Global Trends - Wine Industry Key Elements

World Internet Users Stats 2015 Q2

Between 2000 and 2015 the Internet has gone from 361 million to 3,270 million users.

By regions, Internet growth shows very different patterns for each geographic region. North America (USA and Canada) and Oceania (Australia) show the lowest growth rates. This is quite normal because these two regions started out with high penetrations in the year 2000.

The highest growth rate is for Africa. It has gone from 4.5 million to 313 million Internet users.

Internet growth has been gaining users in large numbers in the less developed areas of the world thanks to the mobile web and smart-phone usage. This has brought availability of the web service in places previously not cover by fixed line connections and also lower costs to the users. This is evident in Africa, Asia, Latin America and the Middle East.

Regarding size, Asia with 47.8% has nearly half of the total Internet users. Next comes Europe with 18.5% of Internet users. The Internet size, of course, is related to the total population of each region. In this aspect, Oceania is the smallest region with a total population of only 37 million people.

As for Internet penetration rates, three regions stand out: North America with 87.9%, Europe with 73.5% and Oceania with 72.9%.

Take a look yourself and see what you can discover from The Big Picture - Click here to read more
### Internet Users in the World Distribution by World Regions - 2015 Q2

- **Asia**: 47.8%
- **Europe**: 18.5%
- **Lat Am / Carib.**: 10.2%
- **North America**: 9.6%
- **Africa**: 9.6%
- **Middle East**: 3.5%
- **Oceania / Australia**: 0.8%

Source: Internet World Stats - www.internetworkstats.com/stats.htm
Basis: 3,270,490,584 Internet users on June 30, 2015
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### WORLD INTERNET USAGE AND POPULATION STATISTICS
**JUNE 30, 2015 - Mid-Year Update**

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<tr>
<td>Africa</td>
<td>1,158,355,663</td>
<td>4,514,400</td>
<td>313,257,074</td>
<td>27.0 %</td>
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<td>Asia</td>
<td>4,092,466,882</td>
<td>114,304,000</td>
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<td>Europe</td>
<td>821,555,904</td>
<td>105,096,093</td>
<td>604,122,580</td>
<td>75.5 %</td>
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<td>Middle East</td>
<td>236,137,235</td>
<td>5,284,800</td>
<td>115,828,882</td>
<td>49.0 %</td>
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<td>North America</td>
<td>357,172,209</td>
<td>108,096,800</td>
<td>313,852,863</td>
<td>87.9 %</td>
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<td>Latin America / Caribbean</td>
<td>617,776,105</td>
<td>18,068,919</td>
<td>333,115,908</td>
<td>53.9 %</td>
<td>10.2 %</td>
<td>1,743.6%</td>
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<tr>
<td>Oceania / Australia</td>
<td>37,157,120</td>
<td>7,620,480</td>
<td>27,100,034</td>
<td>72.9 %</td>
<td>0.8 %</td>
<td>255.6%</td>
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<tr>
<td><strong>WORLD TOTAL</strong></td>
<td><strong>7,260,821,118</strong></td>
<td><strong>360,985,492</strong></td>
<td><strong>3,270,490,584</strong></td>
<td><strong>45.0 %</strong></td>
<td><strong>100.0 %</strong></td>
<td><strong>806.0%</strong></td>
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Penetration

Major Wine Producing Countries

Italy wine harvest 2015 looking good, say producers

Winemakers across Italy appear confident about the 2015 wine harvest, despite a summer heat wave that forced some to use emergency irrigation.

Based on a survey of wine producers from end August until first week of September, the Unione Italiana Vini reported a production of 47m hectolitres for the entire country.

This is a 12 per cent increase on last year’s 42m, although the 2014 harvest was deemed ‘particularly modest’.

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Beaujolais winemakers protest over low prices

Hundreds of Beaujolais winemakers have marched through the streets of Villefranche-sur-Saône to call for higher prices for Beaujolais Nouveau.

Many negociants, who buy the wine in bulk for resale under their own labels, have offered just €180 per hectolitre of Beaujolais Nouveau, according to those at the Beaujolais winemakers protest. Around 500 producers took to the streets.
Between 2011 and 2012, prices increased from €162.68 to €221.54, due to winter frost, before dropping to €217.95 last year.

In ten years, sales of Beaujolais Nouveau have fallen twice, reflecting a structural rather than an economic problem in the region.

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