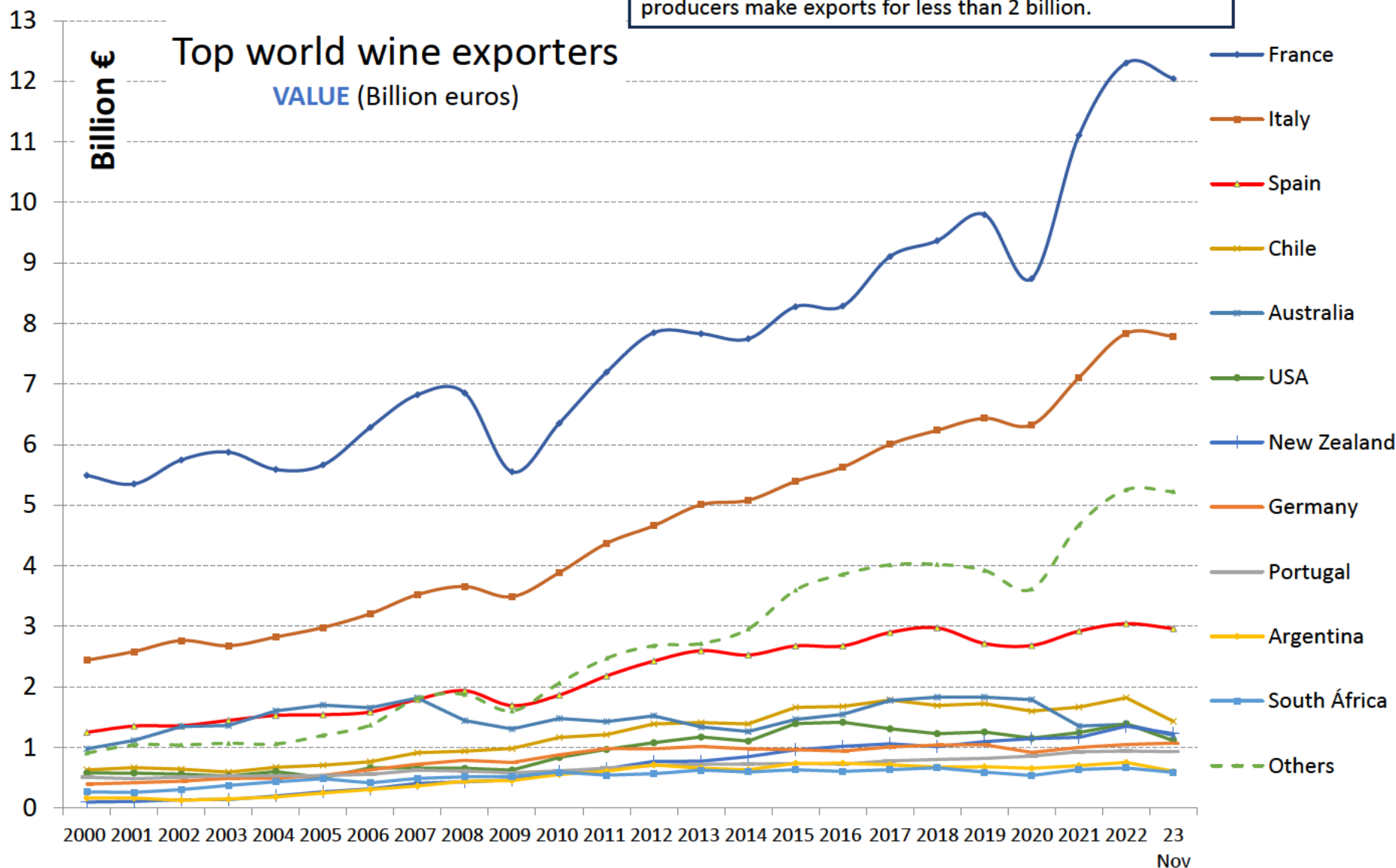
- A premiumisation process
- And inflation & cost increase in 2022 & 2023.

## Not equally to all producers

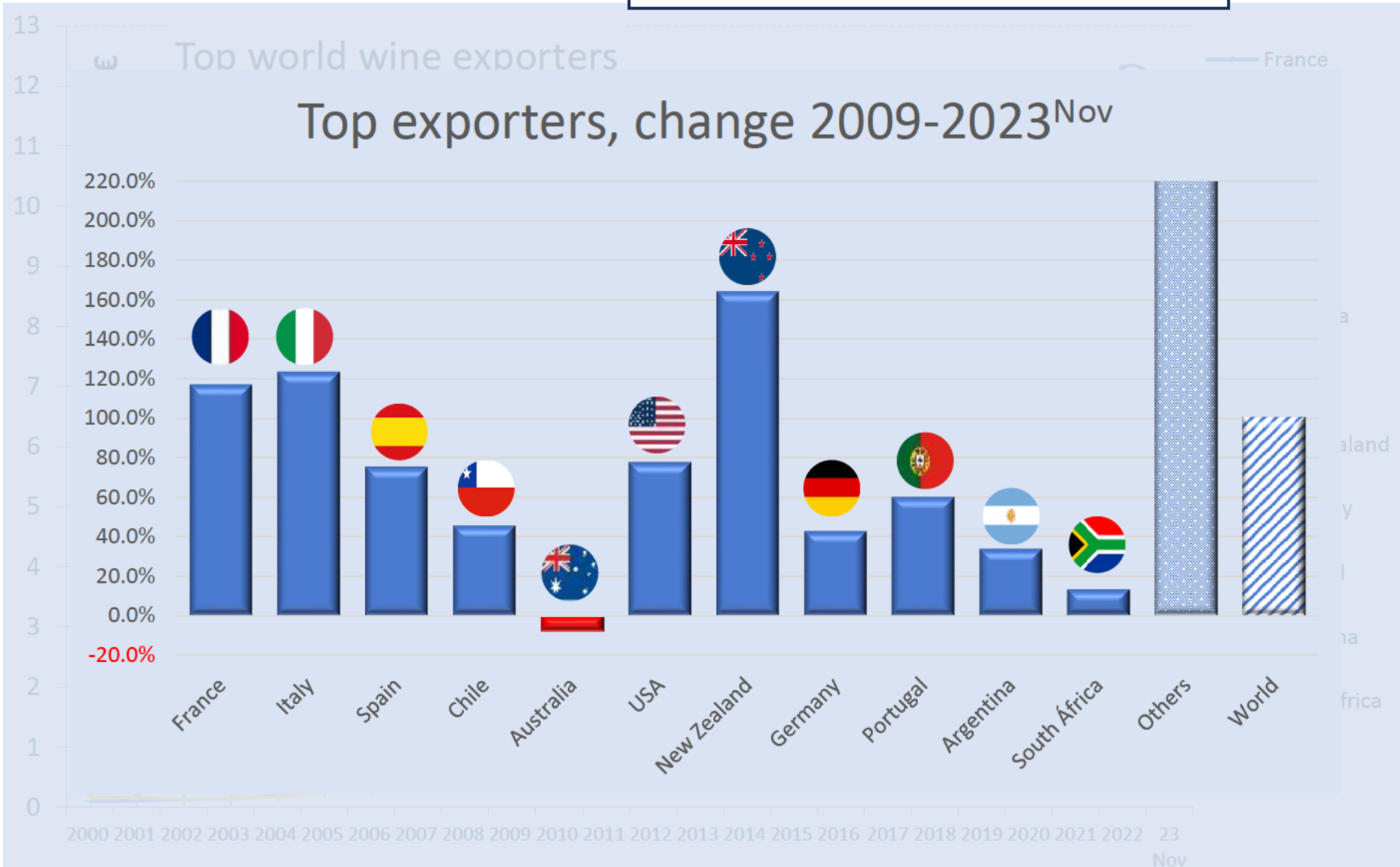
With France growing strongly for the last 14 years to reach more than 12 billion euros, Italy close to 8 billion while Spain remains more stable around 3 billion and other producers make exports for less than 2 billion.

## Top world wine exporters

VALUE (Billion euros)

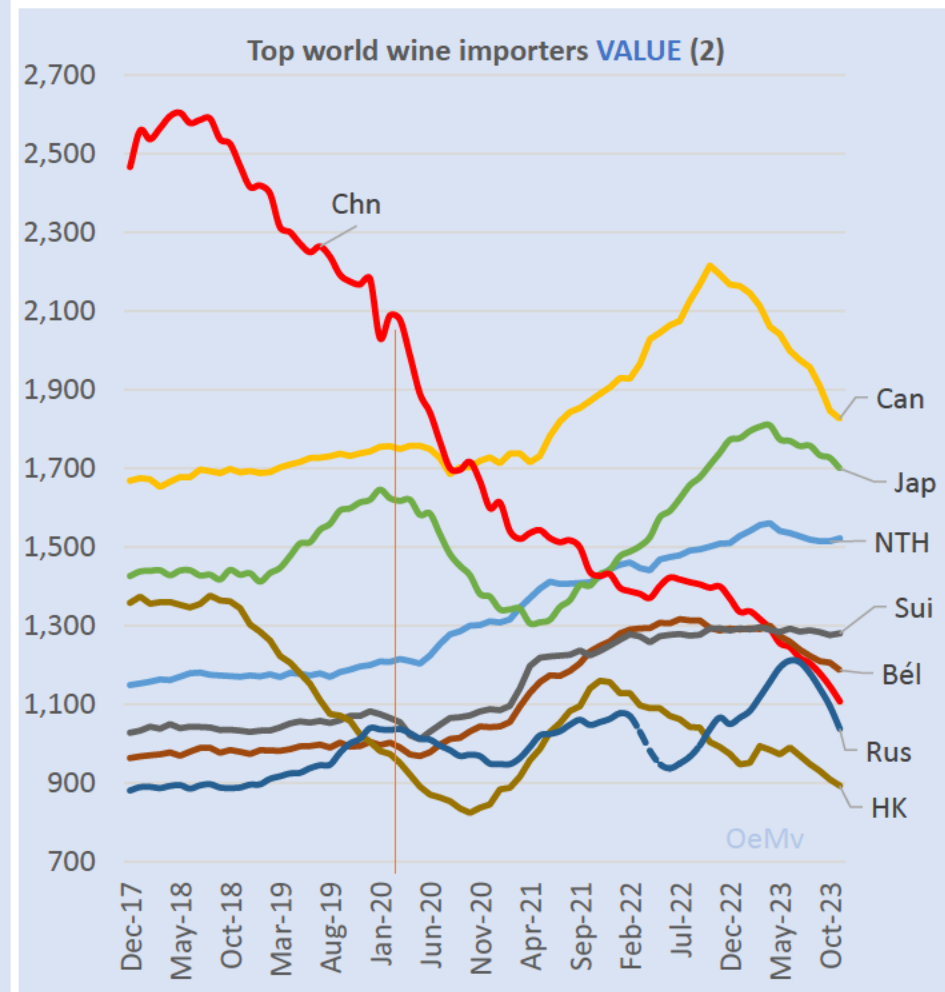
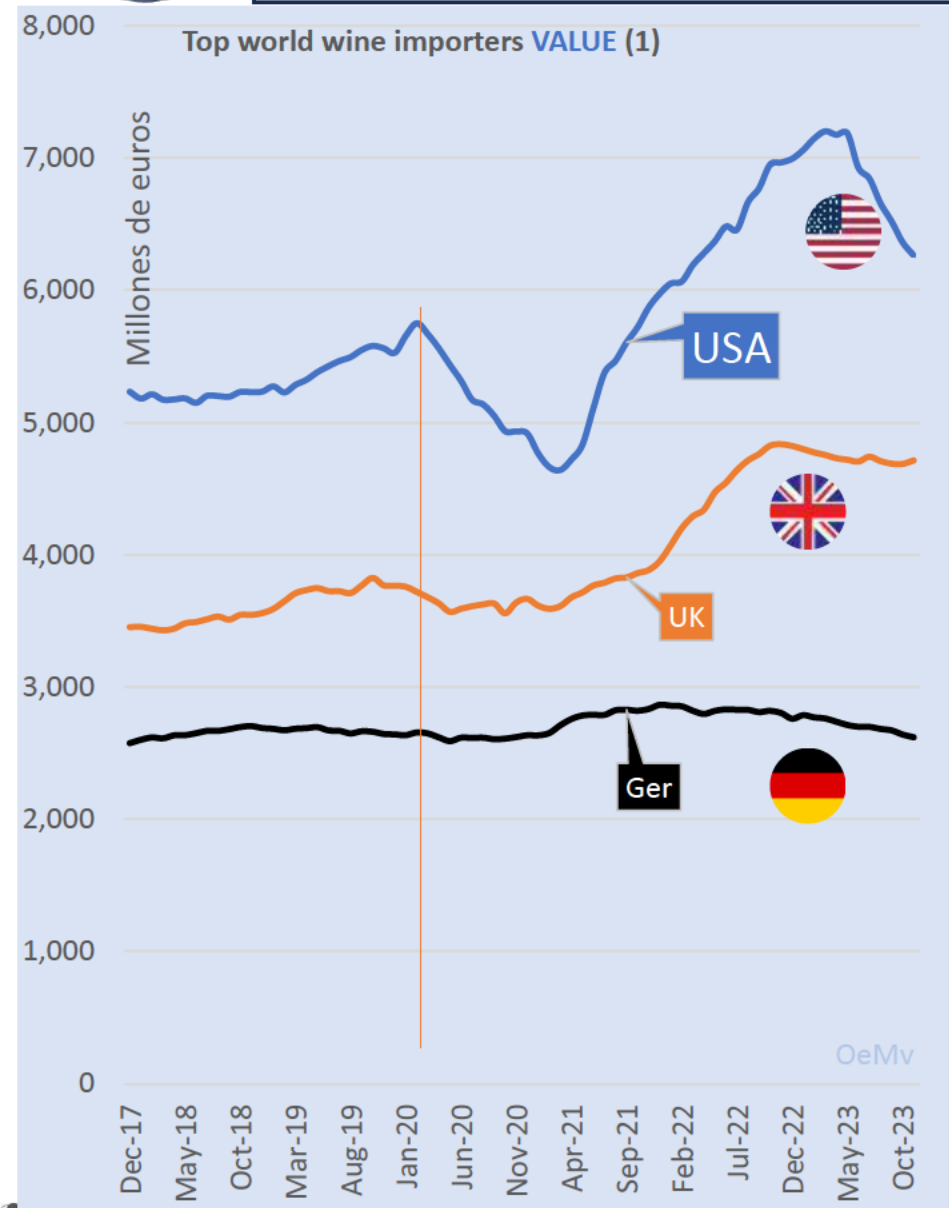


Between 2009 and 2023 New Zealand, Italy and France more than doubled their exports in Euros, while all other top exporters grew at double digit except for Australia.



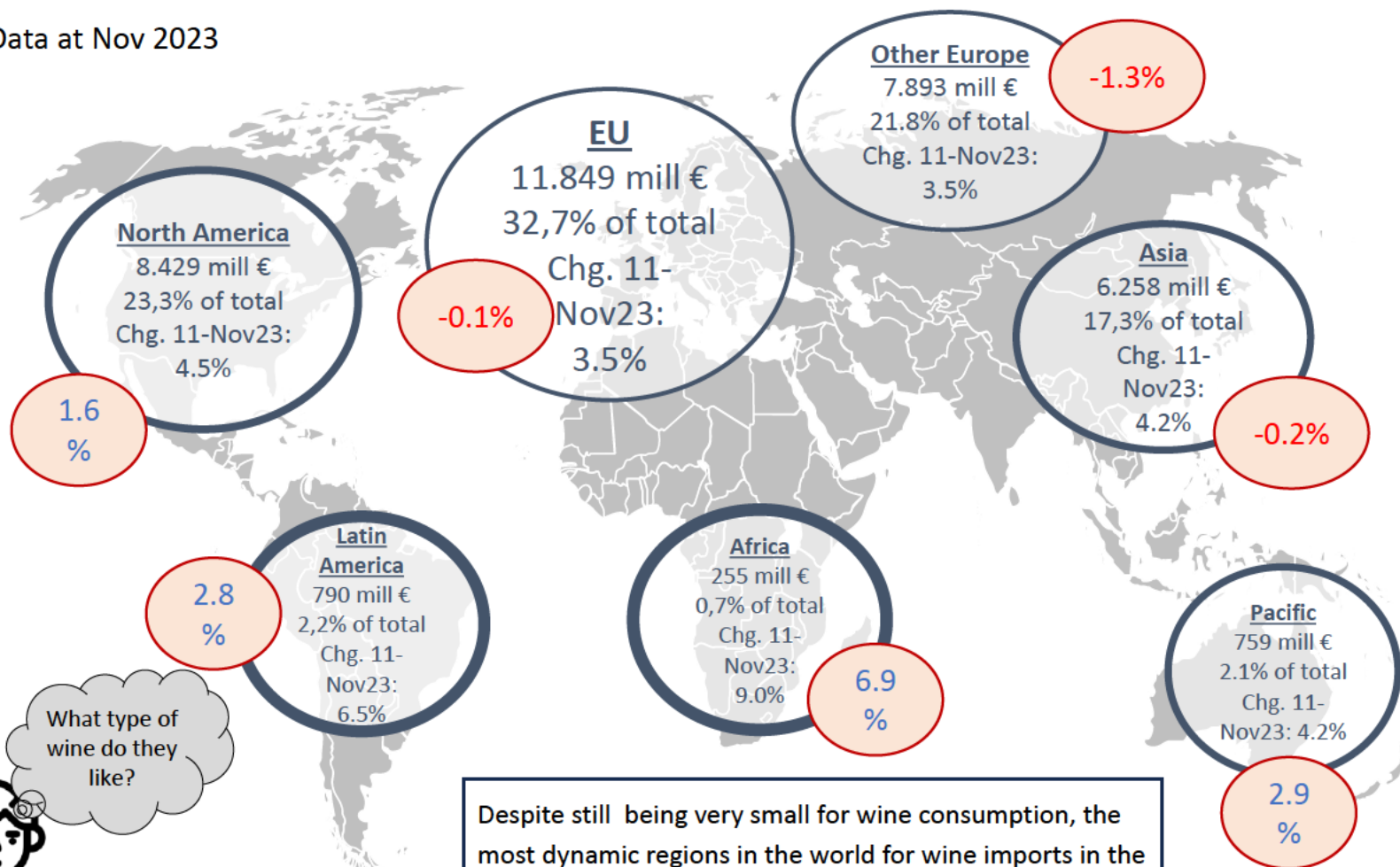
## Not equally all markets...

Erratic USA, now decreasing; growing UK up to 2023;  
... with China not showing any sign of recovery;  
also erratic Canada and Japan; and good signs in  
Switzerland, Netherlands and other countries.





Data at Nov 2023

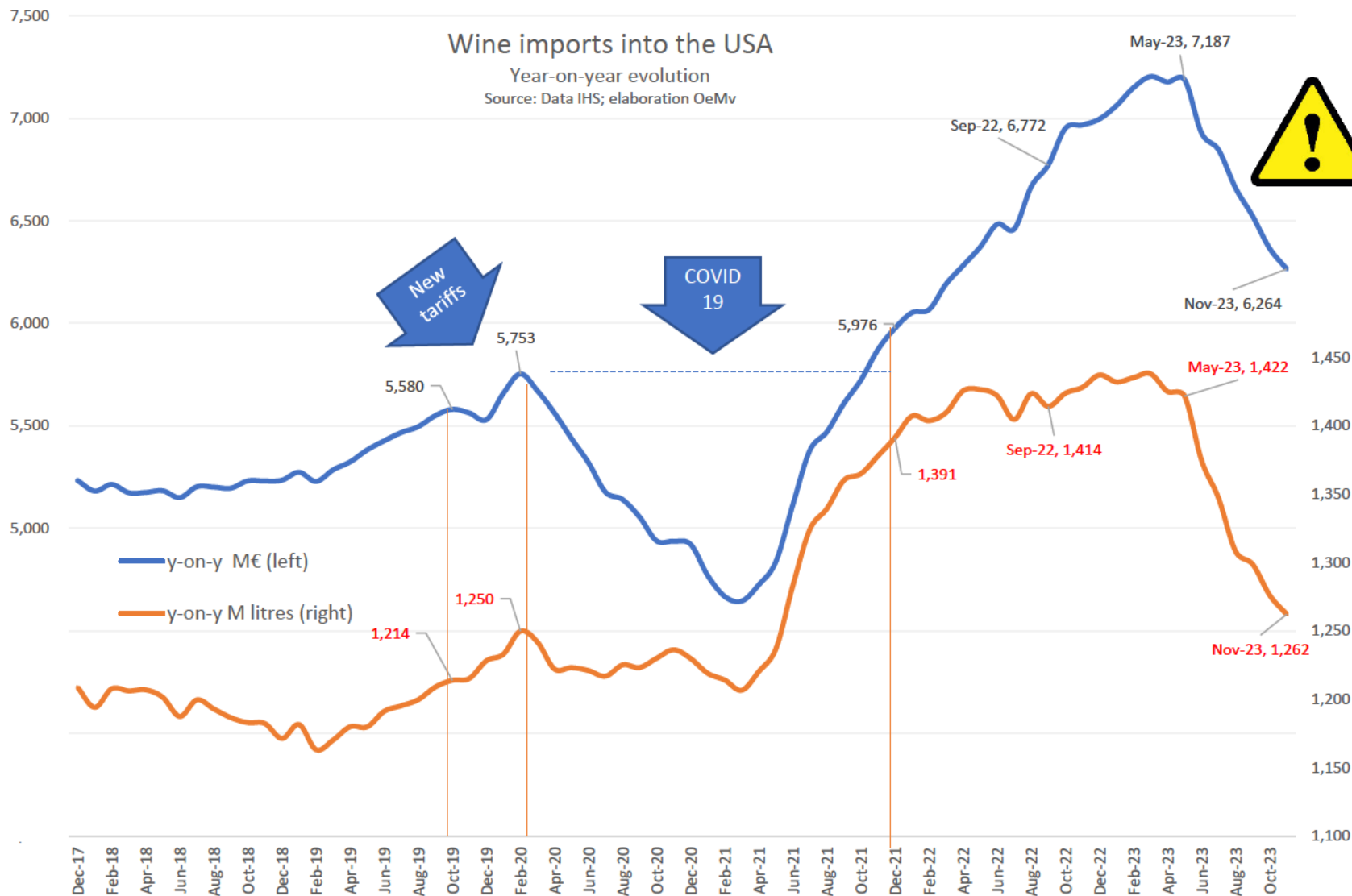


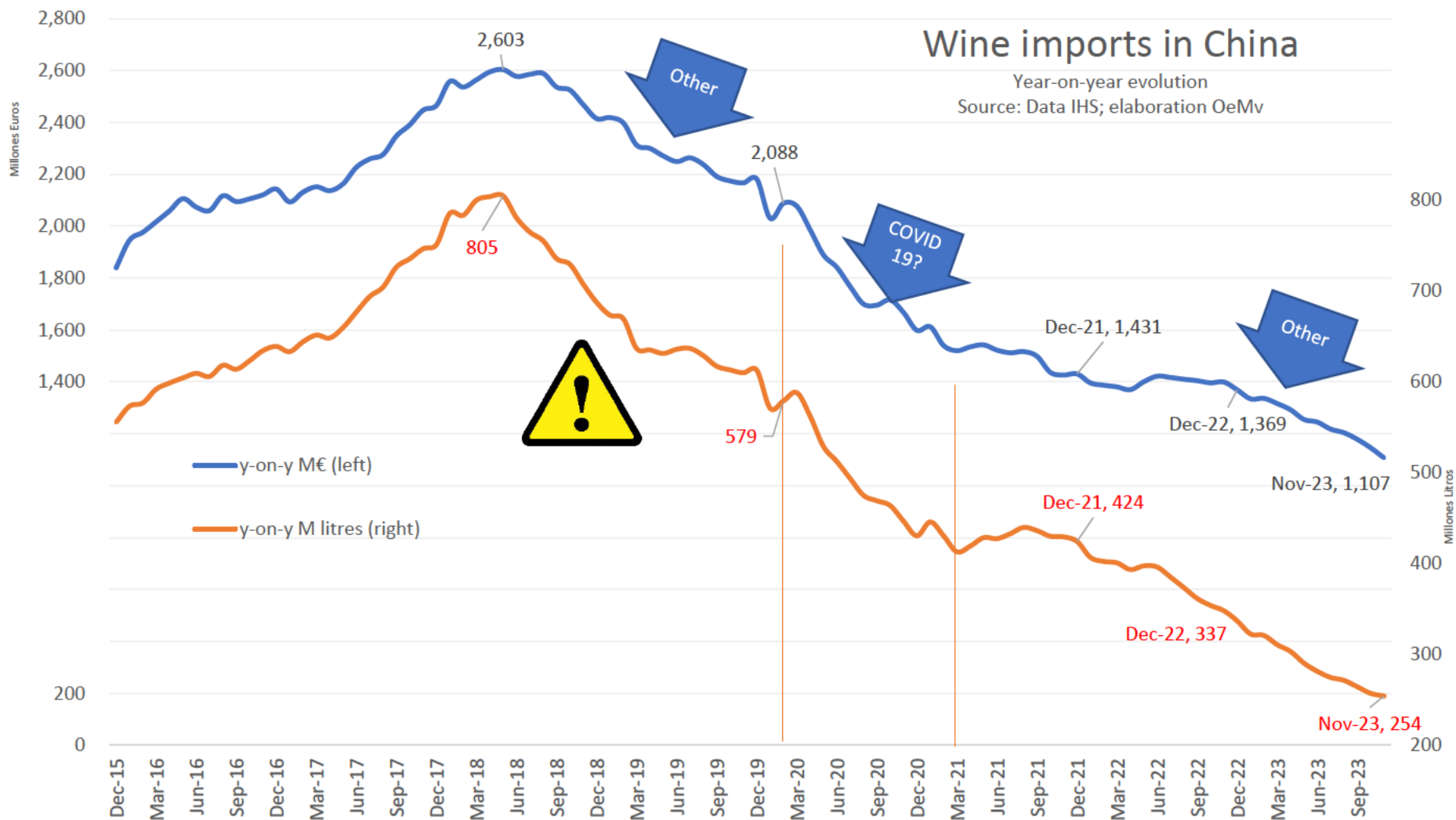
What type of wine do they like?

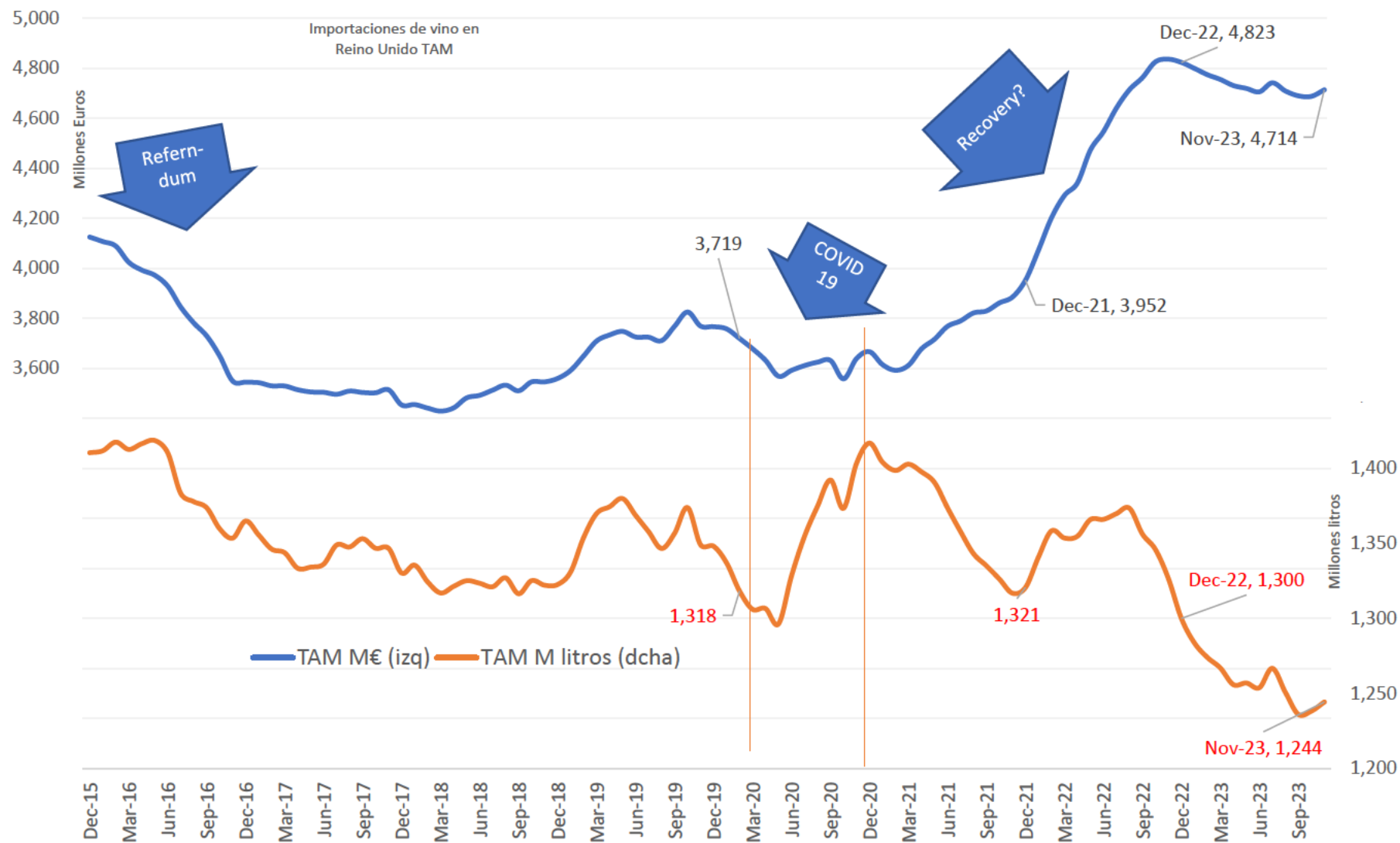
Despite still being very small for wine consumption, the most dynamic regions in the world for wine imports in the last 12 years have been Africa and Latin America

In volume terms, the differences are even bigger.







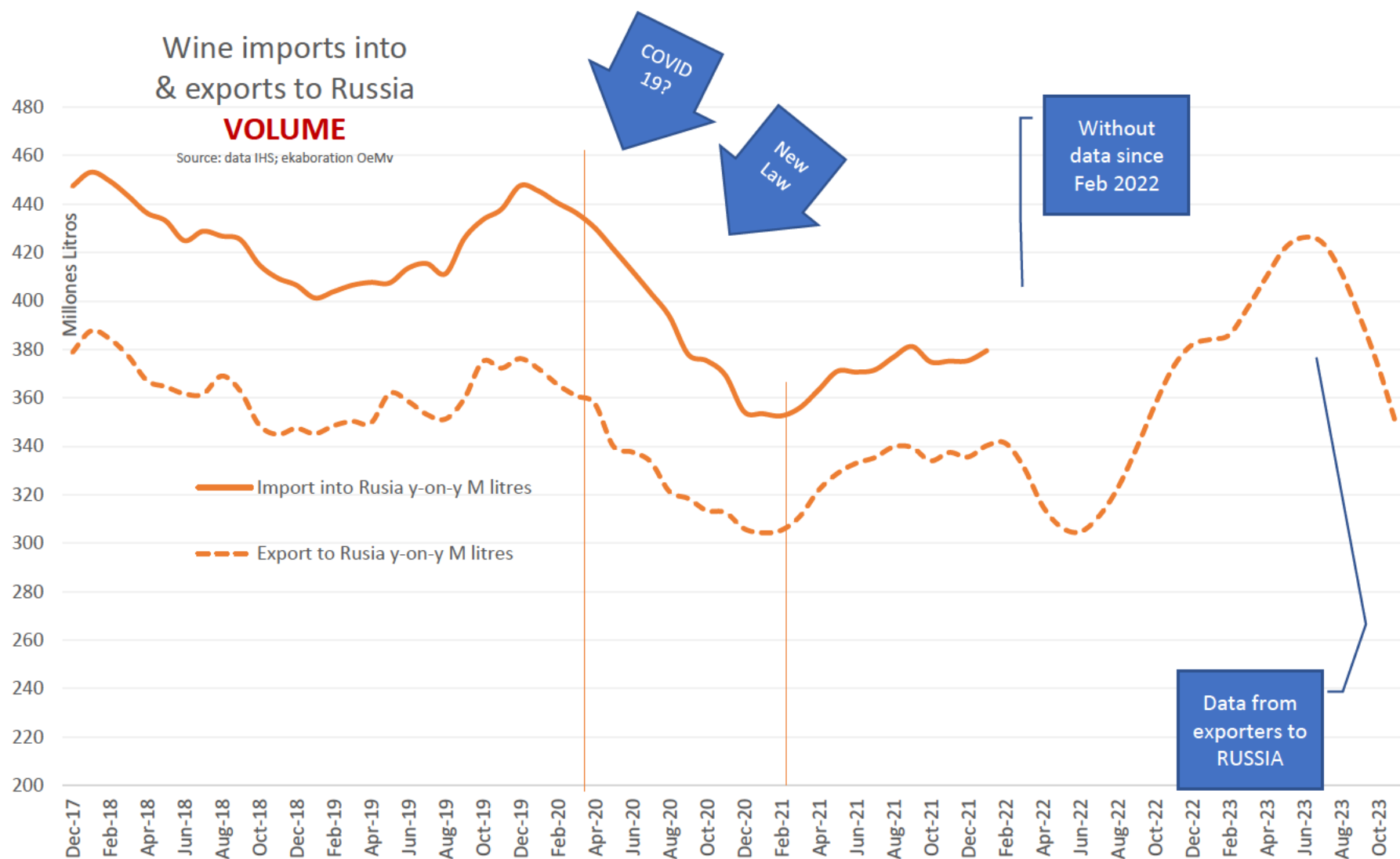


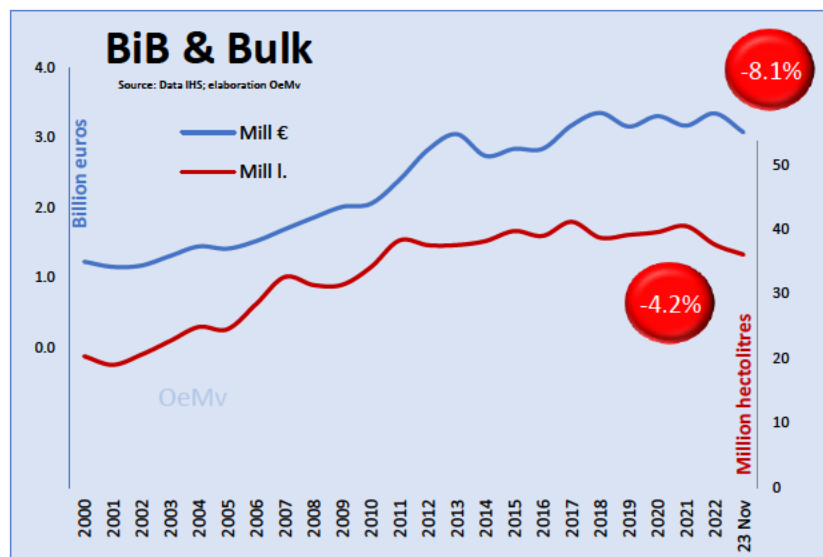
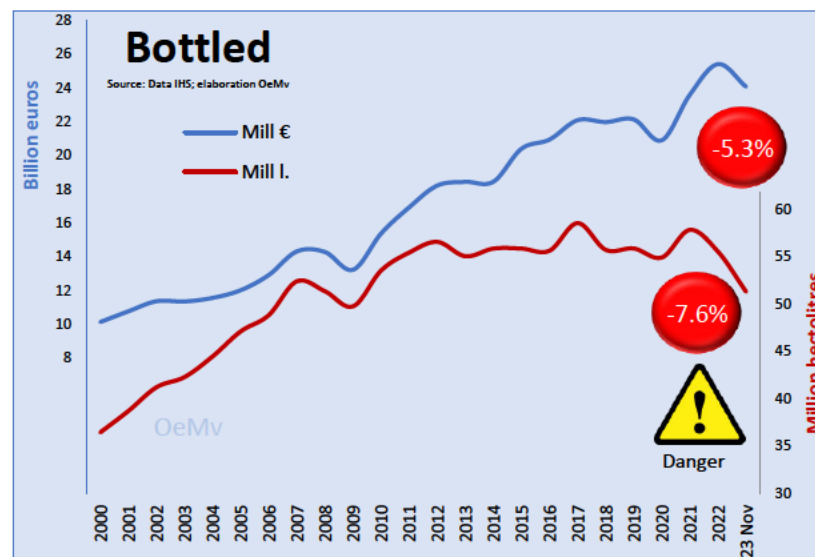
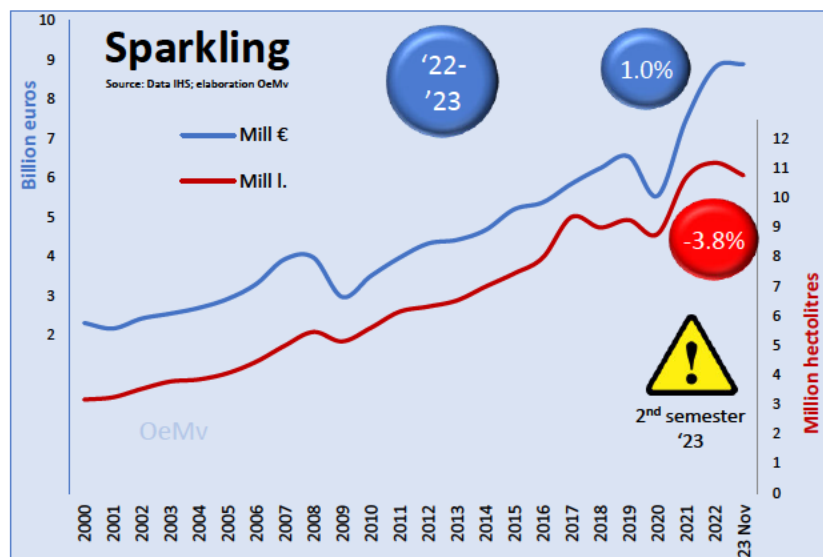


## Wine imports into & exports to Russia

### VOLUME

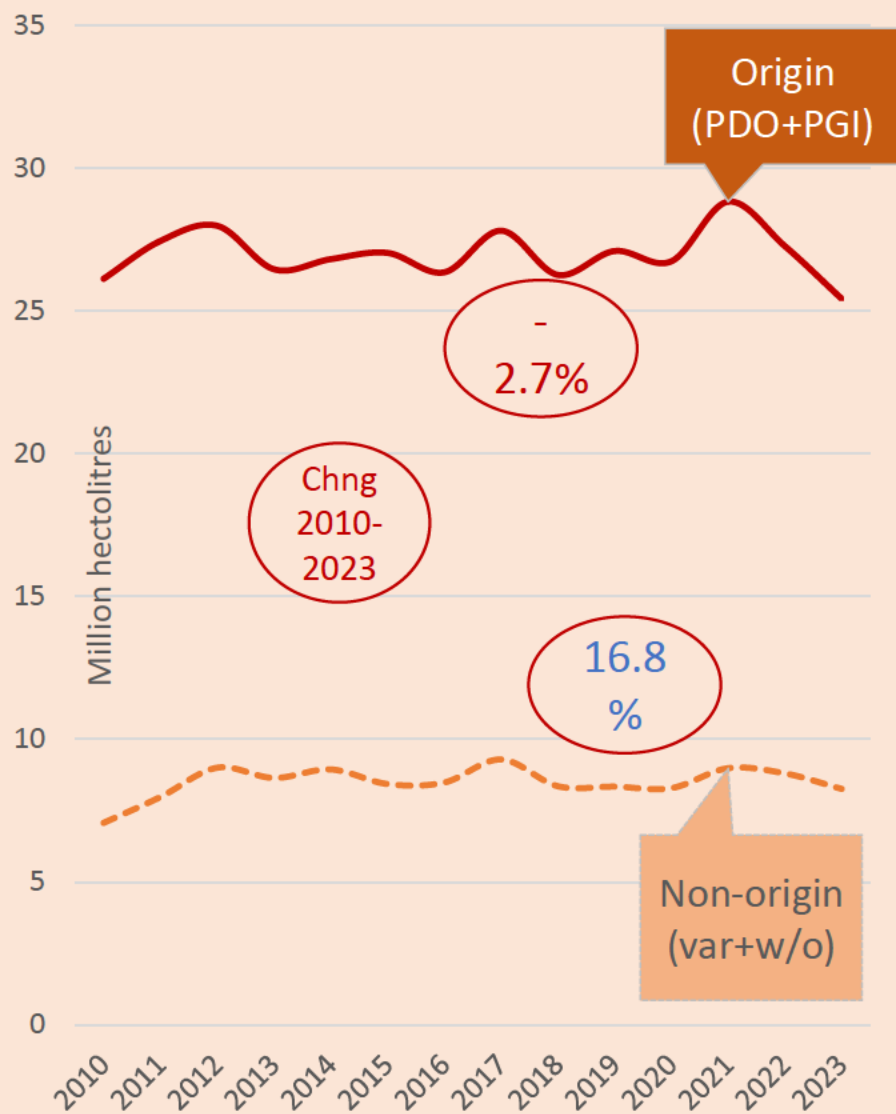
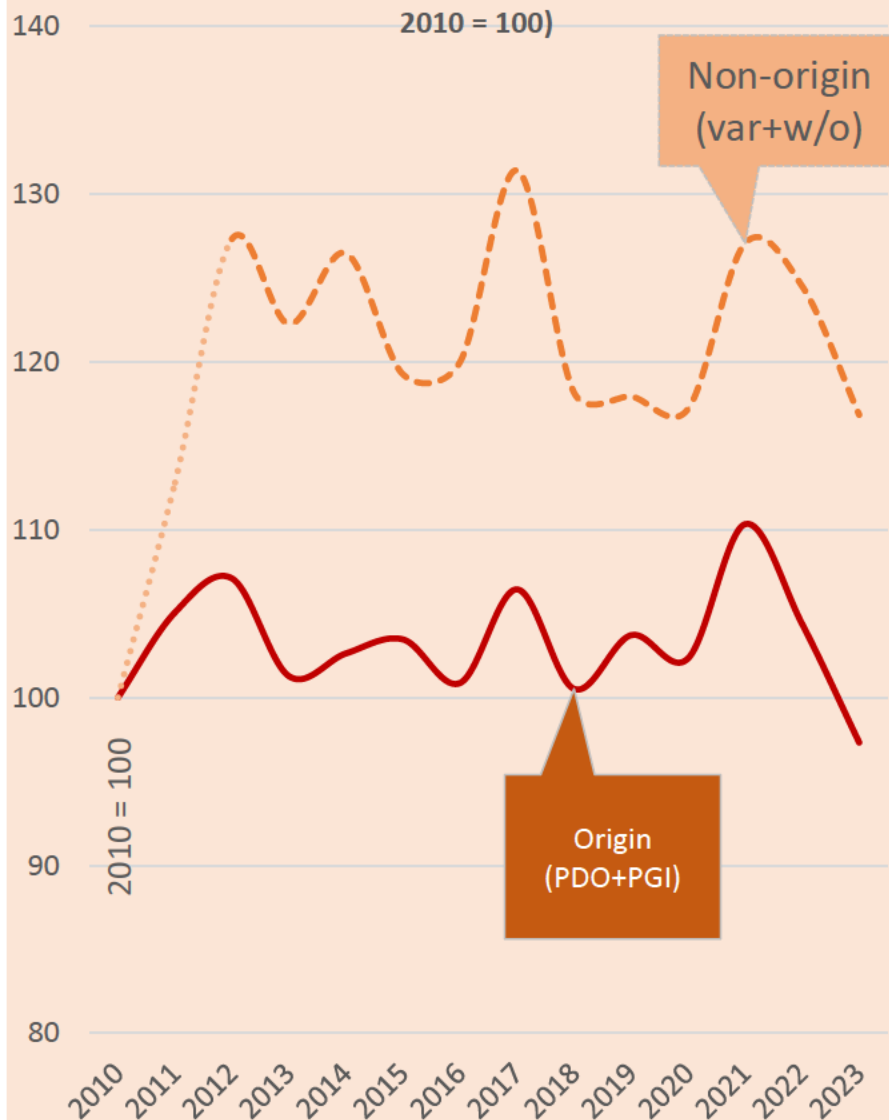
Source: data IHS; ekaboration OeMv

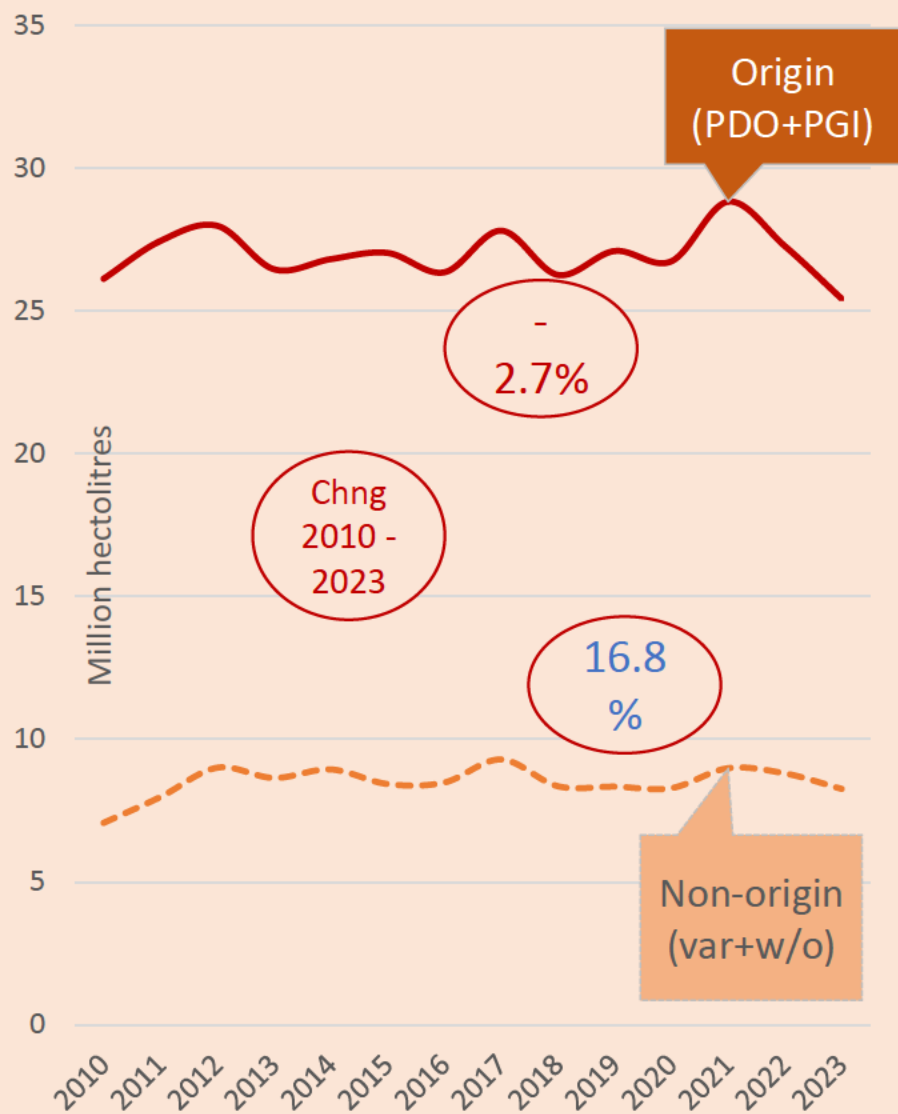
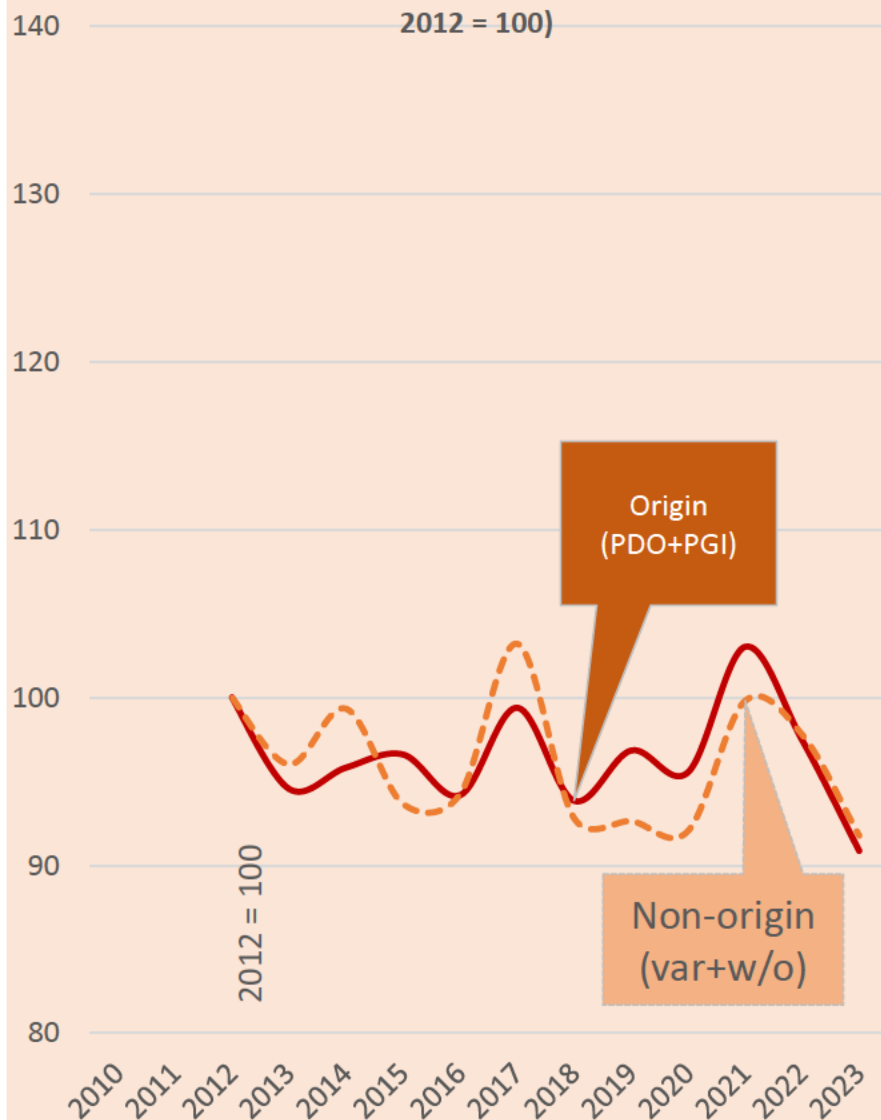




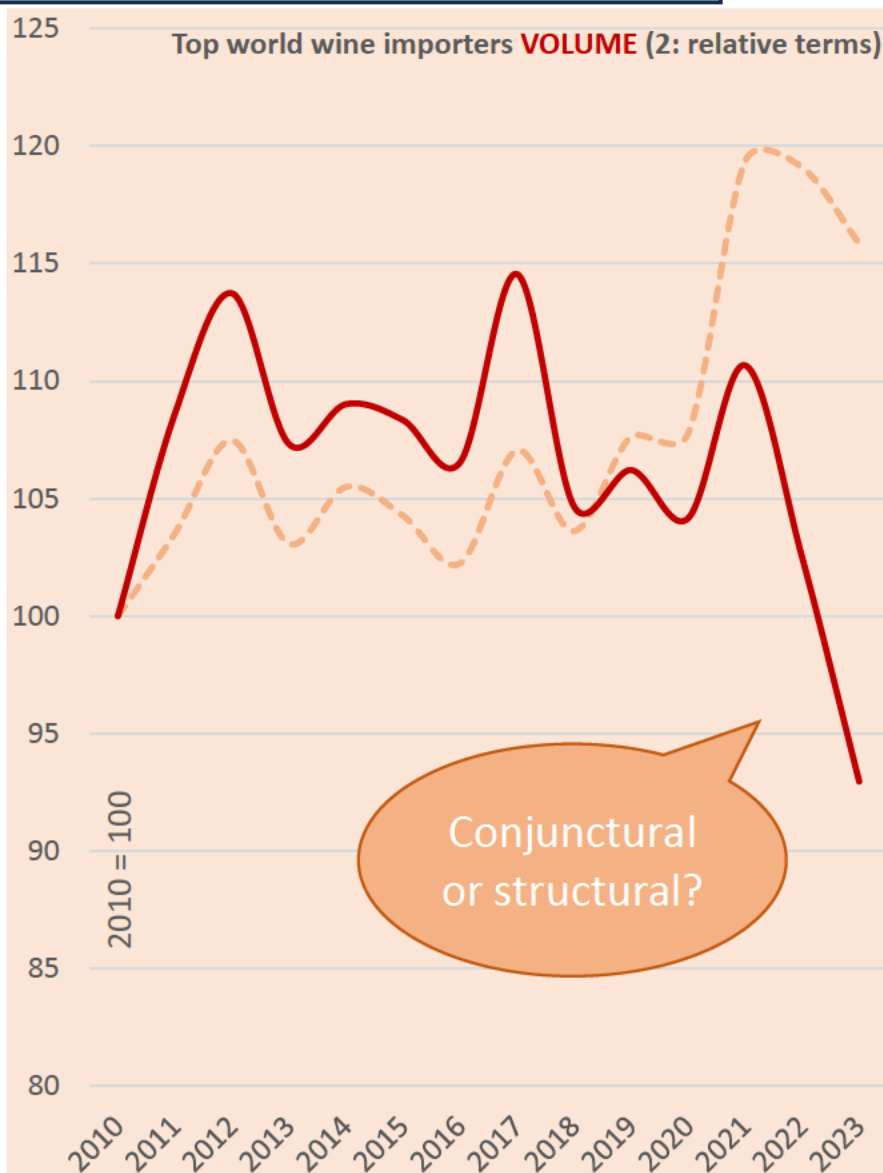
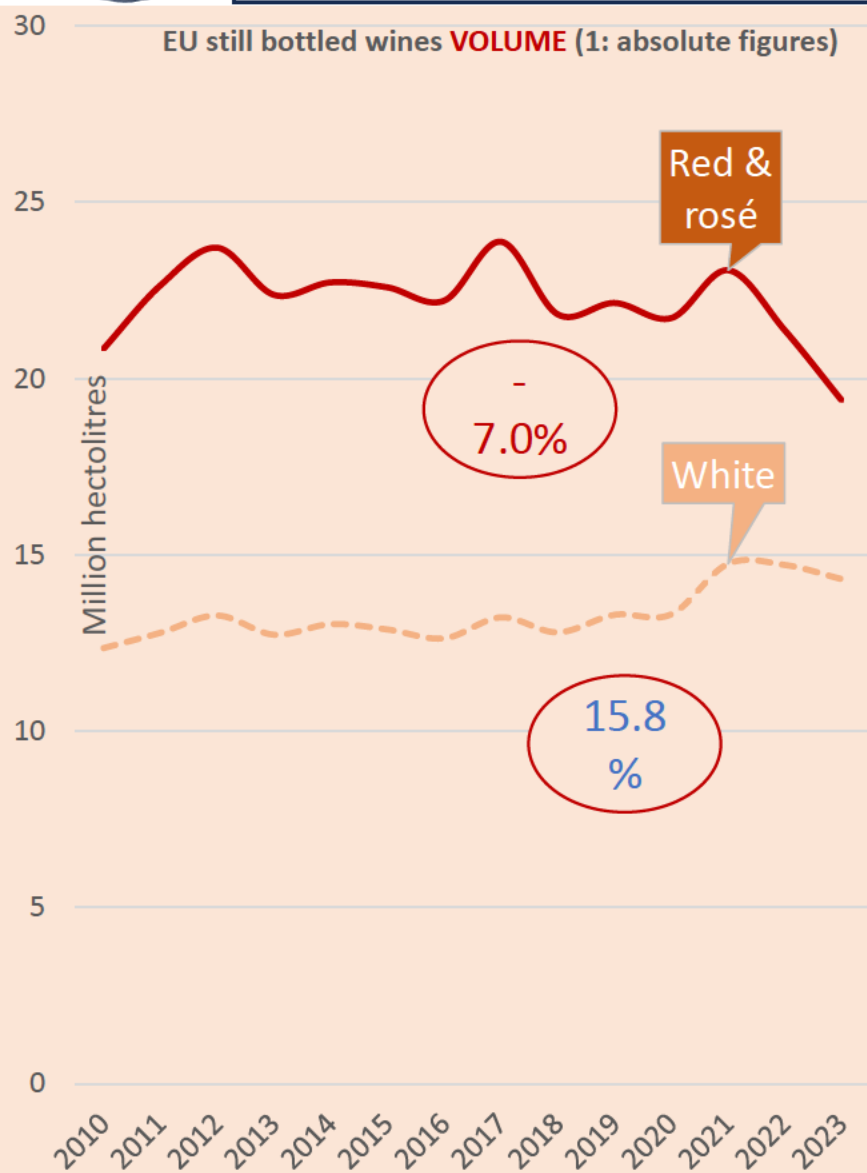
Sparkling better than others, and particularly better than non-sparkling bottled wines.

Bag in Box also better than other categories

EU still bottled wines **VOLUME** (1: absolute figures)Top world wine importers **VOLUME** (2: relative terms)

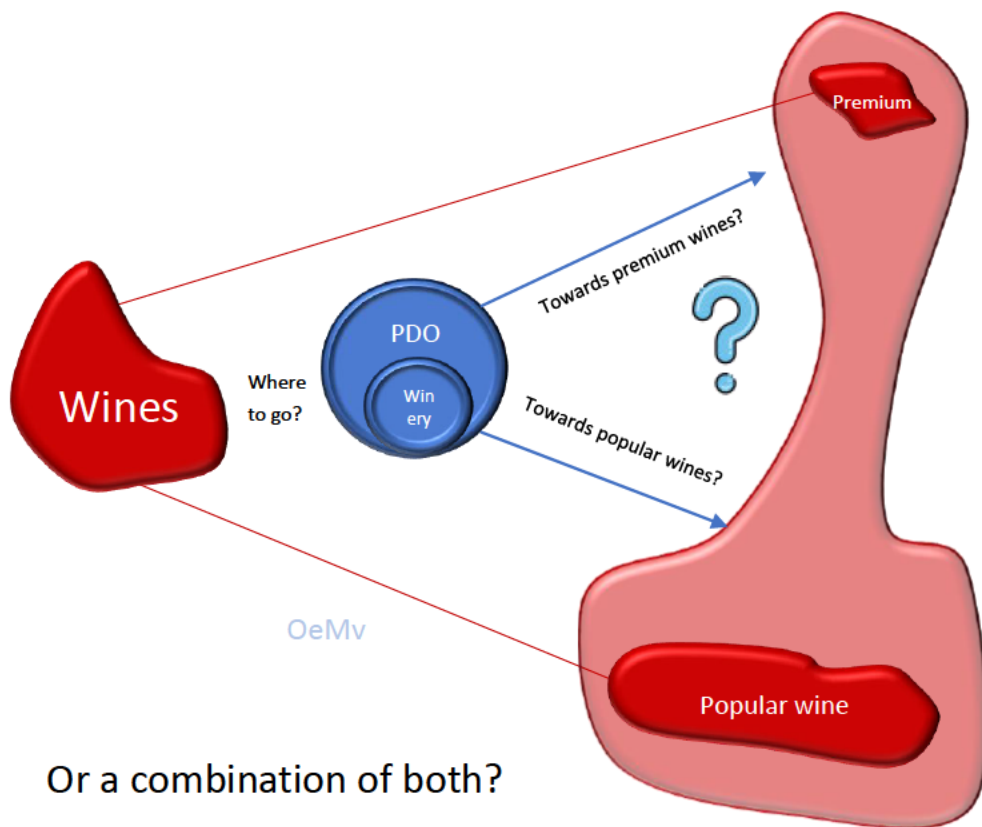
EU still bottled wines **VOLUME** (1: absolute figures)Top world wine importers **VOLUME** (2: relative terms)





# The polarization hypothesis

We keep our concern on how wine markets are evolving and 2023 figures are still consistent – partially at least – with this hypothesis of POLARIZATION:



Or a combination of both?  
How do we manage it?

By the way, others are already working on these strategies

IN wine



In other  
beverages



And even in tourism

Expansión 8 Oct 23

Se potencia  
la polarización  
en el negocio

Una de las tendencias cada vez más presente en el negocio hotelero español es la polarización entre activos, con un cada vez mayor protagonismo de las categorías de lujo y súperlujo, que han demostrado ser más resilientes a los cambios de ciclo, y cierto predominio del 'low cost'.

# Strategies

As a result of the evolution of wine markets, three complementary strategies can be followed

Foster traditional consumption of more traditional wines

Promote fresher more popular wines

Re-invent some wines

Probably more based on environmental, rural and social connections of wine, than on health aspects

Closer to other “easy drinks”

OeMv

Do we do it within our wineries and regions or outside?

As a result of the evolution of wine markets, three  
complex (1) Promoting wine (to third as well as EU countries; alone or  
together with other products;  
all wines; with enough  
flexibility to allow for small  
companies to use the  
measures)

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OeMv

Do we do it within our wineries and regions or outside?

As a result of the evolution of wine markets, three strategies can be followed

(2) Fostering flexible regulation to adapt portfolios to changing market conditions

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Closer to other “easy drinks”

OeMv

Do we do it within our wineries and regions or outside?

As a result of the evolution of wine consumption, the following complementary strategies are proposed:

(3) Promoting a flexible regulatory framework for innovation in new wines and wine-based products, adapted to new consumption trends

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Do we do it within our wineries and regions or outside?



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Factors affecting consumption & trade trends

# Thank you

Spanish Observatory of Wine Markets (OeMv)

EU Wine Observatory – April 10<sup>th</sup> 2024