

[View this email in your browser](#)



BI Daily

26 April 2024

GLOBAL TRENDS

STATE OF THE VINE AND WINE SECTOR - OIV PRESS CONFERENCE

Vineyard Surface Area

The world's vineyard surface area continued its decline, shrinking by 0.5% from 2022 to 7.2 million hectares. This trend, observed for the third consecutive year, was driven by the removal of vineyards in major vine-growing regions (including all types of grapes) across both hemispheres.

In 2023, the top 6 countries represent 56% of the world total, while the EU and the Southern Hemisphere account for 45% and 12%, respectively.

Wine Production

Extreme climatic conditions and widespread fungal diseases severely impacted many vineyards worldwide, culminating in a historically low global wine production of 237 million hectolitres. This marked a 10% drop from 2022 and represented the lowest output since 1961.

Very low production volumes were recorded in both the EU (145 mhl, -11%/2022) and the Southern Hemisphere (47 mhl, -15%/2022).

Wine Consumption

Global wine consumption in 2023 is estimated at 221 million hectolitres, indicating a decrease of 2.6% compared to 2022's already low figures. The spike in production and distribution costs, driven by inflationary pressures, led to higher wine prices for consumers, who were already dealing with diminished purchasing power. Despite these challenges, a few major markets demonstrated resilience.

More than two-thirds (68%) of global consumption is concentrated in the top 10 markets, with the top 5 consuming countries representing 51% of the world total. The EU (107 mhl, -2%/2022) accounts for 48%.

[Click here to read more](#)



This information was supplied to you in collaboration with SAWIS.

For more information, contact SAWIS at info@sawis.co.za



Copyright (C) 2024, South Africa Wine NPC. All rights reserved.

Our mailing address is:
South Africa Wine
Picardi Farm, 100 Cecilia Street
Suider-Paarl, 7646

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)