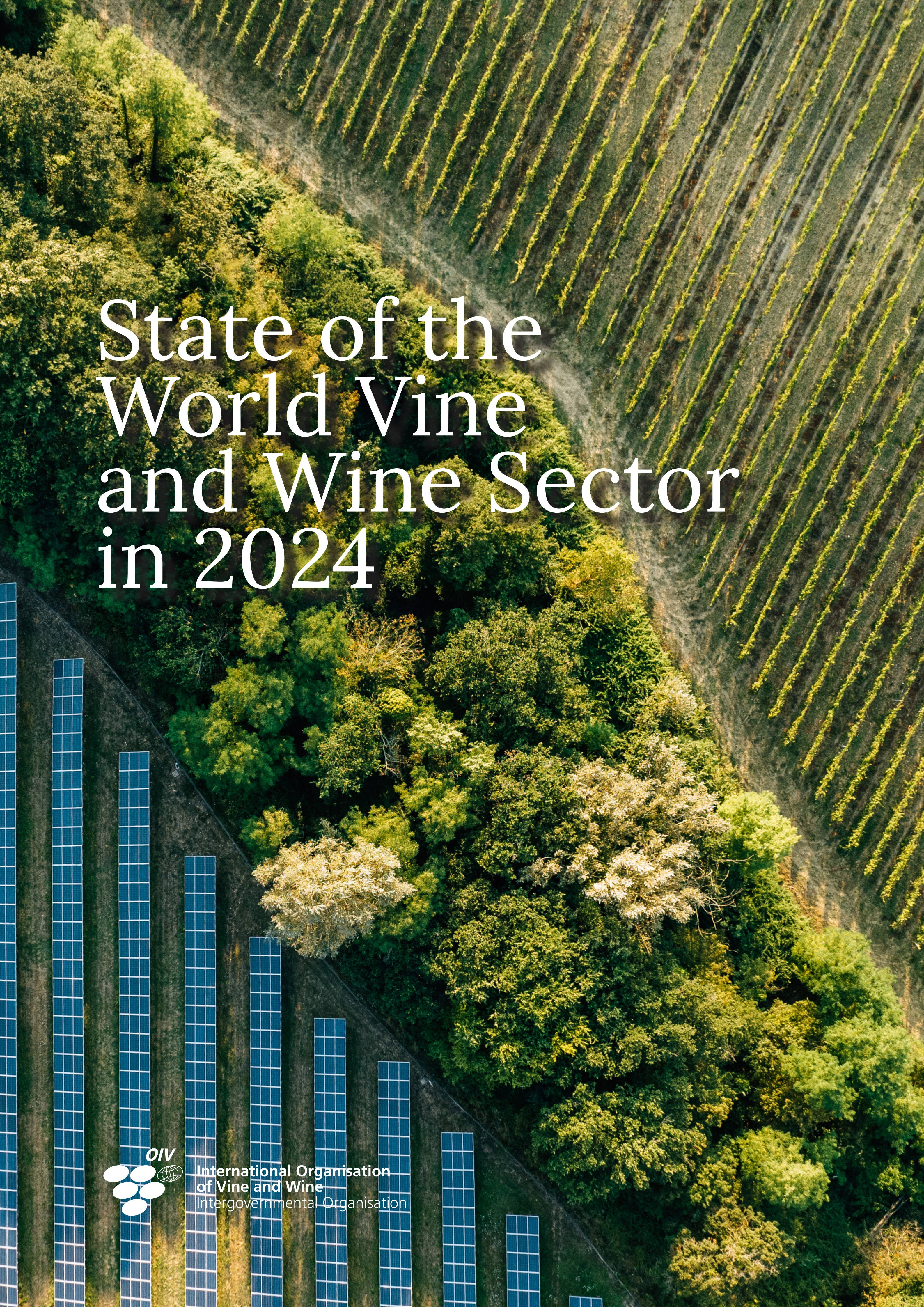

State of the World Vine and Wine Sector in 2024

OIV

International Organisation of Vine and Wine
Intergovernmental Organisation

46TH WORLD CONGRESS OF VINE AND WINE

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REPUBLIC OF MOLDOVA

List of figures

List of tables

Abbreviations

ha: hectares
kha: thousands of hectares
mha: millions of hectares
l: litres
khl: thousands of hectolitres
mhl: millions of hectolitres
m: million
bn: billion
EUR: euros
Avg.: average
Prov.: provisional
Prel.: preliminary

The year 2024 in a nutshell

In 2024, the global vine and wine sector faced another challenging year, marked by adverse climatic conditions that resulted in historically low production levels. At the same time, social and economic factors have led to declining consumption in key markets. Despite these pressures, higher average prices helped support overall market performance in value terms, mitigating some of the impact of reduced volumes.

Key Highlights

• **Vineyard Surface Area:** The global vineyard surface area continued its decline in 2024, contracting by 0.6% to 7.1 million hectares. This marks the fourth consecutive year of decline, driven by vineyard removals across major vine-growing regions in both hemispheres, affecting all grapes for wine and non-wine uses.

• **Wine production:** For the second consecutive year, extreme climatic conditions and consequent disease pressure severely impacted vineyards worldwide, leading to a historically low global wine production. As in 2023, these circumstances were further exacerbated by economic and market pressures. In 2024, the total output fell to 225.8 million hectolitres - the lowest in over 60 years - down 4.8% compared to the previous year.

• **Wine Consumption:** In 2024, global wine consumption is estimated at 214.2 million hectolitres, down 3.3% from 2023's already low level. Declining demand across major markets, coupled with high average prices - driven by low production volumes and the lingering effects of past inflation - made for a challenging year. However, some key markets showed resilience despite these difficulties.

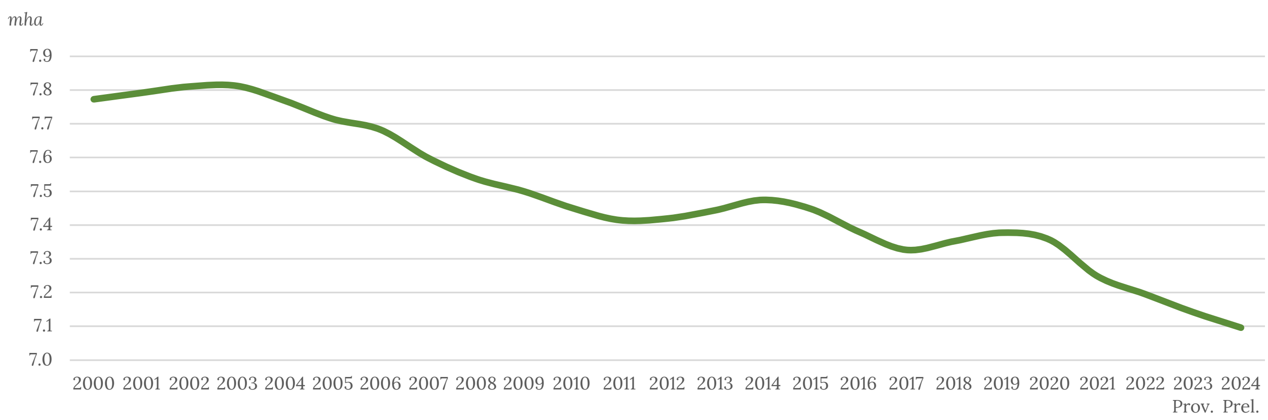
• **International trade in wine:** In 2024, the international trade in wine was impacted by low production volumes and high average export prices. While total export volume remained relatively low at 99.8 million hectolitres - matching 2023 but 5% below the five-year average - this was offset by strong export value, reaching 35.9 billion euros. The average export price held steady at 3.60 euros per litre, maintaining the record high set in 2023.

1 | Vineyard surface area

1.1 • World vineyard

In 2024, the world's vineyard surface area[1] stands at 7.1 million hectares, marking a slight decrease of 0.6% compared to 2023. As shown in Figure 1, this is the fourth consecutive year of shrinking vineyard surfaces globally. The trend is attributed to a reduction in vineyard surface across major vine-growing countries in both hemispheres, with only a few exceptions. The trend has been noted for all grape types, with wine grapes being affected the most.

Figure 1 • Evolution of world vineyard surface area



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[1]The vineyard surface area refers to the planted area with vines for all purposes (wine grape, table grape, and grape to be dried), including young vines that are not yet productive.

1.2 • Major vine-growing countries

The **European Union**'s (EU) vineyard landscape witnessed an overall decrease of 0.8% in 2024, totalling **3.2 mha**. The modest expansions reported in Italy, Romania, and Greece did not offset the vineyard removals observed in other EU countries.

At the country level, **Spain**, the largest vineyard in the world, accounts for **930 kha** in 2024 and has decreased by 1.5% (equivalent to 14.5 kha) compared to 2023. Similarly, **France**, with the second largest area under vines, saw a decrease of 0.7%, setting at **783 kha**. **Italy**, on the contrary, continued its positive trend, reaching **728 kha**. Among the top seven largest vineyards in the world, Italy is the only one recording positive growth. Expansions were also recorded in **Romania** (**187 kha**, +0.1%/2023) and **Greece** (**93 kha**, +0.4%/2023). In all the other main vine-growing countries of the EU, declines in area under vines are recorded: -5.1% in **Portugal** (**173 kha**), -0.4% in **Germany** (**103 kha**), -7.3% in **Bulgaria** (**60 kha**), and -1.0% in **Hungary** (**60 kha**).

Outside the EU, **Moldova** maintained its position as the largest vineyard in Eastern Europe with **115 kha**, while **Russia** reported a 2.2% surface area increase, reaching **108 kha**.

In Asia, after a period of significant expansion from 2000 to 2015 (from 300 kha to 770 kha), the vineyard in **China**[2], third in the world by size, has stabilised in recent years and is estimated at **753 kha** in 2024 (-0.4%/2023). **Türkiye** hosts the fifth largest vineyard in the world in 2024, with an estimated vineyard surface area of **402 kha** primarily dedicated to table and dried grape production. Türkiye recorded a negative trend in the last ten years, losing 20% of its vineyard surface.

India's vineyard area has been significantly expanding in recent years, with an average annual growth rate of 4.5% since 2019. In 2024, the total area under vines is estimated to reach **185 kha**. Other large vineyards in Asia, mainly specialised in the production of table grapes and grapes to be dried, are in **Iran** (**122 kha**), **Uzbekistan** (**121 kha**) and **Afghanistan** (**100 kha**).

In North America, the **USA**, the sixth largest vineyard in the world, is estimated at **385 kha** (-0.7%/2023). This is the eleventh year in a row that the area under vines has declined since its peak at 453 kha in 2013.

In South America, **Argentina**'s vineyard area decreased by 2.4% in 2024, reaching **200 kha**. Similarly, **Chile** saw a significant drop of 3.2%, totalling **166 kha**. **Brazil**, on the contrary, expanded its vineyard for the fourth consecutive year, reaching **83 kha** (+1.6%/2023).

The largest vineyard in Africa is in **South Africa**. Its surface area, estimated at **120 kha**, diminished by 1.5% in 2024, marking the tenth consecutive year of decline. This is attributed in part to the severe droughts that took place between 2015 and 2017. Other major vineyards in Africa are in **Egypt** (**89 kha**) and **Algeria** (**69 kha**).

Australia's vineyard is estimated at **159 kha**, consistent with the average observed over the last five years.

[2] For statistical purposes, the data for China do not include those for the Hong Kong Special Administrative Region (Hong Kong SAR), Macao Special Administrative Region (Macao SAR) and Taiwan Province of China.

Table 1 • Vineyard surface area of major vine-growing countries[3]

kha	2019	2020	2021	2022	2023 Prov.	2024 Prel	24/23 % var.	2024 % world
Spain	966	961	963	955	945	930	-1.5%	13.1%
France	794	799	795	796	788	783	-0.7%	11.0%
China	781	766	754	758	*756*	*753*	-0.4%	10.6%
Italy	714	719	722	718	723	728	0.8%	10.3%
Türkiye	436	431	419	413	406	402	-1.0%	5.7%
USA	407	402	393	391	388	*385*	-0.7%	5.4%
Argentina	215	215	211	207	205	200	-2.4%	2.8%
Romania	191	190	189	188	187	187	0.1%	2.6%
India	151	161	167	175	182	*185*	1.8%	2.6%
Portugal	195	195	194	193	182	173	-5.1%	2.4%
Chile	210	207	182	182	172	166	-3.2%	2.3%
Australia	159	159	159	159	159	159	0.0%	2.2%
Iran	167	155	136	119	122	*122*	0.0%	1.7%
Uzbekistan	112	114	118	122	121	*121*	0.0%	1.7%
South Africa	129	128	126	124	122	120	-1.5%	1.7%
Moldova	143	140	138	122	115	*115*	0.0%	1.6%
Russia	96	97	99	101	105	108	2.2%	1.5%
Germany	103	103	103	103	104	103	-0.4%	1.5%
Afghanistan	96	100	100	100	100	*100*	0.0%	1.4%
Greece	109	112	96	93	92	*93*	0.4%	1.3%
Egypt	78	85	83	84	89	*89*	0.0%	1.3%
Brazil	81	80	81	81	81	83	1.6%	1.2%
Algeria	74	75	68	69	69	*69*	0.0%	1.0%
Bulgaria	67	66	65	65	65	60	-7.3%	0.9%
Hungary	65	63	63	61	61	*60*	-1.0%	0.8%
Other countries	837	834	824	814	802	800	-0.2%	11.3%
World total	**7377**	**7356**	**7248**	**7195**	**7142**	**7096**	**-0.6%**	**100%**

Figure in Italics: OIV estimate
Sources: OIV, FAO, National Statistical Offices

[3] Countries with a vineyard surface area equal to or above 50 kha in 2024.

2 | Wine production

2.1 • World wine production

In 2024, global wine production[4], excluding juices and musts, is estimated at 225.8 mhl, marking a 4.8% decrease compared to the already historically low output of 2023. This marks the second consecutive year of strong decline, resulting in the lowest production level recorded since 1961 (219 mhl), when spring frost hit major vineyards in Southern Europe, notably in France.

As with 2023, extreme or atypical meteorological events are the key influence on global production, with early frosts, heavy rainfall, and prolonged drought dramatically impacting vineyard productivity. These factors severely impacted harvest volumes across major wine-producing regions in both the Northern and Southern Hemispheres. Additionally, in some regions, this low output reflects market adjustments driven by declining consumption volumes.

2.2 • Major wine-producing countries in the Northern Hemisphere

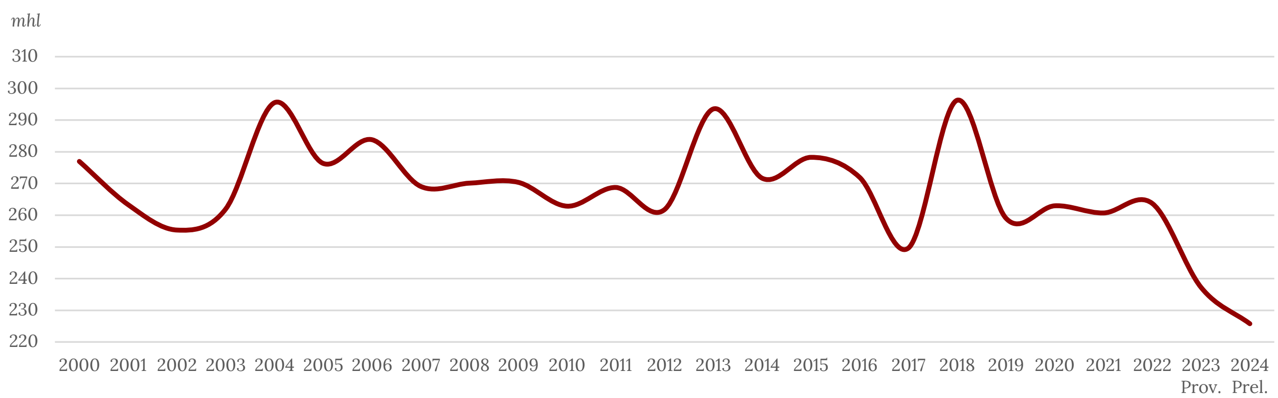
Vinified production in the **European Union** in 2024 is estimated at **138.3 mhl**, which marks a decrease of 3.5% compared to 2023. This represents the lowest production volume recorded since the beginning of the century, behind even 2017 (141.5 mhl). The 2024 data highlight the significant impact of climate change on the EU wine regions, with vineyards facing a wide range of climatic disruptions. While some areas experienced severe drought and hydric stress, others were affected by unprecedented heavy rainfall and destructive storms. These extreme weather conditions have led to increased disease pressure, vineyard damage, and challenging grape cultivation conditions. These impacts were spread unevenly and some regions benefited from relatively favourable weather conditions, yielding average harvest volumes.

Italy, the largest wine-producing nation globally, is one of the few countries that recorded an average production level in 2024, with **44.1 mhl**, representing a notable 15% increase from the historically low production level of 2023. However, the 2024 volume is still 6% below the five-year average. Adverse weather conditions affected the majority of Italian wine regions, most particularly in the North, where a significant part of the vineyard was impacted by hailstorms.

France, second in the world ranking, produced in 2024 a volume of **36.1 mhl**, marking a significant drop of 11.1 mhl (-23.5%) from 2023 and 17.9% below its five-year average. This represents the lowest output since 1957 (32.5 mhl). The decline in French wine production for 2024 is again attributable to adverse weather conditions across the country from flowering to harvest, impacting all wine regions, with issues like continuous rain, fungal disease outbreaks (notably downy mildew), poor flowering, droughts and hailstorms reducing yields.

Spain maintains its position as the third largest wine producer globally, with a 2024 production volume of **31.0 mhl**. This figure represents an increase of 2.6 mhl (+9.3%) compared to 2023, though it remains 11.1% below the five-year average. This rise, driven by relatively positive harvests in Castilla-La Mancha and Extremadura, is a partial recovery from the severe droughts of 2023, but ongoing water stress continues to challenge grape growers.

Figure 2 • Evolution of world wine production (juices and musts excluded)



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[4] Production volume resulting from wine grapes harvested in the first semester of 2024 in the Southern Hemisphere and in the second semester of 2024 in the Northern Hemisphere.

Among the other major EU countries, **Germany** (**7.8 mhl**, -9.8%/2023), **Portugal** (**6.9 mhl**, -8.2%/2023), **Romania** (**3.7 mhl**, -19.8%/2023), and **Austria** (**2.2 mhl**, -8.8%/2023) recorded not only a decrease compared to 2023, but also a smaller-than-average production volumes attributed to various climatic challenges such as drought, late spring frosts and heavy summer rains. Conversely, **Hungary** (**2.7 mhl**, +10.0%/2023) and **Greece** (**1.4 mhl**, +1.4%/2023) recorded production volumes exceeding those of 2023.

Concerning neighbouring countries outside the EU, **Russia** (**5.4 mhl**, +19.3/2023) reported a 2024 production level that is 17.5% larger than its last five-year average, recording the largest volume since 2015. **Moldova**'s vinified production is well below average at **1.1 mhl** (-39.7%/2023), the third-lowest volume recorded since 2000.

Wine production in **Georgia** is estimated at **2.4 mhl**, marking a 26.6% increase from 2023 and 19.7% above its five-year average, representing the highest production level since the start of the century. This growth is attributed to favourable weather conditions across all key wine regions.

In Asia, **China** is the largest wine producer, with a 2024 volume estimated at **2.6 mhl**, marking a reduction of 17.0% compared to the previous year.

In the **USA**, the world's fourth-largest wine producer, 2024 wine production is estimated at **21.1 mhl**, marking a 17.2% decline from 2023 and 15.5% below the five-year average. Extreme heat and inventory pressures led to one of the lowest production levels in the past 15 years. Notably, California's grape harvest has been the smallest since 2004.

2.3 • Major wine-producing countries in the Southern Hemisphere

The **Southern Hemisphere** registered a historically low output for the second consecutive year. Attributed to extreme climatic events across major wine-producing regions, the 2024 vinified production dropped to **45.8 mhl**, marking a 3.6% decrease from 2023 and a 13.8% drop from the five-year average. This represents the lowest production level in the last twenty years. Lower volumes were recorded only at the beginning of the century when the Southern Hemisphere vineyard was about 15% smaller in size.

The majority of South American countries have registered comparatively low production volumes in 2024. **Argentina** has produced **10.9 mhl**, reflecting a significant recovery from a challenging 2023 (+23.3%/2023), though still 3.9% below the five-year average. This volume positions Argentina as the leading producer in the Southern Hemisphere for 2024. **Chile**, with a production of **9.3 mhl**, recorded a significant 15.6% decrease from 2023 and stands 21.4% below the five-year average. This is the lowest output since 2010 for Chile and is attributed to a late harvest due to an unusually cool spring and to drought conditions in the main wine regions. **Brazil**'s 2024 wine production is estimated at **2.1 mhl**, marking a substantial 41.0% drop from 2023 and 25.2% below the five-year average, driven by excessive spring rainfall and downy mildew pressure.

South Africa's 2024 wine production volume is **8.8 mhl**, marking a 5.1% decline from 2023 and 12.6% below the five-year average. This is the lowest output since 2005. The harvest faced multiple challenges, including frost, heavy winter rainfall, high winds, floods, and elevated fungal disease pressure.

In Oceania, **Australia**'s wine production is equal to **10.2 mhl** in 2024, representing a 5.3% increase from the historically low volume of 2023 but remaining 16% below the five-year average. The country continues to face challenges from adverse climatic conditions, notably excessive rainfall, as well as inventory pressures. **New Zealand**'s production, at **2.8 mhl**, shows a notable 21.2% decline from 2023 and 13.1% below the five-year average. The low output is primarily attributable to Marlborough's reduced harvest resulting from frost damage during the critical flowering period.

Table 2 • Wine production (juices and musts excluded) in major countries[5]

mhl	2019	2020	2021	2022	2023 Prov.	2024 Prel	24/23 % Var.	2024 / avg. 19-23 % Var.	2024 % world
Italy	47.5	49.1	50.2	49.8	38.3	44.1	15.1%	-6.2%	19.5%
France	42.2	46.7	37.6	46.0	47.2	36.1	-23.5%	-17.9%	16.0%
Spain	33.7	40.9	35.5	36.0	28.4	31.0	9.3%	-11.1%	13.7%
USA	*26.8*	*23.9*	*25.3*	*23.5*	*25.5*	*21.1*	-17.2%	-15.5%	9.4%
Argentina	13.0	10.8	12.5	11.5	8.8	10.9	23.3%	-3.9%	4.8%
Australia	12.0	10.9	14.8	13.1	9.6	10.2	5.3%	-16.0%	4.5%
Chile	11.9	10.3	13.4	12.4	11.0	9.3	-15.6%	-21.4%	4.1%
South Africa	9.7	10.4	10.8	10.3	9.3	8.8	-5.1%	-12.6%	3.9%
Germany	8.2	8.4	8.4	8.9	8.6	7.8	-9.8%	-9.0%	3.4%
Portugal	6.5	6.4	7.4	6.8	7.5	6.9	-8.2%	-0.2%	3.1%
Russia	4.6	4.4	4.3	5.0	4.5	5.4	19.3%	17.5%	2.4%
Romania	3.8	3.8	4.5	3.8	4.6	3.7	-19.8%	-10.0%	1.6%
New Zealand	3.0	3.3	2.7	3.8	3.6	2.8	-21.2%	-13.1%	1.3%
Hungary	2.4	2.6	2.6	2.5	2.4	2.7	10.0%	7.0%	1.2%
China	*7.8*	*6.6*	*5.9*	*4.7*	*3.2*	*2.6*	-17.0%	-53.4%	1.2%
Georgia	2.1	2.1	1.9	1.9	1.9	*2.4*	26.6%	19.7%	1.0%
Austria	2.5	2.4	2.5	2.5	2.4	2.2	-8.8%	-11.8%	1.0%
Brazil	2.2	2.3	2.9	3.2	3.6	*2.1*	-41.0%	-25.2%	0.9%
Greece	2.4	2.2	2.4	2.1	1.4	1.4	1.4%	-33.8%	0.6%
Moldova	1.5	0.9	1.4	1.4	1.8	1.1	-39.7%	-23.3%	0.5%
Other countries	15.2	14.5	13.7	14.3	13.7	13.4	-2.4%	-6.3%	5.9%
World Total	**259.0**	**263.0**	**260.7**	**263.7**	**237.2**	**225.8**	**-4.8%**	**-12.0%**	**100.0%**

Figure in italic: estimate OIV
Sources: OIV, EC DG AGRI, FAO, National Statistical Offices, Specialised Press

[5] Countries with a wine production equal to or above 1 mhl in 2024.

3 | Wine consumption

3.1 • World wine consumption

World wine consumption in 2024 is estimated at 214.2 mhl, marking a decrease of 3.3% compared to 2023. If this estimate is confirmed[6], it would signify the lowest volume recorded since 1961 (213.6 mhl).

The decline in global wine consumption has followed a relatively steady trajectory since 2018. A combination of several factors contributes to this trend. Notably, the decrease in China's consumption, averaging a loss of 2 mhl annually since 2018, has played a central role in driving down global consumption figures.

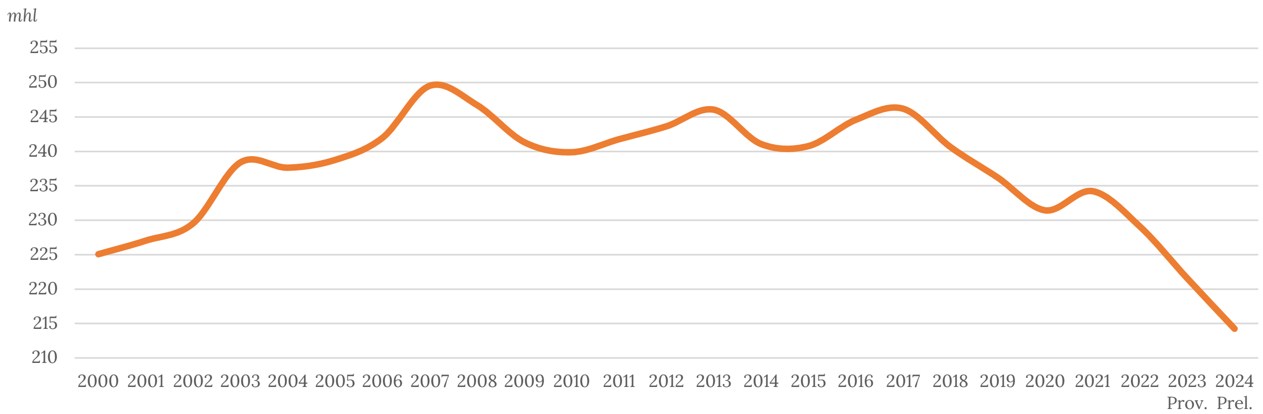
The onset of the COVID-19 pandemic in 2020 exacerbated this downward trend, with lockdown measures negatively impacting major wine markets worldwide. In 2021, the end of pandemic-related restrictions, coupled with the reopening of the hospitality sector (HoReCa) and the resurgence of social gatherings and festivities, led to a rebound in consumption across many countries, as shown in Figure 3.

However, in 2022, geopolitical tensions, particularly the conflict in Ukraine, and subsequent energy crises, along with disruptions in the global supply chain, resulted in heightened wine production and distribution costs. This, in turn, led to significant price increases for wine consumers, dampening overall demand. Against the backdrop of a complex economic landscape characterised by global inflationary pressures and reduced consumer purchasing power, the major wine markets experienced notable declines also in 2023.

The year 2024 continued the negative trend in wine consumption seen in 2023. Declining demand across major markets, coupled with high average prices - driven by low production volumes and the lingering effects of past inflation - made for a challenging year. Fifteen out of the top twenty markets in the world experienced a reduction in consumption compared to 2023. However, some key markets showed resilience despite these difficulties.

Beyond the short-term economic and geopolitical disruptions outlined above, it is important to consider the structural, long-term factors also contributing to the observed decline in wine consumption. Notably, a progressive decrease in consumption has emerged in several mature markets, shaped by evolving lifestyle preferences, shifting social habits, and generational changes in consumer behaviour. This gradual transformation is now intersecting with a particularly challenging economic environment. The interplay between these structural trends and recent economic and trade pressures provides a more comprehensive framework for understanding the recent decline in global wine consumption levels.

Figure 3 • Evolution of world wine consumption



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[6] It usually takes about three years to have consolidated data for official statistics

3.2 • Major wine-consuming countries[7]

In 2024, the **EU** represented a wine market of **103.6 mhl**, accounting for 48% of the world's consumption. This figure reflects a significant decrease of 2.8% compared to the previous year and a decline of 5.2% compared to the five-year average. This decline is attributed to an overall reduction in wine consumption observed in some of the major traditional wine-consuming countries.

Within the EU, France, Italy, and Germany are by far the largest wine markets. **France** maintains its position as the largest European consuming country in 2024, with an estimated consumption of **23.0 mhl**, marking a 3.6% decrease from 2023 and 4.9% below the five-year average. **Italy**, the second-largest market in the EU and third globally, saw a consumption level of **22.3 mhl** in 2024, a volume in line with 2023 (+0.1%) and 3.6% below the five-year average. **Germany**, the third-largest EU market, has an estimated consumption volume of **17.8 mhl** in 2024, which represents a significant decline of 3.0% over 2023.

Spain is one of the few large EU markets that saw (for the second consecutive year) a modest increase in consumption, reporting a 2024 total volume of **9.9 mhl** (+1.2%/2023). Similarly, **Portugal** (**5.6 mhl**) reported a 0.5% increase over 2023 and stands 4.7% above the average observed in the past five years. Portugal is also the only large EU market that consumed more wine (+10%/2023) in 2024 than in the pre-pandemic period (2015-2019).

All the other major markets within the EU saw declining wine consumption in 2024. It is the case of the **Netherlands**, at **3.2 mhl**, which recorded one of the largest declines (in relative terms) in consumption among major EU markets with a -8.1 % over 2023. This estimated consumption volume is 12% below its last five-year average. **Romania**, at **3.0 mhl**, despite an 11% decline in wine consumption compared to 2023, remains 4% above the five-year average. **Austria** (**2.2 mhl**, -2.6%/2023) has shown a very stable consumption trend since 2015, ranging between 2.2 and 2.4mhl. After three years of below-average consumption, **Hungary** (**2.2 mhl**, +7.5%/2023) seems to be back to the consumption levels recorded in 2019 and 2020.

Outside the EU, the **UK**, ranked fifth globally, saw a 1.0% decrease in wine consumption in 2024, estimated at **12.6 mhl**. Conversely, **Russia**'s wine consumption rose by 2.4%, reaching **8.1 mhl**, almost 5% above the five-year average. In 2024, **Switzerland** recorded the lowest wine consumption volume since 1965, estimated at **2.2 mhl**, reflecting a 5.0% decrease from 2023.

In the **USA**, the largest wine market globally, consumption decreased by 5.8% in 2024 and fell to **33.3 mhl**. Similarly, **Canada**, with **4.6 mhl**, witnessed a significant decline of 6.4% compared to 2023, marking its fourth consecutive year of decreasing consumption.

Among Asian markets, **China**'s wine consumption plummeted by 19.3% in 2024, totalling **5.5 mhl**, reflecting an overall decline in internal demand that started in 2018. **Japan**, the second-largest wine market in Asia, recorded a decrease of 4.4% from 2023, reaching **3.1 mhl**. This volume is the lowest since 2011.

In South America, **Argentina**'s consumption decreased by 1.2% in 2024, reaching **7.7 mhl**, the lowest level since 1942. **Brazil**, the region's second-largest market, is estimated to have a consumption volume of **3.1 mhl**, reflecting a 4.3% decline compared to 2023. Although this volume remains significantly below the five-year average (-11.4%), it is 1% above the country's pre-pandemic consumption levels.

South Africa is the largest and most dynamic wine market in Africa in 2024. With an estimated consumption of **4.3 mhl** (-2.8%/2023), the country recorded in 2024 the third-highest volume in its history, following the peaks of 2022 and 2023.

In Oceania, **Australia**'s wine market, ranked eleventh globally, remained relatively stable at **5.3 mhl** (-2.7%/2023), showing a very stable trend over the past fifteen years with consumption fluctuating around 5.5 mhl.

[7] The estimates of national wine consumption levels presented in this chapter warrant careful interpretation. This is due to the inherent limitations of the "apparent consumption" methodology. Apparent consumption is defined as production plus imports minus exports, with adjustments for changes in inventories. This method is particularly limited in countries where comprehensive data on stock variations are not available. As a result, it may not fully account for destocking and stock management processes of importers and distributors, as well as losses or industrial uses of wine.

Table 3 • Wine consumption in major countries[8]

mhl	2019	2020	2021	2022	2023 Prov.	2024 Prel.	24/23 % Var.	2024
USA	*35.6*	*34.1*	*34.3*	*35.5*	*35.4*	*33.3*	-5.8%	15.6%
France	24.7	23.2	24.6	24.4	23.8	23.0	-3.6%	10.7%
Italy	22.6	24.2	24.2	22.4	22.3	22.3	0.1%	10.4%
Germany	19.5	19.8	19.9	19.4	*18.4*	*17.8*	-3.0%	8.3%
UK	*12.6*	*13.7*	*13.9*	*13.1*	*12.8*	*12.6*	-1.0%	5.9%
Spain	10.2	9.2	10.3	9.6	9.8	9.9	1.2%	4.6%
Russia	8.1	7.9	8.0	8.7	7.9	8.1	2.4%	3.8%
Argentina	8.5	9.4	8.4	8.3	7.8	7.7	-1.2%	3.6%
Portugal	5.4	4.4	5.3	5.7	5.5	5.6	0.5%	2.6%
China	*15.0*	*12.4*	*10.5*	*9.1*	*6.8*	*5.5*	-19.3%	2.6%
Australia	5.8	6.0	5.6	5.4	5.5	5.3	-2.7%	2.5%
Canada	*5.2*	*5.3*	*5.3*	*5.1*	*4.9*	*4.6*	-6.4%	2.1%
South Africa	3.7	3.0	3.9	4.5	4.4	4.3	-2.8%	2.0%
Netherlands	*3.5*	*3.7*	*3.7*	*3.6*	*3.5*	*3.2*	-8.1%	1.5%
Brazil	3.6	4.1	4.1	3.6	3.5	*3.1*	-10.1%	1.5%
Japan	*3.5*	*3.5*	*3.1*	*3.2*	*3.2*	*3.1*	-4.4%	1.4%
Romania	2.2	2.6	3.7	2.5	3.4	3.0	-11.4%	1.4%
Switzerland	2.6	2.5	2.6	2.4	2.4	2.2	-5.0%	1.0%
Austria	2.3	2.3	2.4	2.4	2.3	2.2	-2.6%	1.0%
Hungary	2.1	2.0	1.7	1.7	1.9	*2.0*	7.5%	0.9%
Other countries	39.5	38.2	38.9	38.6	36.3	35.3	-2.6%	16.5%
World total	**236**	**231**	**234**	**229**	**222**	**214**	**-3.3%**	**100.0%**

Figure in italics: OIV estimates
Sources: OIV, FAO, National Statistical Offices, Specialised Press

[8] Countries with wine consumption equal to or above 2 mhl in 2024.

4 | International trade in wine

4.1 • World trade volume and value

Low production volumes in 2023 and 2024, high average export prices and weakened international demand significantly impacted the international trade in wine in 2024. **Global wine export volume** remained at its lowest level since 2010, totalling **99.8 mhl** - a modest decrease of 0.1% compared to 2023. Some major exporters showed signs of recovery from the significant decline in 2023, including Chile (+1.0 mhl), Australia (+0.4 mhl), Portugal (+0.3 mhl), and the USA (+0.3 mhl). Meanwhile, some other countries showed a downward trend in 2024, such as Spain (-0.9 mhl), Canada (-0.2 mhl) and Germany (-0.2 mhl).

In 2024, **global wine export value** is estimated at **35.9 billion EUR**, which represents only a slight decline of 0.3% compared to the high level recorded in 2023. Similarly, the average export price held steady at **3.60 EUR/l**, showing a marginal 0.3% decrease from 2023. However, it is important to note that while the annual variation from 2023 is low, the overall price level in 2024 remains relatively high. This outcome results from a combination of several factors. On one hand, the trend of premiumisation started a few decades ago, has become increasingly pronounced in recent years. On the other hand, the convergence of low production volumes and persistent global inflationary pressures over the past few years has significantly contributed to the elevated price levels observed in comparison to the pre-pandemic period, as illustrated in Figure 6.

Figure 4 • Evolution of international trade in wine by volume

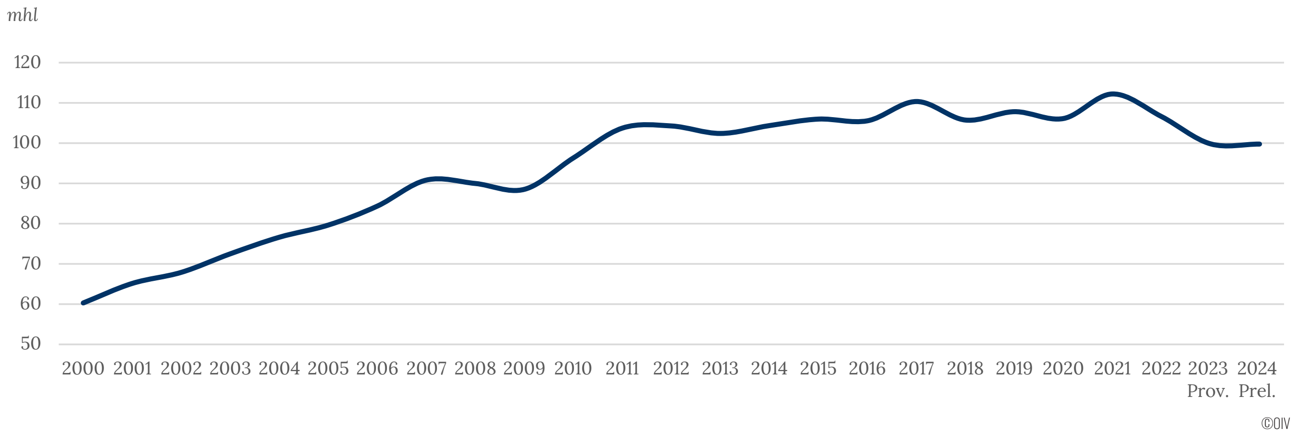


Figure 5 • Evolution of international trade in wine by value

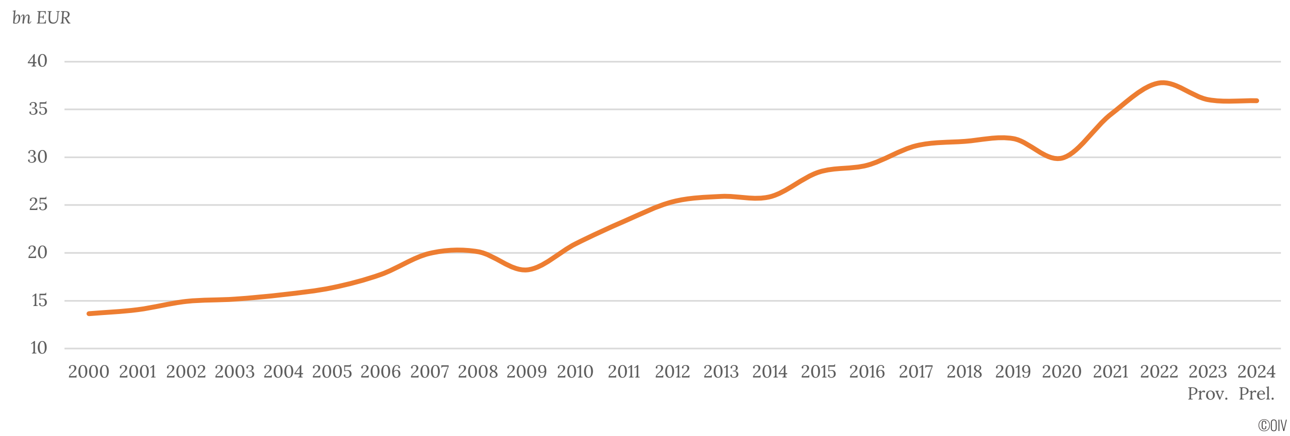
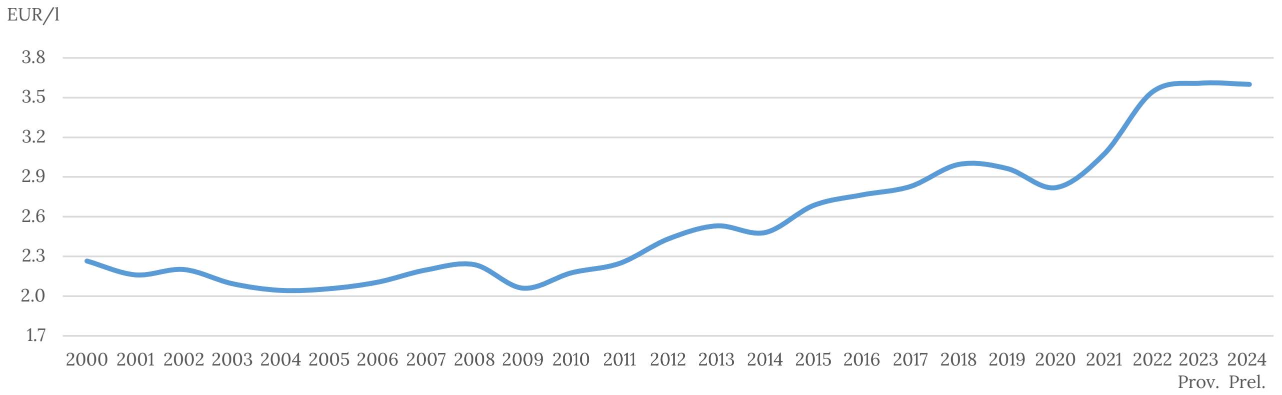


Figure 6 • Evolution of the average price of world wine exports



4.2 • World trade by product type

Bottled wine (< 2 litres) represents 50.8% of trade volumes globally in 2024 and 67.0% of the value. This category has decreased by 1.8% in volume and remained stable in value (+0.1%/2023). The average export price observed in 2024 is 4.7 EUR/l, marking a 1.9% increase over 2023.

Sparkling wine witnessed a drop of 3.7% in terms of trade value, while the volume slightly decreased by 0.3% compared to 2023. The average export price fell to 7.9 EUR/l, down 3.4% from the previous year. This category maintained its share in 2024, representing 10.9% of total exported volume and 23.8% of export value.

Bag-in-Box® (BiB) refers to wines in containers holding more than 2 litres but less than 10 litres. In 2024, BiB represents a share of 3.6% in volume and 1.9% in value of the total world exports. Experiencing a 5.0% decline in volume and 4.8% drop in value compared to 2023, the category maintained its average export price relatively stable at 1.9 EUR/l, in line with 2023 (+0.2%).

Bulk wine (> 10 litres) exports, the second largest category in volume, saw a 3.3% increase in volume and a 9.8% rise in export value compared to 2023. Despite representing 34.7% of total world wine volume exports, bulk wine comprised 7.4% of the total value of wine exports in 2024. Notably, the category recorded an average export price of 0.8 EUR/l, reflecting a 6.3% increase compared to 2023.

Table 4 • Breakdown of international trade in wine by product type

Volume (mhl)		Value (bn EUR)		Type	Vertical Structure in 2024		Var. 24/23	
2023	2024	2023	2024		volume	value	volume	value
99.8	99.8	36.0	35.9	Bottled (< 2 l)	50.8%	67.0%	-1.8%	0.1%
				Sparkling	10.9%	23.8%	-0.3%	-3.7%
				BiB	3.6%	1.9%	-5.0%	-4.8%
variation of -0.1%		variation of -0.3%		Bulk (> 10 l)	34.7%	7.4%	3.3%	9.8%

Sources: OIV, GTA

4.3 • Major wine exporters

In 2024, the top three exporters - Italy, Spain, and France - exported 54.6 mhl of wine, accounting for 54.7% of global wine exports by volume and 63.4% by value.

Italy, the world's largest wine exporter by volume, reversed the downward trend started in 2021, by growing 3.2% to **21.7 mhl**, and rising 5.6% in value to reach **8.1 bn EUR**. This marks the third-highest export volume in the country's history. This positive performance was driven primarily by sparkling wine - notably Prosecco - which increased 12% by volume and 9% by value. Bottled wine also performed well in 2024, with +4.1% in volume and +4.8% in value.

Spain kept its second place among the largest wine exporters by volume in 2024. Compared to 2023, the total exported volume decreased by almost 1 mhl to **20.0 mhl** – the lowest level in a decade. Despite this drop in volume, export value rose by 1.4% to **3.0 bn EUR**. The 6.9% decline in bulk wine (55% of Spanish export volume) was the main factor contributing to the overall volume reduction in 2024. Bag-in-box was the only category growing both in volume and value.

Despite ranking third in export volume, **France** once again recorded the highest export value among exporting countries. In 2024, France exported **12.8 mhl** (+0.7%/2023), generating **11.7 bn EUR** in export revenue (-2.4%/2023). While bottled wine performed very similarly to 2023, the sparkling wine category experienced the most significant decline, with a 2.4% decrease in volume and a 6.5% decrease in value, indicating a 4.2% drop in price.

Chile, the world's fourth-largest wine exporter, experienced a strong recovery in 2024, with export volumes rising to **7.8 mhl** (+14.4%/2023) and export value reaching **1.5 bn EUR** (+6.1%/2023). After a challenging 2023, Chilean wine experienced a significant increase in export volumes across all categories, although at lower prices—except for Bag-in-Box (BiB) wines, which saw substantial price gains.

Following a difficult 2023, which saw the lowest export volumes in two decades, **Australia**'s wine exports rebounded in 2024, rising by 6.9% in volume to **6.5 mhl** and surging in value by 30.6% to **1.6 bn EUR**. Apart from BiB, all categories experienced growth in both volume and value. Notably, the bottled wine category saw an exceptional 40.8% increase in value, accounting for 77% of Australia's total wine export revenue.

In 2024, **South Africa**'s wine export volume grew by 3.4% to **3.6 mhl**, while export value saw a larger annual increase of 5%, reaching **0.6 bn EUR**. The relatively weak performance of bottled wine, which declined by 5.2% in volume compared to 2023 and accounts for 68% of total export value, was more than offset by strong growth across all other categories. However, it is important to note that South Africa's export volume remains 1 mhl below the average recorded over the past 15 to 20 years.

Portugal saw an increase in export volume of 8.7% to **3.5 mhl**, and a raise in value by 4.5% to **1.0 bn EUR**. This is the result of very good performances in all product categories, with the only exception of BiB which lost 5% in both volume and value terms compared to 2023.

Germany, the seventh-largest global exporter, saw for the second consecutive year a decline in its wine exports in volume (**3.1 mhl**, -4.7%/2023). Similarly, the export value, totalling **1.0 bn EUR**, decreased by 4.3% compared to the previous year. The only category that saw a positive performance in terms of value is sparkling wine (+3.9%), with all other categories losing between 4.5% and 25.0% over 2023.

New Zealand's 2024 wine export volume (**2.7 mhl**) and value (**1.1 bn EUR**) decreased by 0.9% and 6.1%, respectively. Bottled wine continued to hold the majority share by value at 68%, despite declines of 15.3% in volume and 13.3% by value.

The **USA** reported a 15.5% increase in export volume to **2.4 mhl**, along with a 1.7% rise in value to **1.2 bn EUR**. Despite these positive aggregate results, bottled, sparkling, and BiB underperformed compared to 2023 in both volume and value terms. The only category that witnessed a positive performance was bulk wine, which represents 48% in export volume and 14% in value.

In **Argentina**, 2024 wine export volume increased by 5.3% to **2.1 mhl**, 75% of which is constituted of bottled wine. The overall export value in 2023 rose to **0.6 bn EUR** (+4.4%/2023).

Canada's wine exports recorded a significant decrease in volume with **2.0 mhl** (-9.4%/2023) and in value with **75 m EUR** (-13.0%/2023). Notably, 99% of its exports are re-exports on bulk wine from other countries, almost all of which is destined for the USA.

Table 5 • Major wine exporters[9]

	Volume (mhl)		Value (m EUR)		Type	Vertical Structure in 2024		Variation 2024/2023	
	2023	2024	2023	2024		volume	value	volume	value
Italy	21.1	21.7	7 673	8 105	bottle (< 2 l)	56%	65%	4.1%	4.8%
					sparkling	26%	29%	12.0%	8.9%
					BiB	2%	1%	-5.2%	-10.6%
	variation of	3.2%	variation of	5.6%	bulk (>10 l)	17%	4%	-10.1%	3.1%
Spain	20.9	20.0	2 942	2 983	bottle (< 2 l)	33%	62%	-1.4%	1.3%
					sparkling	8%	18%	-9.1%	1.1%
					BiB	4%	3%	5.8%	3.7%
	variation of	-4.5%	variation of	1.4%	bulk (>10 l)	55%	18%	-6.9%	1.7%
France	12.7	12.8	11 954	11 671	bottle (< 2 l)	70%	60%	-0.3%	0.1%
					sparkling	16%	37%	-2.4%	-6.5%
					BiB	4%	1%	13.0%	6.1%
	variation of	0.7%	variation of	-2.4%	bulk (>10 l)	10%	2%	8.4%	-1.1%
Chile	6.8	7.8	1 411	1 497	bottle (< 2 l)	55%	82%	10.6%	6.7%
					sparkling	1%	1%	18.4%	15.6%
					BiB	2%	2%	7.9%	16.2%
	variation of	14.4%	variation of	6.1%	bulk (>10 l)	43%	15%	19.9%	1.3%
Australia	6.1	6.5	1 243	1 623	bottle (< 2 l)	34%	77%	17.9%	40.8%
					sparkling	2%	3%	7.8%	2.0%
					BiB	3%	1%	-32.0%	-32.0%
	variation of	6.9%	variation of	30.6%	bulk (>10 l)	61%	18%	3.9%	8.3%
South Africa	3.5	3.6	571	600	bottle (< 2 l)	37%	68%	-5.2%	2.9%
					sparkling	2%	5%	5.0%	23.4%
					BiB	6%	5%	3.6%	0.9%
	variation of	3.4%	variation of	5.0%	bulk (>10 l)	56%	22%	9.9%	9.2%
Portugal	3.2	3.5	924	965	bottle (< 2 l)	73%	90%	5.3%	4.1%
					sparkling	1%	1%	61.4%	24.5%
					BiB	9%	4%	-4.9%	-5.1%
	variation of	8.7%	variation of	4.5%	bulk (>10 l)	17%	5%	33.6%	17.9%
Germany	3.3	3.1	1 071	1 024	bottle (< 2 l)	75%	78%	-2.0%	-4.5%
					sparkling	10%	15%	-5.0%	3.9%
					BiB	12%	8%	-15.8%	-14.4%
	variation of	-4.7%	variation of	-4.3%	bulk (>10 l)	3%	1%	-16.3%	-25.0%
New Zealand	2.7	2.7	1 196	1 122	bottle (< 2 l)	49%	68%	-15.3%	-13.3%
					sparkling	0%	1%	-30.8%	-21.5%
					BiB	0%	0%	-87.5%	-87.6%
	variation of	-0.9%	variation of	-6.1%	bulk (>10 l)	51%	31%	21.6%	18.3%
USA	2.1	2.4	1 138	1 157	bottle (< 2 l)	47%	80%	-2.6%	-1.8%
					sparkling	2%	3%	-49.6%	-32.9%
					BiB	3%	2%	-19.8%	-25.7%
	variation of	15.5%	variation of	1.7%	bulk (>10 l)	48%	14%	55.3%	63.4%
Argentina	2.0	2.1	603	630	bottle (< 2 l)	75%	91%	2.6%	3.3%
					sparkling	1%	2%	32.1%	34.9%
					BiB	0%	0%	-18.2%	-5.7%
	variation of	5.3%	variation of	4.4%	bulk (>10 l)	24%	7%	15.0%	15.8%
Canada	2.3	2.0	86	75	bottle (< 2 l)	1%	25%	-20.5%	-24.7%
					sparkling	0%	2%	24.6%	9.4%
					BiB	0%	1%	-30.1%	-31.4%
	variation of	-9.4%	variation of	-13.0%	bulk (>10 l)	99%	72%	-9.3%	-8.5%

Sources: OIV, GTA

[9] Countries with wine exports equal to or above 2 mhl in 2024

4.4 • Major wine importers

In 2024, Germany, the UK, and the USA maintained their positions as the top import markets globally, collectively representing 38.3% of the world's total imported wine volume and 37.2% in terms of value.

Germany remained the world's largest wine importer by volume in 2024, bringing in **12.7 mhl** - a 6.9% drop from 2023 and the lowest level in the past twenty years. Declines were observed in all categories by volume, significantly in sparkling wine (-17.2%/2023). Germany ranks third in overall import value at **2.5 bn EUR**, a decrease of 8.8% over 2023. This shrinkage is primarily due to the drop in the import value of bottled wine (-10.5%/2023), which comprises 61% of the total value.

The **UK**, the second largest import market, has ended the negative trend started in 2020, reaching **12.6 mhl** (+2.4%/2023). Bulk wine, accounting for 37% of the total volume, is the main driver of this recovery, with a 7.2% increase in volume. The import value remained stable at **4.6 bn EUR**, with a slight 0.7% decrease.

After a significant drop in 2023, the **USA** was in third place in wine import volume with **12.3 mhl** (+0.1/2023) and held the first place in wine import value with **6.3 bn EUR** (+1.6%/2023). Bottled wine is the main imported category, representing 56% and 71% by volume and value, respectively. Bulk wine imports in 2024 (accounting for 37% of total imported volume) shrunk significantly, by 13.3% in volume and 12.4% in value.

France and the Netherlands, the largest importers by volume within the EU after Germany, showed downward trends in 2024. **France** reached its lowest volume since 2016, with **5.4 mhl** (-9.7%/2023), mainly due to the decline in bulk wine (-11.9%/2023), with an associated drop in value to **0.9 bn EUR** (-8.4%/2023). The **Netherlands** reported an imported volume below 4 mhl for the first time since 2016, with **3.9 mhl** (-10.7%/2023) worth **1.5 bn EUR** (-2.2%/2023).

Canada, the seventh importer by volume globally, reported overall imports of **3.8 mhl** (+0.7%/2023), worth **1.9 bn EUR** (+4.2%/2023). Bottled wine is the main imported category and accounts for 65% by volume and 84% by value, respectively

In 2024, **Italy** imported **2.9 mhl** of wine, marking a substantial increase of 65.6% compared to 2023. The corresponding value is **0.5 bn EUR**, representing a 10.4% rise over the previous year. Bulk wine comprises a significant share (86%) of the total imported volume, increasing 74.2% by volume and 84.0% by value compared to 2023.

Wine import volume in **China**, has ended a six-year downturn, reaching **2.8 mhl** (+13.7%/2023), worth **1.5 bn EUR** (+37.6%/2023). Bottled wine accounted for 90% of the import value and increased by 43.8% from 2023.

Belgium's wine import in 2024, at **2.8 mhl** worth **1.2 bn EUR**, reported a decline in both volume (-6.7%) and value (-0.2%), with reductions recorded in all wine categories except for sparkling wine import value (+7.4%).

In 2024, **Japan** imported **2.4 mhl** (+2.9%/2023), while the value dropped by 7.7% to **1.5 bn EUR**. Sparkling wine, accounting for 39% of the total value, remained stable in volume but dropped by 12.6% in value.

Portugal saw a sharp 28.0% drop in wine import volume in 2024, falling to **2.1 mhl**. Bulk wine, making up 64% of the total volume, declined by 37.4% compared to 2023. The overall import value also fell to **152 m EUR** (-20.2%/2023).

Table 6 • Major wine importers[10]

	Volume (mhl)		Value (m EUR)		Type	Vertical Structure in 2024		Variation 2024/2023	
	2023	2024	2023	2024		volume	value	volume	value
Germany	13.7	12.7	2 699	2 460	bottle (< 2 l)	37%	61%	-5.8%	-10.5%
					sparkling	4%	18%	-17.2%	-12.2%
					BiB	2%	2%	-6.1%	-8.1%
	variation of	-6.9%	variation of	-8.8%	bulk (>10 l)	56%	19%	-6.7%	0.5%
UK	12.3	12.6	4 664	4 632	bottle (< 2 l)	48%	59%	-0.7%	-3.6%
					sparkling	13%	26%	2.3%	-1.1%
					BiB	2%	1%	-6.9%	4.8%
	variation of	2.4%	variation of	-0.7%	bulk (>10 l)	37%	14%	7.2%	15.2%
USA	12.3	12.3	6 179	6 278	bottle (< 2 l)	56%	71%	5.4%	2.7%
					sparkling	15%	25%	11.1%	1.2%
					BiB	1%	0%	2.4%	-6.7%
	variation of	0.1%	variation of	1.6%	bulk (>10 l)	28%	4%	-13.3%	-12.4%
France	6.0	5.4	961	880	bottle (< 2 l)	17%	53%	-7.0%	-14.8%
					sparkling	8%	18%	5.2%	-2.2%
					BiB	4%	3%	27.2%	18.9%
	variation of	-9.7%	variation of	-8.4%	bulk (>10 l)	71%	26%	-11.9%	-0.1%
Netherlands	4.4	3.9	1 509	1 475	bottle (< 2 l)	87%	82%	-11.2%	-3.7%
					sparkling	6%	14%	6.7%	7.6%
					BiB	5%	3%	-9.6%	7.7%
	variation of	-10.7%	variation of	-2.2%	bulk (>10 l)	2%	1%	-34.3%	-22.6%
Russia*	4.0	-	-	-	bottle (< 2 l)	-	-	-	-
					sparkling	-	-	-	-
					BiB	-	-	-	-
	variation of	-	variation of	-	bulk (>10 l)	-	-	-	-
Canada	3.8	3.8	1 845	1 923	bottle (< 2 l)	65%	84%	2.1%	4.6%
					sparkling	6%	11%	2.7%	0.7%
					BiB	3%	1%	11.1%	7.3%
	variation of	0.7%	variation of	4.2%	bulk (>10 l)	26%	3%	-4.0%	4.9%
Italy	1.8	2.9	497	549	bottle (< 2 l)	9%	24%	29.4%	12.5%
					sparkling	5%	57%	-5.4%	-3.4%
					BiB	0%	0%	-17.3%	40.0%
	variation of	65.6%	variation of	10.4%	bulk (>10 l)	86%	19%	74.2%	84.0%
China	2.5	2.8	1 072	1 475	bottle (< 2 l)	59%	90%	8.8%	43.8%
					sparkling	2%	4%	13.1%	-14.4%
					BiB	1%	1%	-13.5%	4.7%
	variation of	13.7%	variation of	37.6%	bulk (>10 l)	38%	5%	22.9%	12.2%
Belgium	3.0	2.8	1 158	1 156	bottle (< 2 l)	57%	62%	-6.8%	-3.3%
					sparkling	20%	30%	-4.9%	7.4%
					BiB	7%	2%	-8.8%	-9.4%
	variation of	-6.7%	variation of	-0.2%	bulk (>10 l)	17%	5%	-7.4%	2.8%
Japan	2.3	2.4	1 644	1 517	bottle (< 2 l)	62%	57%	1.5%	-4.8%
					sparkling	17%	39%	-0.1%	-12.6%
					BiB	7%	2%	16.3%	8.3%
	variation of	2.9%	variation of	-7.7%	bulk (>10 l)	14%	2%	7.4%	5.3%
Portugal	2.9	2.1	191	152	bottle (< 2 l)	30%	38%	6.7%	-3.3%
					sparkling	3%	21%	2.2%	-10.9%
					BiB	3%	2%	-5.2%	8.4%
	variation of	-28.0%	variation of	-20.2%	bulk (>10 l)	64%	39%	-37.4%	-35.8%

Sources: OIV, GTA
** 2024 data on Russia not available*

[10] Countries with wine imports equal to or above 2 mhl in 2024

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