Global Trends - Wine Industry Key Elements

OIV Press Release: Global state of conditions, developments and trends

With 7.6 mha in 2017, the size of the global area under vines appears to have stabilized. Wine production was at 250 mhl in 2017. This was a historically low production year, with a decline of 8.6% compared with the previous year, explained in particular by unfavourable climate conditions within the EU (-14.6% compared with 2016). A total of 243 mhl of wines were consumed in 2017. Consumption had almost stabilised following the 2008 economic crisis, with a positive trend over the past 3 years. World wine trade: there was a very positive balance, both in terms of volume (108 mhl, +3.4% compared with 2016) and value (30bn EUR, +4.8% compared with 2016).

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While the textbook definition of the 4Ps Product, Place, Price & Promotion might be used to explain the success of Italian wine in export markets, the truth is that the category benefits more from another set of 4Ps: Pizza, Pasta, Prosecco and Pinot Grigio, as seen at this year’s Vinitaly

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