

# United Kingdom

## Country Profile

September 2009

## 1. GENERAL ECONOMIC STATISTICS

Population in 2008 (July estimate): 60 943 912 inhabitants

Gross Domestic Product (purchasing power parity) - 2007 estimate: US\$ 2.137 trillion

Gross Domestic Product per capita (2007 estimate): US\$ 35 100

Gross Domestic Product growth rate (2007 estimate): 3.1%

## 2. AREA UNDER VINES

Nearly all of the UK vineyards are located in southern England and Wales. The majority of these vineyards are small-scale operations, less than 2 acres (0.8 hectares) in size.

Year	Area under vines (hectares)
1995	1 000
1996	1 000
1997	1 000
1998	1 000
1999	1 000
2000	2 000
2001	2 000
2002	1 000
2003	1 000
2004	1 000
2005	1 000

Source: OIV

### 3. PRODUCTION

On average over 90% of wines produced are white varieties, although there has been a recent increase in red grape varieties due to the identification of black grapes that are feasible in the UK climate.

In recent years the most successful British wines have been sparkling varieties, generally produced following traditional “champenoise” methods. These make up some 15% of all wine produced in the UK, with this figure expected to rise over the next few years as the popularity of this style continues to increase.

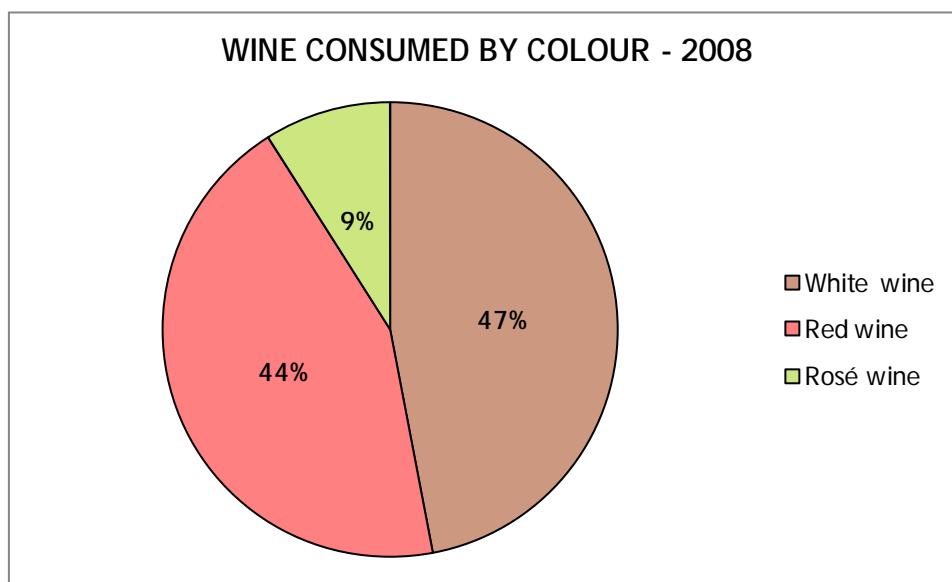
However it is worth noting that overall the UK is only a very minor producer of wine with Welsh and English wines accounting for less than 1% of total wine sold in the UK.

Year	Total wine production (litres)
1995	1 300 000
1996	2 400 000
1997	600 000
1998	1 200 000
1999	1 300 000
2000	1 400 000
2001	1 500 000
2002	1 000 000
2003	1 500 000
2004	1 700 000
2005	1 700 000
2006	2 526 699
2007	994 800

Source: OIV & <http://www.winealley.com>

## 4. CONSUMPTION

Wine is consumed by almost two thirds of the UK population. The average wine consumer drinks about 32 bottles of wine every year. White wine is still the most popular in the UK with rosé wine rising fast and red wine falling back. In 2008 British consumers were estimated to have drunk more than 764 million bottles of white wine in Britain; that number is forecast to rise to 823 million over the next five years. In the same period, consumption of rosé wine is forecast to rise by more than 47% from 150 million bottles to 220 million bottles. Consumption of red wine is forecast to fall from 720 million bottles last year to 687 million in 2012.



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

Another one of the major trends of recent years has been the growth of home consumption relative to consumption on licensed premises. 16% of adults drink more than twice a week at home, which has increased the off-trade's volume share of all alcohol consumption from 57% to 62% since 2003.

## 4.1 Total consumption

Year	Total consumption (litres)
1999	948 300 000
2000	1 022 600 000
2001	959 850 000
2002	996 727 300
2003	1 313 050 300
2004	1 269 471 300
2005	1 229 500 000
2006	1 226 400 000
2007*	1 238 000 000

\*Estimate

Source: [http://ec.europa.eu/agriculture/markets/wine/facts/index\\_en.htm](http://ec.europa.eu/agriculture/markets/wine/facts/index_en.htm)

## 4.2 Per capita consumption

Year	Wine	Beer	Spirits	Total alcohol
	Litres		LAA	
1996	12.9	101.8	1.4	7.0
1997	14.0	103.6	1.4	7.3
1998	14.2	99.3	1.3	7.0
1999	14.4	99.0	1.5	7.2
2000	15.4	95.4	1.6	7.2
2001	16.6	99.0	1.6	7.5
2002	16.7	100.6	1.7	7.7
2003	18.7	101.5	1.8	8.1
2004	18.9	100.5	1.8	8.1
2005	20.0	100.5	1.9	8.3
2006	19.5	100.2	1.9	8.2

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.

## 5 CONSUMER EXPENDITURE ON ALCOHOLIC DRINKS

## 6 ALCOHOLIC DRINKS

6.1 Sales of alcoholic drinks by sector - total volume

6.2 Sales of alcoholic drinks by sector - total value

6.3 Forecast sales of alcoholic drinks by sector - total volume

6.4 Forecast sales alcoholic drinks by sector - total value

## 7 SALES OF WINE BY SUBSECTOR

7.1 Total volume

7.2 Total value

## 8 FORECAST SALES OF WINE BY SUBSECTOR

8.1 Total volume

8.2 Total value

## 9 SALES OF WINE BY PRICE SEGMENT

9.1 Red wine

9.2 White wine

9.3 Rosé 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: % analysis

## 11. INTERNATIONAL TRADE

### 11.1 Total imports

Wine imports to the UK are set to grow by 6% between 2008 and 2012, enough to see the country overtake Germany to claim number one spot in the world wine import league. France and Australia are the two principal importers of wine to the UK. French wines have always had the bigger volume share of the British market. However in 2004, for the first time, Australian wines surpassed French wines in volume and in value on the British market.

Year	Total imports (litres)
1999	909 500 000
2000	903 400 000
2001	999 300 000
2002	1 041 000 000
2003	1 136 100 000
2004	1 209 800 000
2005	1 174 000 000
2006	1 136 500 000
2007	1 168 900 000

Source: [http://ec.europa.eu/agriculture/markets/wine/facts/index\\_en.htm](http://ec.europa.eu/agriculture/markets/wine/facts/index_en.htm)

### 11.2 Wine imports by country of origin

	2003		2004		2005	
	'000 litres	'000 US\$	'000 litres	'000 US\$	'000 litres	'000 US\$
Argentina	17 600	38 000	19 400	42 000	23 900	50 000
Australia	205 900	632 000	252 600	841 000	256 600	843 000
Bulgaria	8 200	11 000	6 400	9 000	4 400	7 000
Chile	68 600	163 000	86 000	204 000	80 900	197 000
France	251 100	797 000	237 100	838 000	176 000	708 000
Germany	125 400	135 000	129 200	168 000	94 900	176 000
Hungary	7 900	14 000	4 100	11 000	3 500	10 000
Italy	103 800	276 000	129 000	378 000	150 700	433 000
Netherlands	4 000	13 000	4 500	16 000	4 700	13 000
New Zealand	13 200	77 000	17 600	107 000	21 800	132 000
Portugal	16 300	79 000	16 900	78 000	38 500	83 000
South Africa	95 000	229 000	99 300	250 000	98 500	230 000
Spain	91 900	225 000	90 900	249 000	107 600	247 000
USA	116 300	279 000	142 200	338 000	152 400	329 000

Source: USDA

### 11.3 Total wine exports

Export figures are made up primarily of exports by wine merchants of previously imported wines. These exports are largely of premium wines. Another source for UK exports of wine is imports of New World wines, which are kept in the United Kingdom and then occasionally re-exported to other markets.

Years	Volume
	(Litres)
1996	35 100 000
1997	45 600 000
1998	34 300 000
1999	17 500 000
2000	21 700 000
2001	18 800 000
2002	27 900 000
2003	24 400 000
2004	26 300 000
2005	37 600 000
2006	31 200 000
2007	44 600 000

Source: OIV & [http://ec.europa.eu/agriculture/markets/wine/facts/index\\_en.htm](http://ec.europa.eu/agriculture/markets/wine/facts/index_en.htm)