

# Chile

## Country Profile

September 2009

## 1. AREA UNDER VINES

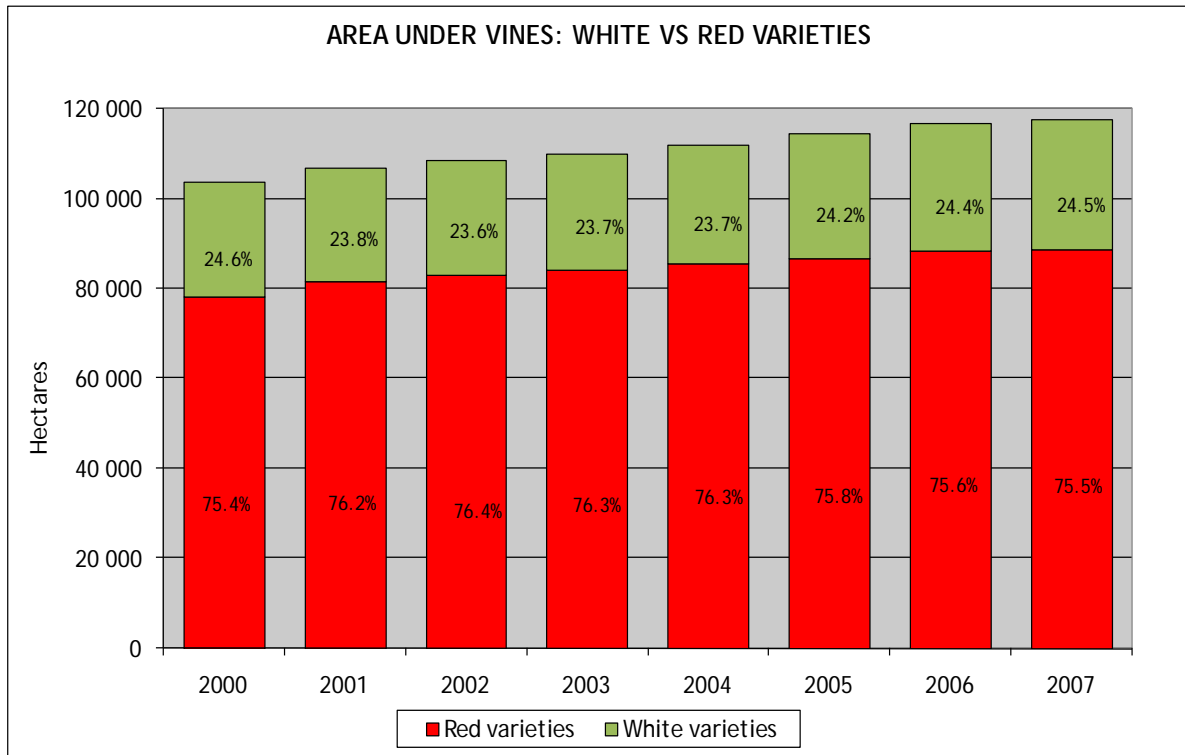
In 2007, Chile's total area under vines amounted to 182 661 hectares. The area under wine grapes increased by 0.7% to reach 117 559 hectares. Red wine grapes represented 75.5% of the area under wine grapes, with Cabernet Sauvignon still the most popular variety by far.

### 1.1 Total area under vines

Year	Wine grapes	Table grapes	Pisco grapes	Total
	hectares			
1996	56 003	50 434	9 725	116 163
1997	63 550	49 641	10 009	123 200
1998	75 388	50 200	10 187	135 775
1999	85 357	50 826	10 379	146 562
2000	103 876	50 818	10 076	164 770
2001	106 971	51 669	9 800	168 440
2002	108 569	52 366	9 791	170 726
2003	110 097	52 685	9 853	172 635
2004	112 056	53 426	9 883	175 265
2005	114 448	54 645	10 001	179 094
2006	116 792	54 988	10 063	181 843
2007	117 559	55 119	9 982	182 661

Source: *Catastro Viticola Nacional*

## 1.2 Distribution of wine grape varieties



	2001	2002	2003	2004	2005	2006	2007
	hectares						
<b>White grape varieties</b>							
Chardonnay	7 567	7 561	7 565	7 722	8 156	8 548	8 733
Chasselas	404	404	404	404	404	404	403
Chenin Blanc	49	52	51	76	73	76	76
Moscatel	6 210	6 043	6 035	6 037	6 026	6 029	140
Riesling	286	283	288	293	305	305	305
Sauvignon Blanc	6 673	7 041	7 368	7 741	8 379	8 697	8 862
Semillon	1 860	1 843	1 821	1 715	1 708	1 727	1 719
Torontel	1 059	1 043	1 039	1 047	1 042	1 039	1 027
White ovoide	106	106	106	105	117	134	134
Other	1 218	1 246	1 372	1 410	1 448	1 508	7 457
<b>Total</b>	<b>25 432</b>	<b>25 622</b>	<b>26 049</b>	<b>26 550</b>	<b>27 658</b>	<b>28 467</b>	<b>28 856</b>
<b>Red grape varieties</b>							
Cabernet Sauvignon	38 227	39 261	39 731	40 086	40 441	40 789	40 766
Carignan	656	651	646	669	669	675	676
Cinsaut	197	197	197	195	189	192	193
Merlot	12 887	12 768	12 879	12 942	13 142	13 368	13 283
Pais	15 070	14 949	14 953	14 865	14 909	14 955	15 042
Pinot noir	1 450	1 434	1 422	1 440	1 361	1 382	1 413
Petit Verdot	98	118	137	166	204	257	266
Syrah	2 197	2 347	n/a	2 754	2 988	3 370	3 513
Tintoreras	2 607	2 604	2 683	2 790	2 880	2 905	2 950
Other	10 347	10 965	11 400	12 353	12 995	10 432	10 601
<b>Total</b>	<b>81 539</b>	<b>82 947</b>	<b>84 048</b>	<b>85 506</b>	<b>86 790</b>	<b>88 325</b>	<b>88 703</b>
<b>TOTAL</b>	<b>106 971</b>	<b>108 569</b>	<b>110 097</b>	<b>112 056</b>	<b>114 448</b>	<b>116 792</b>	<b>117 559</b>

Source: Catastro Viticola Nacional

## 2. PRODUCTION

Production levels have exceeded the 900 million litre mark since 2005, placing Chile amongst the 10 biggest wine producing countries in the world in recent years. In 2008 total wine production reached 960,5 million litres, with wine made from wine grapes representing a share of 85.9%.

Year	WINE (Litres)			Total
	Produced from Wine grapes	Produced from Table grapes	Produced from Pisco grapes	
1996	337 272 679	45 096 700	143 592 174	525 961 553
1997	381 666 970	49 090 500	131 768 817	562 526 287
1998	444 006 609	82 543 800	159 501 823	686 052 232
1999	371 427 785	56 587 400	157 595 258	585 610 443
2000	570 431 117	71 506 342	170 841 994	812 779 453
2001	504 368 735	40 809 821	143 957 958	689 136 514
2002	526 496 416	35 826 786	92 127 631	654 450 833
2003	640 847 562	27 374 521	135 164 091	803 386 174
2004	605 206 085	24 867 563	99 649 029	729 722 677
2005	735 990 994	53 450 262	144 571 479	934 012 735
2006	802 440 760	42 436 948	132 208 520	977 086 228
2007	791 793 571	35 952 443	120 083 239	947 829 253
2008	824 641 948	43 655 157	92 221 033	960 518 138

Source: *Catastro viticola Nacional*

### 3. CONSUMPTION

It can be observed that consumption has remained relatively stable over the past decade, reaching a peak in 1999 at 285,3 million litres. According to the latest OIV estimates, consumption amounted to 290,0 million litres in 2008.

#### 3.1 Total wine consumption

Year	Wine consumption (litres)
1996	229 100 000
1997	192 200 000
1998	271 300 000
1999	285 300 000
2000	227 100 000
2000	225 000 000
2002	229 700 000
2003	225 200 009
2004	254 700 000
2005	264 400 000
2006	238 000 000
2007*	298 000 000
2008*	290 000 000

\*Estimate

Source: OIV

#### 3.2 Per capita consumption

Year	Wine	Beer	Spirits	Total alcohol
	Litres		LAA	
1996	15.8	33.9	1.4	4.7
1997	13.1	28.0	1.5	4.2
1998	18.1	27.0	1.6	4.9
1999	18.4	31.9	1.6	5.1
2000	18.8	28.0	1.6	5.0
2001	16.0	27.0	1.6	4.6
2002	15.7	26.0	1.7	4.6
2003	16.1	25.0	1.8	4.7
2004	15.9	25.2	1.9	4.8
2005	16.4	25.4	1.9	4.9
2006	15.9	27.0	2.0	5.0

Source: *The Global Wine Statistical Compendium 1961-2006*

**Please Note:** Due to the Copyright and Licence Agreement between SAWIS and Euromonitor, access to the following Euromonitor statistics will only be available by emailing Lizelle Arendse, Information Officer at SAWIS ([lizelle@sawis.co.za](mailto:lizelle@sawis.co.za)). Only South African Wine Industry role-players will gain access to these statistics. These statistics will be available in electronic - and hard copy.

#### 4. CONSUMER EXPENDITURE ON ALCOHOLIC DRINKS

#### 5. ALCOHOLIC DRINKS

##### 5.1 Sales of alcoholic drinks by sector - Total volume

##### 5.2 Sales of alcoholic drinks by sector - Total value

##### 5.3 Forecast sales of alcoholic drinks by sector - Total volume

##### 5.4 Forecast sales of alcoholic drinks by sector - Total value

#### 6. SALES OF WINE BY SUBSECTOR

##### 6.1 Total volume

##### 6.2 Total value

#### 7. FORECAST SALES OF WINE BY SUBSECTOR

##### 7.1 Total volume

##### 7.2 Total value

#### 8. SALES OF WINE BY PRICE SEGMENT

##### 8.1 Red wine

##### 8.2 White wine

##### 8.3 Rosé wine

#### 9. SALES OF WINE BY GRAPE/VARIETAL TYPE

##### 9.1 Red wine

##### 9.2 White wine

#### 10. DISTRIBUTION

- 10.1 On-trade vs Off-trade sales of wine - Total volume
- 10.2 On-trade vs Off-trade sales of wine - Total value
- 10.3 Off-trade sales of wine by distribution format

## 11. INTERNATIONAL TRADE

The Chilean wine industry has experienced spectacular growth over the past few years. The growth in exports is a result of a world trend towards increased consumption of fine wines. As an exporting country, Chile has comparative advantages in producing those wines and foreign markets have become more receptive to wines from new exporters which have caused a fundamental change in market distribution.

### 11.1 Total exports

Year	Total exports (Litres)
1996	184 092 428
1997	216 282 568
1998	230 952 744
1999	234 155 648
2000	266 511 811
2001	310 925 579
2002	348 589 906
2003	394 603 759
2004	467 522 435
2005	417 903 412
2006	473 960 000
2007	609 956 000
2008	588 513 000

Source: <http://www.vinasdechile.com>

## 11.2 Bottled wine exports by destination

Bottled wine exports represent more than 80% of the value of Chile's wine export market. In 2008, total bottled wine exports reached 361,5 million litres (+2.4% on 2007) to the value of US\$1 164 million (+7.7% on 2007). Europe and more specifically the UK is still Chile's leading export market, however, from 2006 the USA market have grown by 18% in terms of volume and 30% in terms of value.

	VOLUME (Litres)			VALUE (US\$)		
	2006	2007	2008	2006	2007	2008
UK	62 793 000	80 793 000	78 858 000	146 217 000	212 029 000	205 761 000
USA	52 425 000	59 742 000	61 821 000	148 295 000	183 902 000	193 447 000
Canada	12 501 000	14 436 000	16 560 000	48 316 000	59 945 000	69 593 000
Germany	12 681 000	17 289 000	19 116 000	37 108 000	51 350 000	62 164 000
Brazil	14 292 000	18 747 000	18 063 000	36 830 000	50 391 000	51 789 000
Netherlands	13 212 000	16 542 000	12 942 000	38 601 000	49 893 000	50 719 000
Ireland	11 808 000	12 078 000	12 393 000	38 779 000	43 748 000	50 485 000
Denmark	10 341 000	11 376 000	13 383 000	35 274 000	41 199 000	42 650 000
Japan	7 794 000	10 845 000	12 240 000	24 775 000	32 899 000	39 464 000
Belgium	7 083 000	7 830 000	8 019 000	23 569 000	27 341 000	31 907 000
Other	82 530 000	103 392 000	108 171 000	247 218 000	328 244 000	366 119 000
<b>Total</b>	<b>287 460 000</b>	<b>353 079 000</b>	<b>361 575 000</b>	<b>824 982 000</b>	<b>1 080 941 000</b>	<b>1 164 098 000</b>

Source: <http://www.vinasdechile.com>

### 11.3 Total imports

Year	Volume (Litres)
1994	200 000
1995	200 000
1996	400 000
1997	500 000
1998	2 400 000
1999	4 700 000
2000	5 800 000
2001	700 000
2002	2 300 000
2003	600 000
2004	300 000
2005	4 400 000

*Source: OIV*