

I. Global wine markets, 2007-09

Table 1: Summary of the world's wine markets, 2007-09 (annual average)

		Vine Area (^{'000} ha)	% of cropland under vines	Wine produced (ML)	Wine consumed (ML)	Wine consumed (l/capita)	Wine produced (US\$m 2009)	Wine consumed (US\$m 2009)	Per adult wine expenditure (US\$ 2009)	Pop- ulation (millions)	GDP (billion US\$)	GDP per capita (^{'000} US\$)
WEX	France	817	4.23	4487	2511	40.5	22741	16002	525	62	2697	43.5
	Italy	791	8.06	4619	2661	44.7	11471	6690	225	60	2177	36.5
	Portugal	223	13.47	586	488	45.8	2105	1458	280	11	239	22.4
	Spain	1113	6.43	3429	1126	25.3	5896	3289	143	44	1497	33.6
	Total WEX	2944	6.11	13121	6786	38.4	42213	27438	309	177	6609	37.4
WEM	Austria	45	3.11	266	333	39.9	2354	2412	565	8	389	46.7
	Bel-Lux	2	0.16	22	490	26.5	191	1290	129	18	876	47.3
	Denmark	0	0.00	0	172	31.5	0	1193	524	5	321	58.8
	Finland	0	0.00	0	63	11.9	0	390	205	5	251	47.4
	Germany	100	0.82	992	2168	26.4	4012	5699	139	82	3430	41.7
	Greece	116	3.27	392	363	32.6	2054	1997	349	11	330	29.6
	Ireland	0	0.00	0	79	17.8	0	591	371	4	251	56.6
	Netherlands	0	0.00	0	379	22.9	0	1190	180	17	814	49.3
	Sweden	0	0.00	0	189	20.5	0	1053	347	9	452	49.2
	Switzerland	15	3.44	108	293	38.9	961	1871	441	8	476	63.1
	United Kingdom	1	0.01	1	1374	22.4	0	7258	354	61	2543	41.4
	Other WEM	15	1.48	19	101	15.2	100	394	na	7	489	73.7
Total WEM	294	1.12	1800	6003	25.4	9673	25338	254	237	10624	44.9	
ECA	Bulgaria	111	3.54	199	48	6.3	164	103	27	8	48	6.3
	Croatia	34	3.52	78	77	17.4	145	154	65	4	64	14.4
	Georgia	45	7.54	107	28	6.5	79	66	28	4	11	2.6
	Hungary	76	1.58	326	253	25.3	758	686	139	10	141	14.1
	Moldova	142	6.47	135	24	6.6	231	104	55	4	5	1.5
	Romania	182	2.00	567	270	12.6	506	508	49	21	177	8.3
	Russia	42	0.03	509	1126	8.0	3313	3894	50	141	1400	9.9
	Ukraine	71	0.21	230	284	6.2	691	669	27	46	146	6.9
	Other ECA	352	0.51	506	827	5.0	17	119	na	166	1250	295.5
	Total ECA	1054	0.43	2657	2937	7.3	5904	6303	49	405	3241	8.0
ANZ	Australia	167	0.37	1128	490	23.2	3966	2461	270	21	941	44.6
	New Zealand	29	4.17	186	88	20.9	1039	491	265	4	128	30.2
	Total ANZ	196	0.43	1314	578	22.8	5005	2951	269	25	1068	42.2

		Vine Area (^{'000} ha)	% of cropland under vines	Wine produced (ML)	Wine consumed (ML)	Wine consumed (l/capita)	Wine produced (US\$m 2009)	Wine consumed (US\$m 2009)	Per adult wine expenditure (US\$ 2009)	Pop- ulation (millions)	GDP (billion US\$)	GDP per capita (^{'000} US\$)
USC	Canada	10	0.02	52	421	12.7	0	2781	161	33	1420	42.7
	USA	379	0.22	2479	2782	8.9	16540	19742	107	312	14200	45.6
	Total USC	390	0.17	2531	3203	9.3	16540	22524	112	345	15620	45.3
LAC	Argentina	220	0.66	1395	1071	26.9	2222	1598	100	40	298	7.5
	Brazil	79	0.12	353	315	1.6	1468	1654	21	192	1527	8.0
	Chile	185	10.48	868	254	15.1	1927	564	78	17	166	9.9
	Mexico	27	0.10	50	64	0.6	257	397	10	109	998	9.2
	Uruguay	8	0.57	88	84	25.1	160	156	93	3	29	8.6
	Other LAC	25	0.06	81	206	1.0	308	541	na	216	1024	4.7
	Total LAC	544	0.32	2836	1995	3.5	6343	4909	30	576	4042	7.0
AME	South Africa	125	0.81	1018	351	7.1	1885	1171	65	50	282	5.7
	Turkey	482	1.96	23	59	0.8	173	169	11	74	664	9.0
	North Africa	313	1.12	118	110	0.7	463	469	na	164	509	3.1
	Other Africa	12	0.01	11	148	0.2	448	582	na	777	667	0.9
	Middle East	453	1.02	22	40	0.2	160	164	na	234	1659	7.1
	Total AME	1386	0.44	1192	709	0.5	3130	2555	32	1298	3781	2.9
APA	China	453	0.33	810	964	0.7	2603	3054	4	1345	4333	3.2
	Hong Kong	0	0.00	0	10	3.1	na	194	89	3	213	64.1
	India	71	0.04	8	9	0.0	46	50	0	1181	1250	1.1
	Japan	19	0.40	89	262	2.1	1560	2580	40	127	4780	37.6
	Korea	18	1.05	1	30	0.6	186	292	15	48	938	19.5
	Malaysia	0	0.00	0	6	0.2	0	57	4	27	201	7.4
	Philippines	0	0.00	0	8	0.1	0	48	1	90	157	1.7
	Singapore	0	0.00	0	7	1.5	0	117	42	5	184	39.9
	Taiwan	0	0.00	0	11	0.5	0	144	12	23	390	17.0
	Thailand	0	0.00	0	9	0.1	0	66	4	67	261	3.9
	Other APA	18	0.02	0	22	0.0	0	110	na	806	911	1.1
	Total APA	579	0.14	908	1339	0.4	4394	6711	5	3724	13618	3.7
WORLD	World	7387	0.51	26359	23551	3.5	93204	98728	48	6787	58603	8.6
Memo:	EU-15	3209	4.41	14794	14794	37.0	50825	50511	275	399	16298	40.8
	EU-27	3634	3.26	16031	16031	31.9				502	17581	35.0
	NWE8	1124	0.35	7215	7213	15.0	27740	28963	114	480	17464	36.4

Table 2: Summary of the world's wine exports and imports, 2007-09 (annual average)

		Wine exports (ML)	Wine imports (ML)	Value of wine exports (US\$ mill)	Value of wine imports (US\$ mill)	Bottled still wine exports (^{'000 hl})	Bottled still wine imports (ML)	Sparkling wine exports (ML)	Sparkling wine imports (ML)	Bulk wine exports (ML)	Bulk wine imports (ML)	Unit value exports (US\$/litre)	Unit value imports (US\$/litre)
WEX	France	1379	560	9009	762	947	124	145.1	10.8	288	425	6.54	1.36
	Italy	1861	167	5019	442	1114	16	127.7	9.5	619	141	2.70	2.63
	Portugal	286	142	811	103	187	30	1.0	5.5	99	107	2.89	0.72
	Spain	1292	61	2280	246	489	33	115.5	4.2	688	23	1.76	4.18
	Total WEX	4819	930	17120	1553	2737	204	389.3	30.0	1692	697	3.55	1.67
WEM	Austria	62	67	158	232	36	39	1.3	15.8	24	12	2.57	3.51
	Bel-Lux	80	668	660	3128	41	428	26.2	73.3	14	166	8.03	4.68
	Denmark	37	188	124	678	15	104	0.4	4.6	21	79	3.39	3.61
	Finland	2	65	9	225	1	34	0.1	5.6	1	25	4.27	3.47
	Germany	351	1399	1046	2822	271	591	24.0	72.9	56	734	2.98	2.02
	Greece	28	17	79	45	22	5	2.3	2.2	4	10	2.86	2.61
	Ireland	1	67	6	319	1	64	0.1	1.7	0	1	9.93	4.78
	Netherlands	19	335	128	1146	17	288	1.0	13.4	1	34	6.88	3.50
	Sweden	4	185	17	633	2	96	0.2	7.7	1	81	4.72	3.42
	Switzerland	3	186	130	1041	2	85	0.1	14.5	1	87	51.50	5.59
	United Kingdom	49	1279	451	4866	37	926	2.4	74.0	10	279	9.24	3.81
	Other WEM	6	88	12	403	2	46	0.0	3.5	3	38	2.17	4.61
	Total WEM	640	4542	2818	15536	445	2706	58.1	289.2	136	1547	4.40	3.42
ECA	Bulgaria	85	9	100	20	70	2	1.0	0.1	15	7	1.20	2.20
	Croatia	3	14	13	25	3	4	0.0	0.4	0	10	4.87	1.76
	Georgia	10	0	34	1	9	0	0.2	0.0	1	0	3.36	10.93
	Hungary	61	15	93	27	28	4	4.2	2.2	30	9	1.56	2.24
	Moldova	84	2	115	1	46	0	2.9	0.1	35	1	1.36	1.48
	Romania	13	29	31	49	6	8	0.2	1.3	6	19	2.42	1.69
	Russia	1	302	3	629	0	211	0.6	17.8	0	73	2.04	2.12
	Ukraine	34	37	54	68	10	17	5.6	1.2	19	19	1.92	2.05
	Other ECA	184	506	294	817	78	306	7.2	19.2	98	180	1.59	1.66
	Total ECA	476	914	737	1637	249	554	21.9	42.3	204	318	1.55	1.81
ANZ	Australia	752	57	2125	380	514	38	15.3	9.6	222	9	2.83	6.74
	New Zealand	104	37	614	119	89	20	1.5	3.1	13	14	6.05	3.19
	Total ANZ	855	94	2739	499	603	58	16.8	12.7	235	23	3.21	5.29

		Wine Exports (ML)	Wine Imports (ML)	Value of wine exports (US\$ mill)	Value of wine imports (US\$ mill)	Bottled still wine exports (ML)	Bottled still wine imports (ML)	Sparkling wine exports (ML)	Sparkling wine imports (ML)	Bulk wine exports (ML)	Bulk wine imports (ML)	Unit value exports (US\$/litre)	Unit value imports (US\$/litre)
USC	Canada	8	320	21	1499	1	231	0.1	8.2	7	81	3.89	4.69
	USA	383	924	914	4629	204	742	5.1	33.6	173	148	2.43	5.04
	Total USC	390	1244	934	6128	205	973	5.3	41.8	180	229	2.43	4.94
LAC	Argentina	359	5	592	5	191	0	3.4	0.3	165	4	1.69	3.74
	Brazil	14	58	7	186	2	55	0.1	2.9	11	0	0.87	3.20
	Chile	628	4	1333	4	377	3	2.4	0.9	249	0	2.13	0.98
	Mexico	1	42	3	155	1	31	0.1	2.9	0	7	3.09	3.73
	Uruguay	11	2	8	6	na	na	na	na	na	na	0.80	2.40
	Other LAC	5	130	6	247	4	107	0.3	10.9	1	13	1.25	1.90
	Total LAC	1018	241	1950	603	575	196	6.3	17.9	426	25	1.91	2.50
AME	South Africa	454	2	712	18	216	1	6.3	0.4	232	1	1.58	9.72
	Turkey	6	1	8	4	3	1	0.0	0.1	2	0	1.79	2.91
	North Africa	15	7	21	19	3	3	0.3	0.4	13	4	1.39	3.75
	Other Africa	2	138	13	175	1	86	0.4	16.1	1	36	6.83	1.36
	Middle East	14	33	37	128	4	11	1.3	19.4	9	2	2.67	3.90
	Total AME	491	181	791	344	227	102	8.2	36.4	256	43	1.62	1.99
APA	China	5	162	18	365	5	64	0.2	1.5	0	97	3.80	2.23
	Hong Kong	7	30	87	364	5	27	0.1	1.0	2	2	12.36	11.92
	India	2	3	3	13	1	1	0.1	0.0	1	2	2.26	4.97
	Japan	0	173	2	1203	0	123	0.0	21.4	0	29	6.18	6.97
	Korea	0	28	0	143	0	23	0.0	0.8	0	4	3.01	5.13
	Malaysia	10	11	18	44	9	10	0.1	0.1	0	1	6.35	4.78
	Philippines	0	9	0	16	0	6	0.0	0.2	0	3	2.29	1.67
	Singapore	12	23	260	362	6	16	5.2	6.1	1	1	21.96	15.83
	Taiwan	0	16	0	86	10	10	0.4	0.4	0	1	1.83	5.66
	Thailand	3	9	11	30	3	7	0.1	0.8	0	1	3.30	3.30
	Other APA	0	23	5	155	0	16	0.1	1.9	0	5	12.50	6.73
	Total APA	40	485	405	2780	33	295	6.0	34.0	4	144	10.69	5.73
WORLD	World	8729	8632	27494	29081	5074	5088	511.9	504.3	3135	3026	3.15	3.37
Memo:	EU-15	5450	5199	19797	15645	3178	2779	447.2	301.1	1825	2119	3.63	3.01
	EU-27	5692	5672	20217	16431	3335	3065	458.6	321.7	1899	2285	3.55	2.90
	NWE8	2698	1351	6319	6661	1592	1035	34.2	56.1	1062	257	2.35	4.95

Table 3: Other key indicators of the world's wine markets, 2007-09 (annual average)

		% of global prod'n volume	% of global cons'n volume	% of '09 global prod'n value	% of '09 global cons'n value	Wine as % of alcohol cons'n	Exports as % of prod'n volume	Imports as % of cons'n volume	Wine self suff.	% of world export volume	% of world export value	% of world import volume	% of world import value	Index of comp. advant.
WEX	France	17.0	10.7	24.4	16.2	56	31	22	179	15.8	32.7	6.5	2.6	8.02
	Italy	17.5	11.3	12.3	6.8	69	40	6	174	21.3	18.3	1.9	1.5	5.09
	Portugal	2.2	2.1	2.3	1.5	61	49	29	120	3.3	3.0	1.6	0.4	7.86
	Spain	13.0	4.8	6.3	3.3	34	38	5	305	14.8	8.3	0.7	0.8	4.42
	Total WEX	49.8	28.8	45.3	27.8	55	37	14	194	55.2	62.2	10.8	5.3	6.26
WEM	Austria	1.0	1.4	2.5	2.4	44	24	20	80	0.7	0.6	0.8	0.8	0.48
	Bel-Lux	0.1	2.1	0.2	1.3	38	392	153	5	0.9	2.4	7.7	10.7	0.47
	Denmark	0.0	0.7	0.0	1.2	44	0	110	0	0.4	0.5	2.2	2.3	0.57
	Finland	0.0	0.3	0.0	0.4	18	0	102	0	0.0	0.0	0.8	0.8	0.06
	Germany	3.8	9.2	4.3	5.8	31	35	65	46	4.0	3.8	16.2	9.7	0.39
	Greece	1.5	1.5	2.2	2.0	52	7	5	108	0.3	0.3	0.2	0.2	1.68
	Ireland	0.0	0.3	0.0	0.6	23	0	85	0	0.0	0.0	0.8	1.1	0.02
	Netherlands	0.0	1.6	0.0	1.2	36	0	89	0	0.2	0.5	3.9	3.9	0.11
	Sweden	0.0	0.8	0.0	1.1	43	0	98	0	0.0	0.1	2.1	2.2	0.05
	Switzerland	0.4	1.2	1.0	1.9	56	3	64	37	0.0	0.5	2.2	3.6	0.34
	United Kingdom	0.0	5.8	0.0	7.4	31	na	93	0	0.6	1.7	14.8	16.7	0.53
	Other WEM	0.1	0.4	0.1	0.4	34	30	87	19	0.1	0.0	1.0	1.4	0.04
	Total WEM	6.8	25.5	10.4	25.7	34	36	76	30	7.3	10.2	52.6	53.4	0.34
ECA	Bulgaria	0.8	0.2	0.2	0.1	11	48	20	415	1.0	0.4	0.1	0.1	2.51
	Croatia	0.3	0.3	0.2	0.2	30	4	19	102	0.0	0.0	0.2	0.1	0.53
	Georgia	0.4	0.1	0.1	0.1	31	10	0	382	0.1	0.1	0.0	0.0	12.99
	Hungary	1.2	1.1	0.8	0.7	35	19	6	129	0.7	0.3	0.2	0.1	0.47
	Moldova	0.5	0.1	0.2	0.1	31	62	6	562	1.0	0.4	0.0	0.0	39.53
	Romania	2.1	1.1	0.5	0.5	21	2	11	210	0.1	0.1	0.3	0.2	0.34
	Russia	1.9	4.8	3.6	3.9	10	0	27	45	0.0	0.0	3.5	2.2	0.00
	Ukraine	0.9	1.2	0.7	0.7	9	15	13	81	0.4	0.2	0.4	0.2	0.53
	Other ECA	1.9	3.5	0.0	0.1	12	36	61	62	2.1	1.1	5.9	2.8	0.26
	Total ECA	10.1	12.5	6.3	6.4	12	18	31	91	5.5	2.7	10.6	5.6	0.31
ANZ	Australia	4.3	2.1	4.3	2.5	36	68	12	230	8.6	7.7	0.7	1.3	6.49
	New Zealand	0.7	0.4	1.1	0.5	37	56	42	211	1.2	2.2	0.4	0.4	10.84
	Total ANZ	5.0	2.5	5.4	3.0	36	66	16	227	9.8	10.0	1.1	1.7	7.11

		% of global prod'n volume	% of global cons'n volume	% of '09 global prod'n value	% of '09 global cons'n value	Wine as % of alcohol cons'n	Exports as % of prod'n volume	Imports as % of cons'n volume	Wine self suff. (%)	% of world export volume	% of world export value	% of world import volume	% of world import value	Index of comp. advant.
USC	Canada	0.2	1.8	0.0	2.8	23	14	76	12	0.1	0.1	3.7	5.2	0.03
	USA	9.4	11.8	17.7	20.0	16	15	33	89	4.4	3.3	10.7	15.9	0.38
	Total USC	9.6	13.6	17.7	22.8	17	15	39	79	4.5	3.4	14.4	21.1	0.29
LAC	Argentina	5.3	4.5	2.4	1.6	55	26	0	130	4.1	2.2	0.1	0.0	4.75
	Brazil	1.3	1.3	1.6	1.7	3	4	18	112	0.2	0.0	0.7	0.6	0.02
	Chile	3.3	1.1	2.1	0.6	38	73	2	349	7.2	4.9	0.1	0.0	10.47
	Mexico	0.2	0.3	0.3	0.4	2	3	65	79	0.0	0.0	0.5	0.5	0.01
	Uruguay	0.3	0.4	0.2	0.2	62	13	3	105	0.1	0.0	0.0	0.0	0.77
	Other LAC	0.3	0.9	0.3	0.5	5	6	63	40	0.1	0.0	1.5	0.9	0.01
	Total LAC	10.8	8.5	6.8	5.0	11	36	12	142	11.7	7.1	2.8	2.1	1.21
AME	South Africa	3.9	1.5	2.0	1.2	17	45	1	290	5.2	2.6	0.0	0.1	4.88
	Turkey	0.1	0.3	0.2	0.2	9	25	2	44	0.1	0.0	0.0	0.0	0.04
	North Africa	0.4	0.5	0.5	0.5	71	13	6	108	0.2	0.1	0.1	0.1	0.06
	Other Africa	0.0	0.6	0.5	0.6	100	17	93	8	0.0	0.0	1.6	0.6	0.03
	Middle East	0.1	0.2	0.2	0.2	18	65	81	54	0.2	0.1	0.4	0.4	0.02
	Total AME	4.5	3.0	3.4	2.6	13	41	25	169	5.6	2.9	2.1	1.2	0.28
APA	China	3.1	4.1	2.8	3.1	3	1	17	84	0.1	0.1	1.9	1.3	0.01
	Hong Kong	0.0	0.0	0.0	0.2	12	0	283	0	0.1	0.3	0.3	1.3	0.12
	India	0.0	0.0	0.0	0.1	24	20	30	83	0.0	0.0	0.0	0.0	0.01
	Japan	0.3	1.1	1.7	2.6	0	0	66	34	0.0	0.0	2.0	4.1	0.00
	Korea	0.0	0.1	0.2	0.3	4	9	92	3	0.0	0.0	0.3	0.5	0.00
	Malaysia	0.0	0.0	0.0	0.1	7	0	0	0	0.1	0.1	0.1	0.2	0.05
	Philippines	0.0	0.0	0.0	0.0	0	0	0	0	0.0	0.0	0.1	0.1	0.00
	Singapore	0.0	0.0	0.0	0.1	14	0	0	0	0.1	0.9	0.3	1.2	0.41
	Taiwan	0.0	0.0	0.0	0.1	3	0	0	0	0.0	0.0	0.2	0.3	0.00
	Thailand	0.0	0.0	0.0	0.1	0	0	0	0	0.0	0.0	0.1	0.1	0.03
	Other APA	0.0	0.1	0.0	0.1	2	0	0	0	0.0	0.0	0.3	0.5	0.01
Total APA	3.4	5.7	4.7	6.8	3	4	37	68	0.5	1.5	5.6	9.6	0.05	
WORLD	World	100	100	100	100	16	33	37	112	100	100	100	100	1.00
Memo:	EU-15	56.1	62.8	54.5	51.2	47	37	35	100	62.4	72.0	60.2	53.8	1.90
	EU-27	60.8	68.1			42	36	35	100	65.2	73.5	65.7	56.5	1.75
	NWE8	27.4	30.6	29.8	29.3	26	37	19	100	30.9	23.0	15.6	22.9	1.57