Global Trends - Wine Industry Key Elements

2017 Global Economic Vitiviniculture Data

- World wine production estimated at 246.7 mhl, a fall of 8.2% compared with 2016.
- Very low production in Europe: production levels were at a historic low in Italy (39.3 mhl), France (36.7 mhl) and Spain (33.5 mhl). Germany (8.1 mhl) also recorded low production.
- Portugal (6.6 mhl), Romania (5.3 mhl), Hungary (2.9 mhl) and Austria (2.4 mhl) were the only countries to see a rise compared with 2016.
- An even higher level of production was recorded in the United States (23.3 mhl).
- South Africa (10.8 mhl) maintained its level of production.
- In South America, production increased compared with the low levels of 2016 (a consequence of El Niño), particularly in Argentina (11.8 mhl) and Brazil (3.4 mhl). In Chile (9.5 mhl), vinified production remained low.
- Australian production (13.9 mhl) grew and New Zealand production (2.9 mhl) maintained a good level.
- Global wine consumption estimated at 243.2 mhl.

[2017 OIV Vitiviniculture data]

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Amazon Halts Online Wine Sales

Regulatory complications connected to the tech giant’s recent acquisition of Whole Foods led them to quit online wine retail.

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