



INTERNATIONAL ORGANISATION OF VINE AND WINE

# OIV CONFERENCE

**29 NOVEMBER 2024**

John Barker, Director General  
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**OIV**  100 



# 100 Years Data

Vineyard Surface Area

Wine Production

Wine Consumption

International Trade in Wine

# World Wine Production Outlook

First Estimates 2024

# 2025-2029 OIV Strategic Plan



INTERNATIONAL ORGANISATION OF VINE AND WINE

# THE GLOBAL VINE AND WINE SECTOR: 100 YEARS OF EVOLUTION

OIV Press Conference

John Barker, OIV Director General  
29 November 2024

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# Vineyard Surface Area



All Vine Products



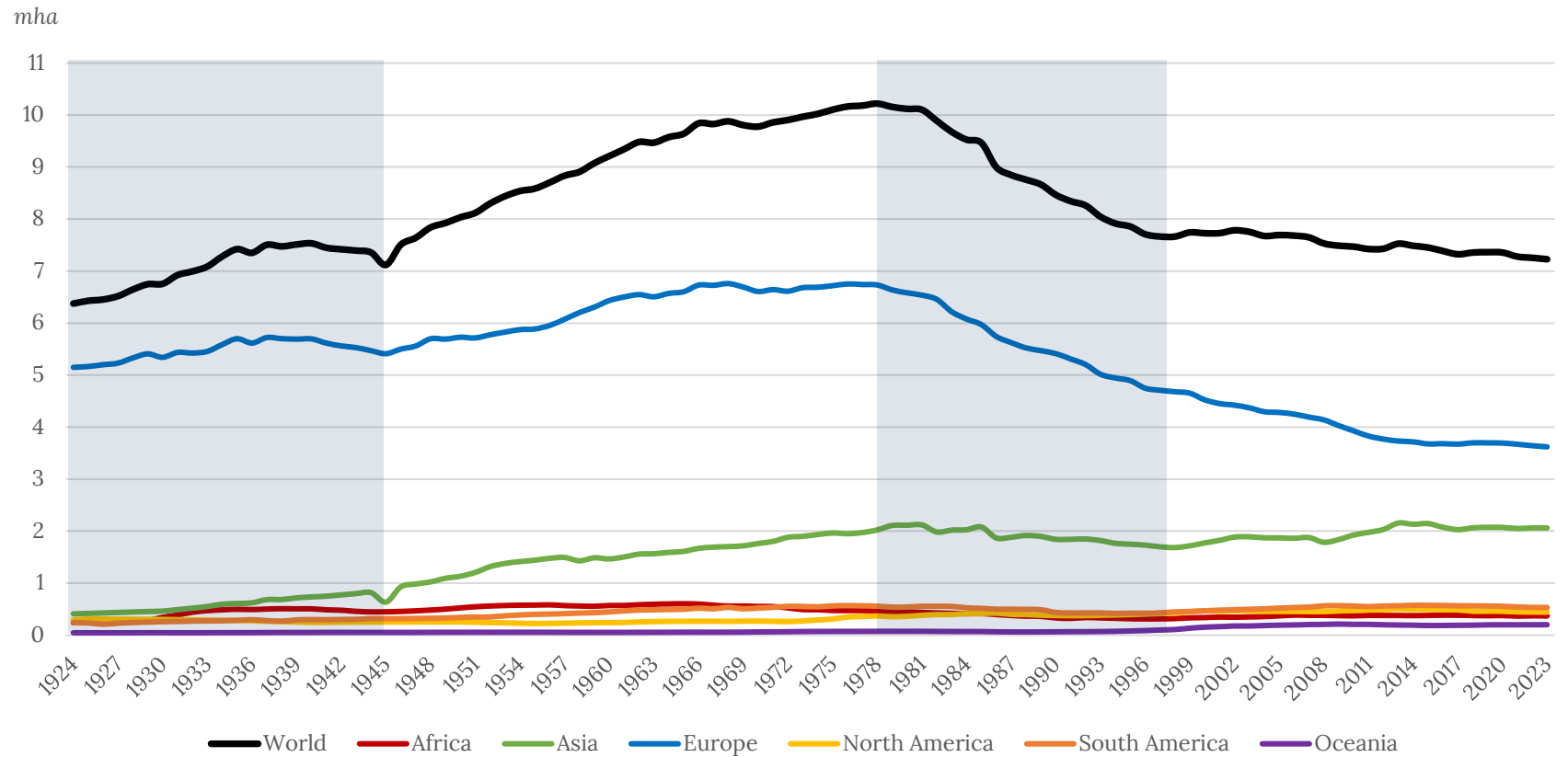
1978 Peak at 10 mha



Europe No.1

# Vineyard Surface Area

## Vineyard Surface Area 1924-2023





# Wine Production



Continuous Fluctuation



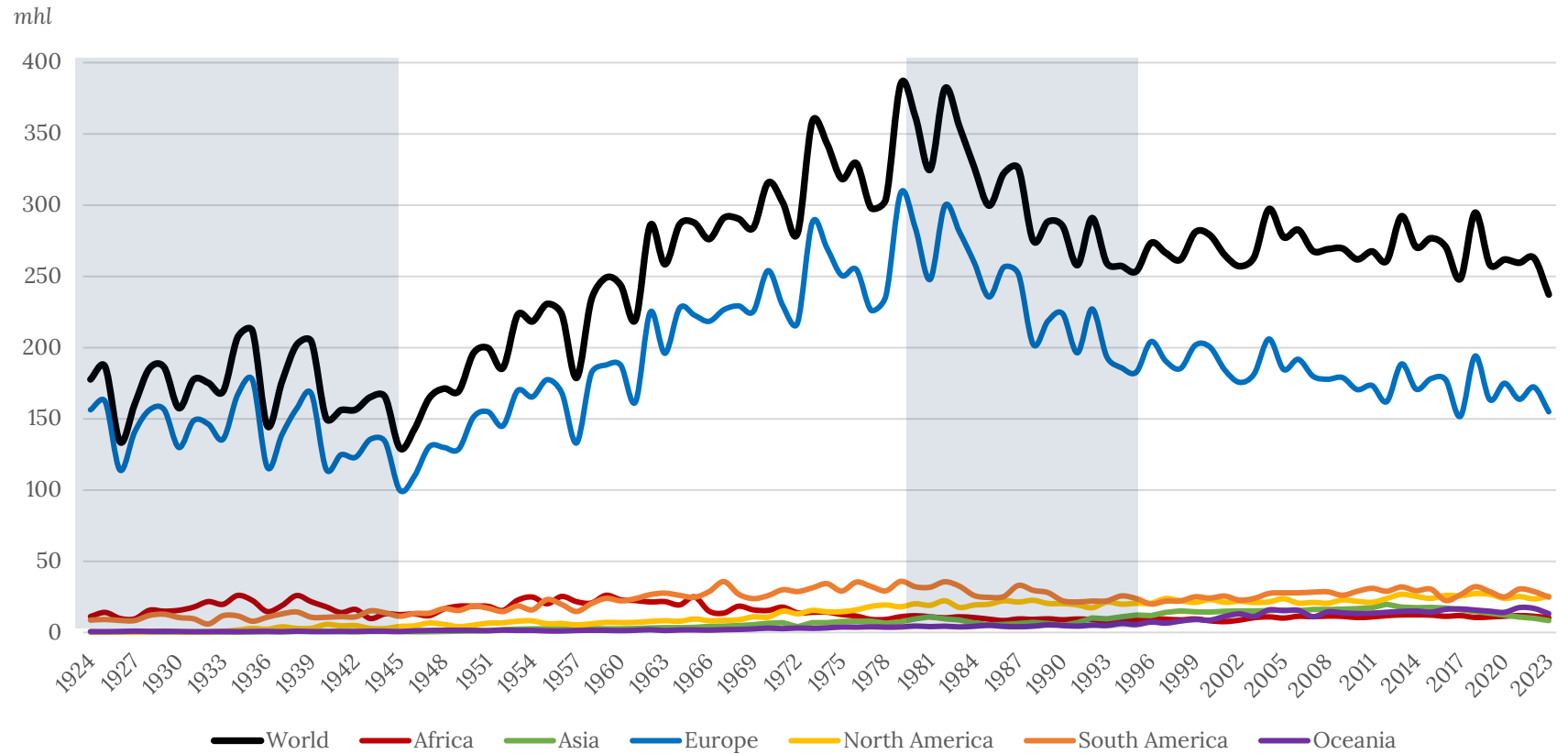
1979 Peak at 385 mhl



Shifting Geographies

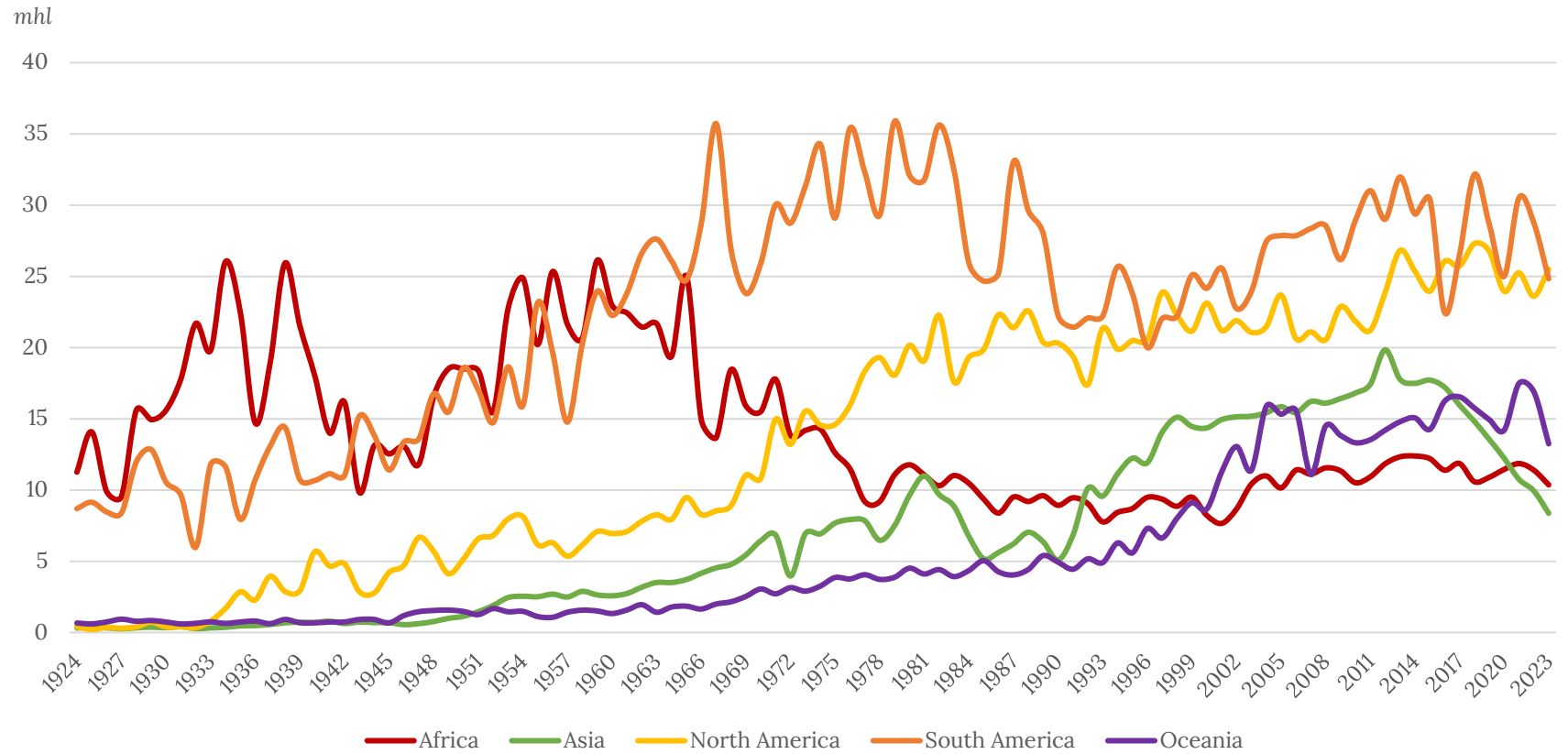
# Wine Production

## Wine Production 1924-2023



# Wine Production

## Wine Production (excl. Europe) 1924-2023



Algeria Impact



Export Driven

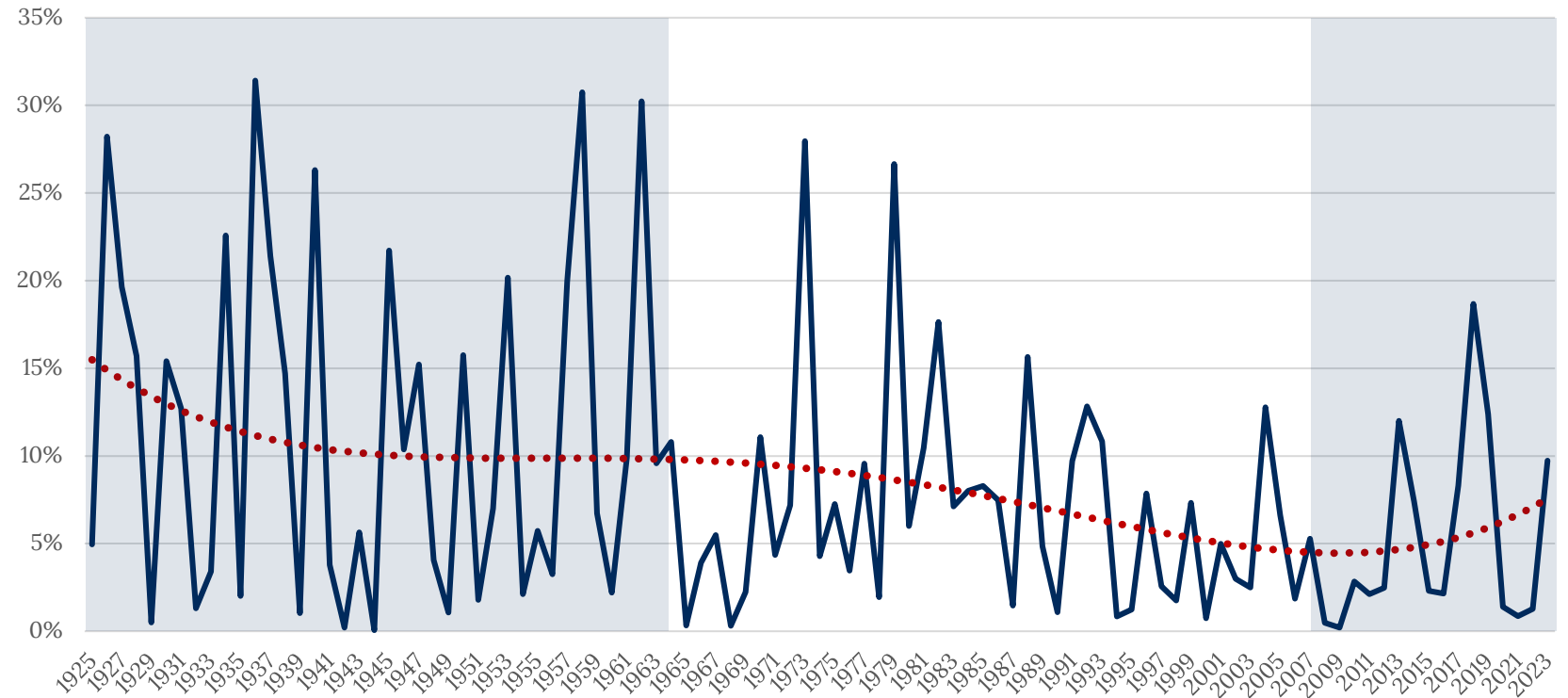


"New" Producers



# Wine Production

## Volatility Indicator (abs. value of y-o-y variation)



  
Continuous Fluctuation

  
Tech Development

  
Climate change



# Wine Consumption



Europe Leader



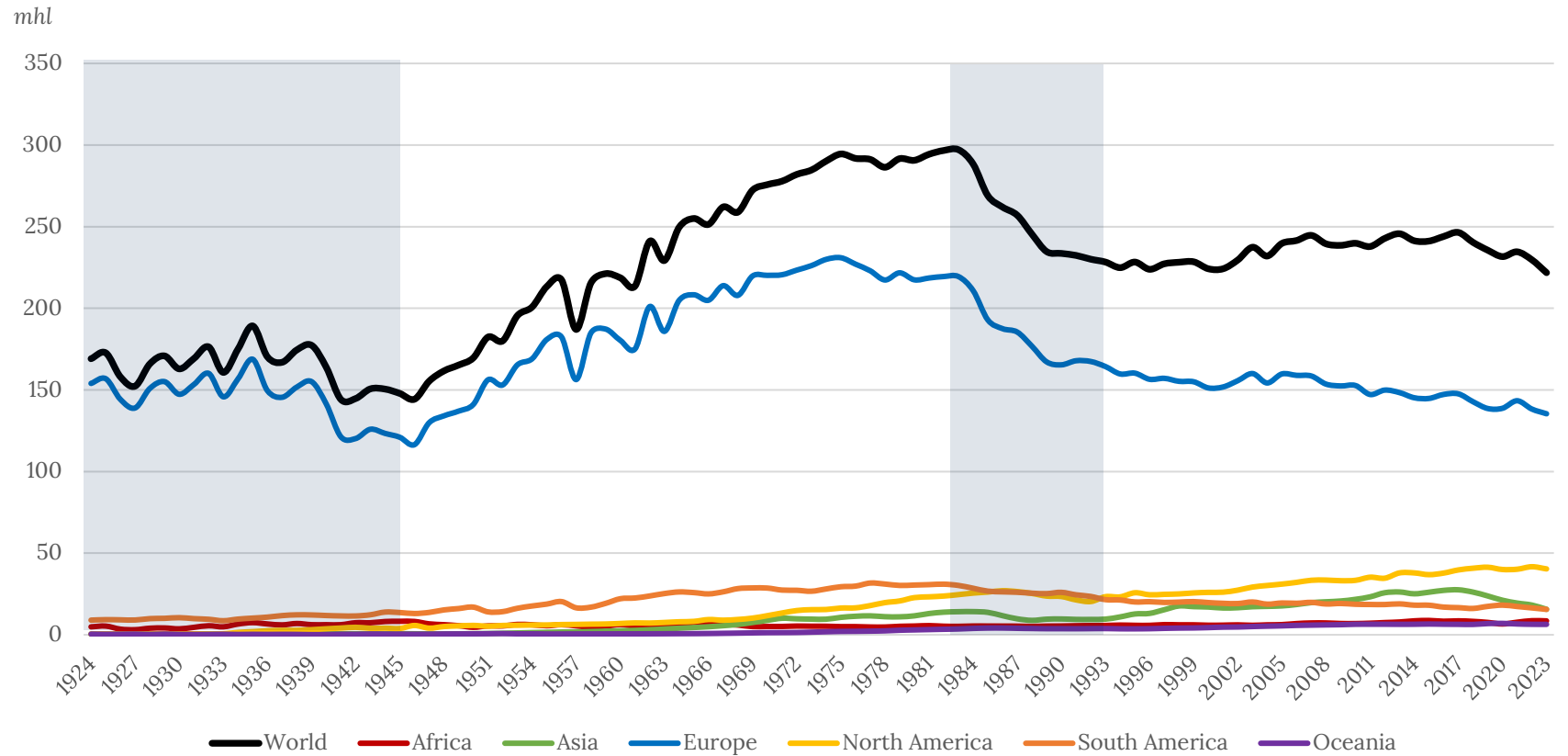
New Consumers



Shifting Preferences

# Wine Consumption

## Wine Consumption 1924-2023





Economic Growth



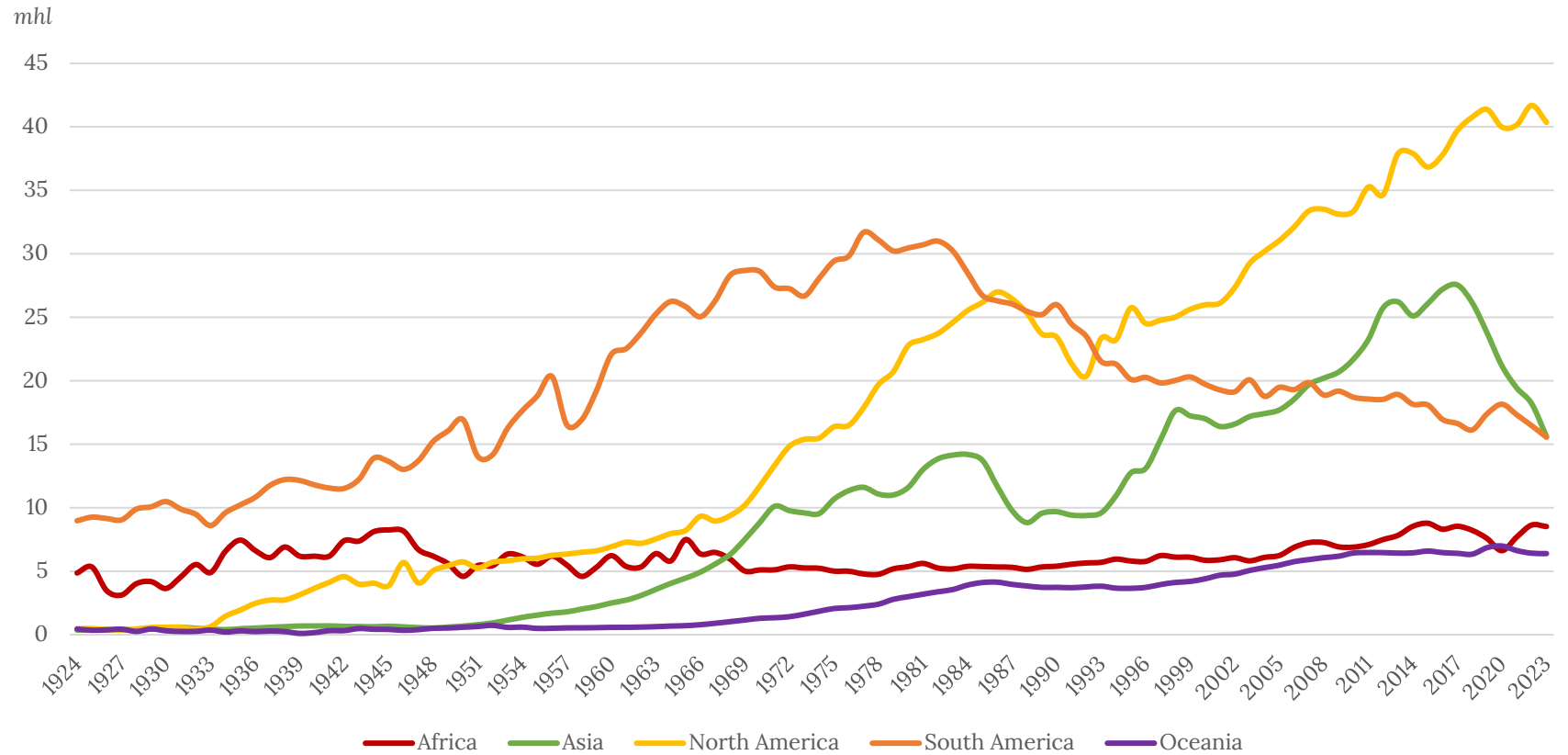
Globalising Consumption



Consumers = Producers

# Wine Consumption

## Wine Consumption (excl. Europe) 1924-2023



# Wine Consumption

## 1924 vs. 2023 (%)

Europe



South America



Africa



North America



Asia

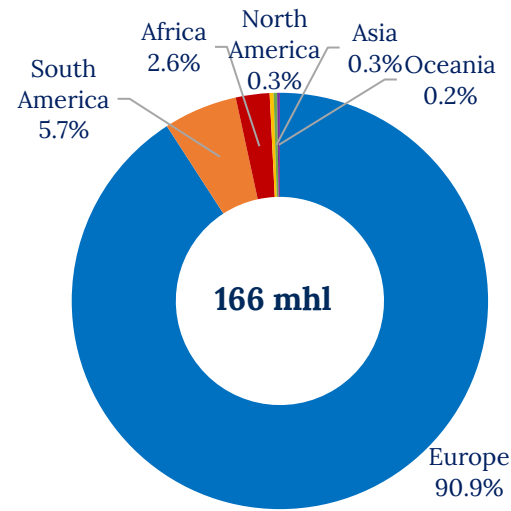


Oceania

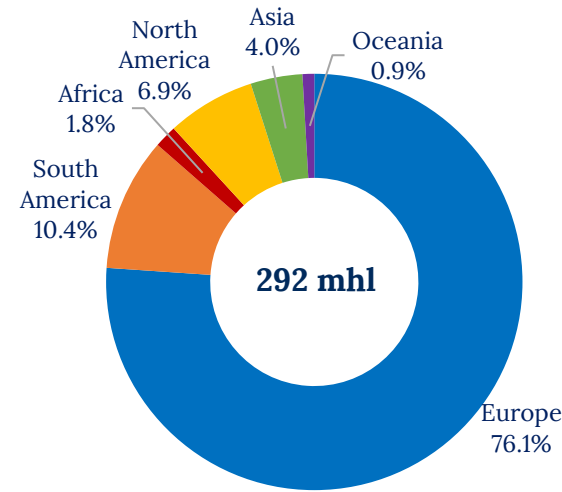


## Continental Breakdown Evolution

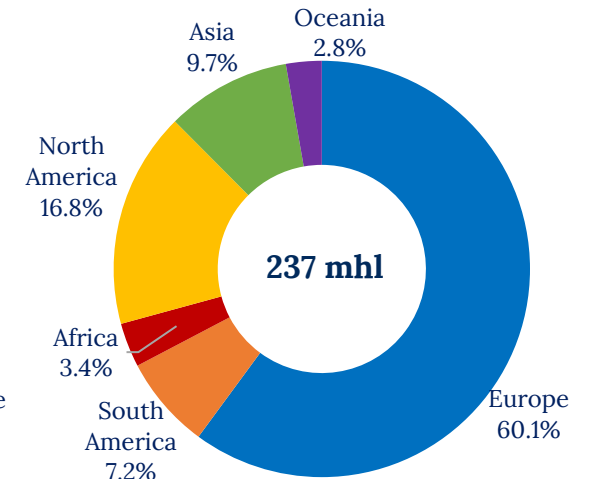
Average 1924-1933



Average 1974-1983



Average 2014-2023





# International Trade in Wine



Growth



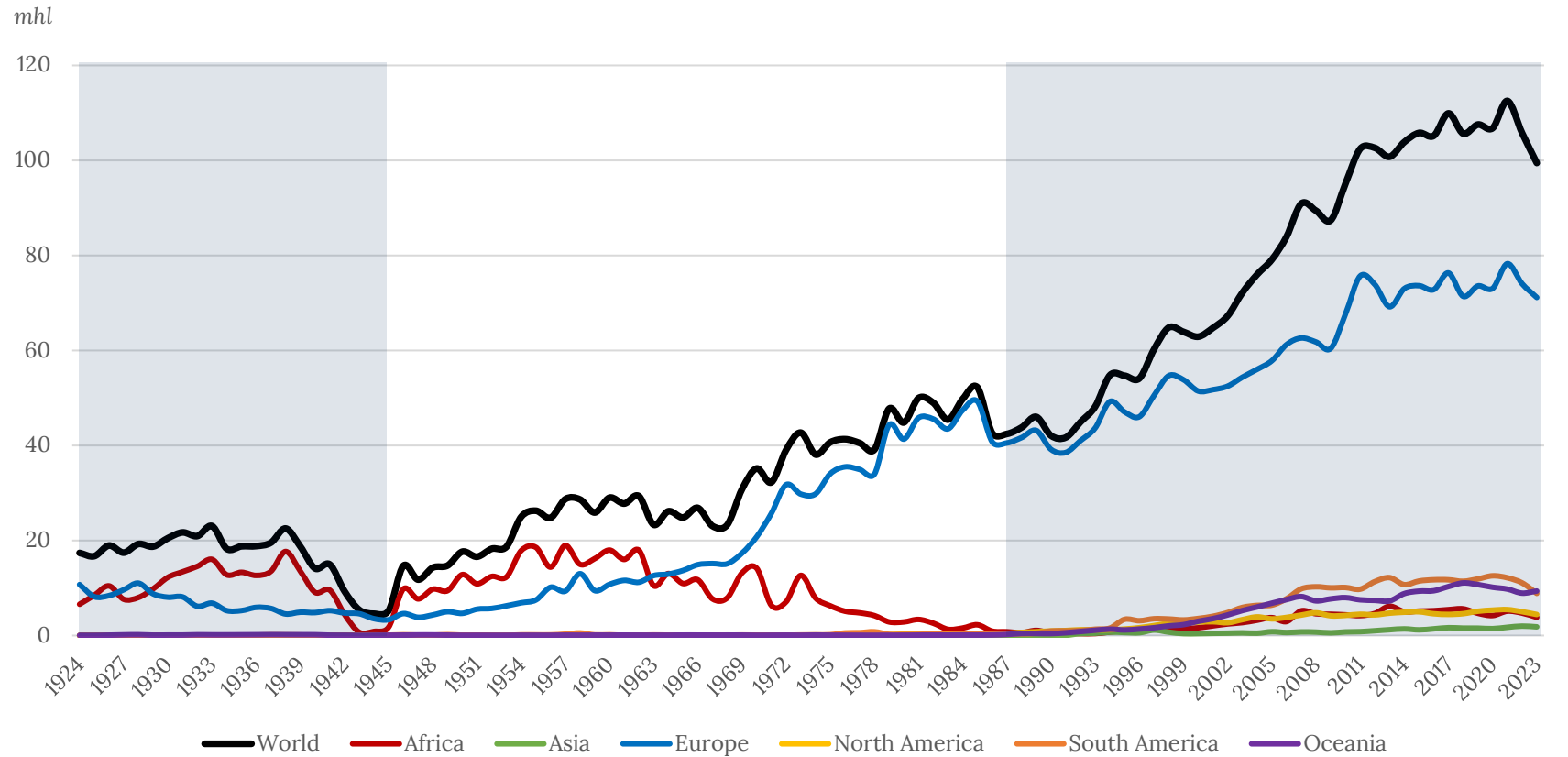
Globalisation



Trade Agreements

# International Trade in Wine

## Wine Exports 1924-2023





# International Trade in Wine



Algeria Impact

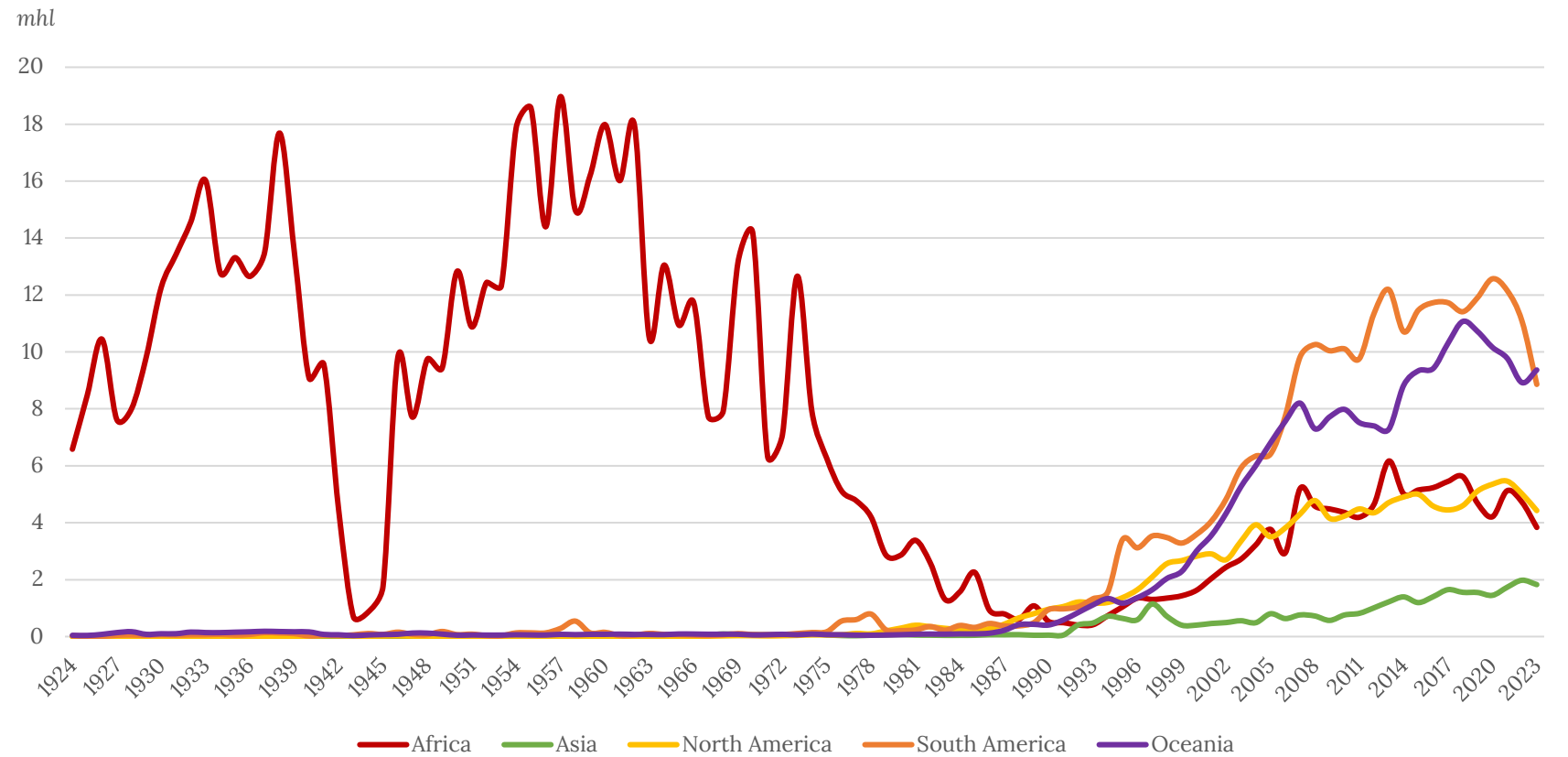


Ease of Trade



New Producers Exporting

## Wine Exports (excl. Europe) 1924-2023





# International Trade in Wine

## 1924 vs. 2023 (%)

Africa

Europe

Oceania

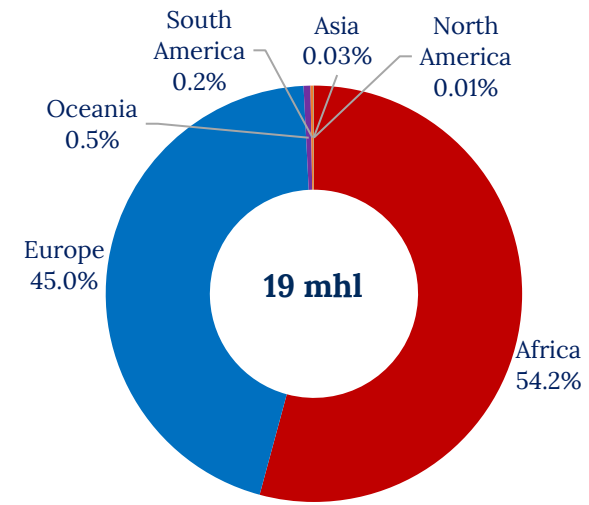
South America

North America

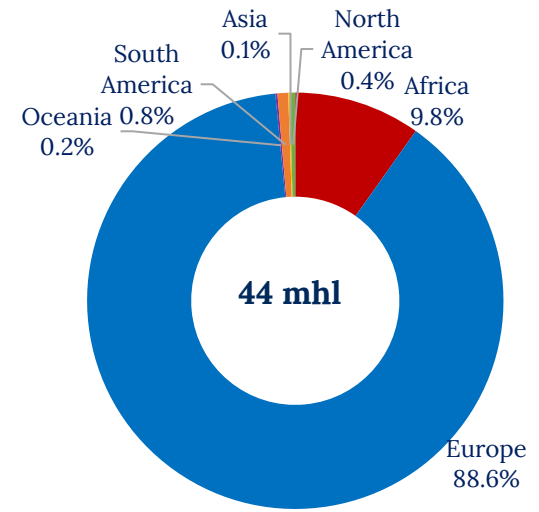
Asia

## Continental Breakdown Evolution

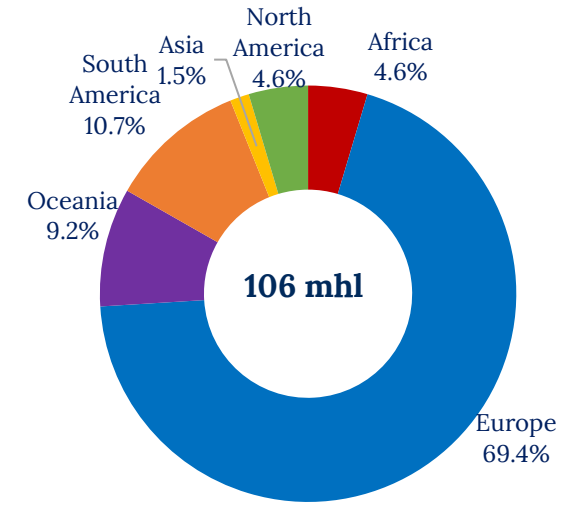
Average 1924-1933



Average 1974-1983



Average 2014-2023





Pre-1970 Stability



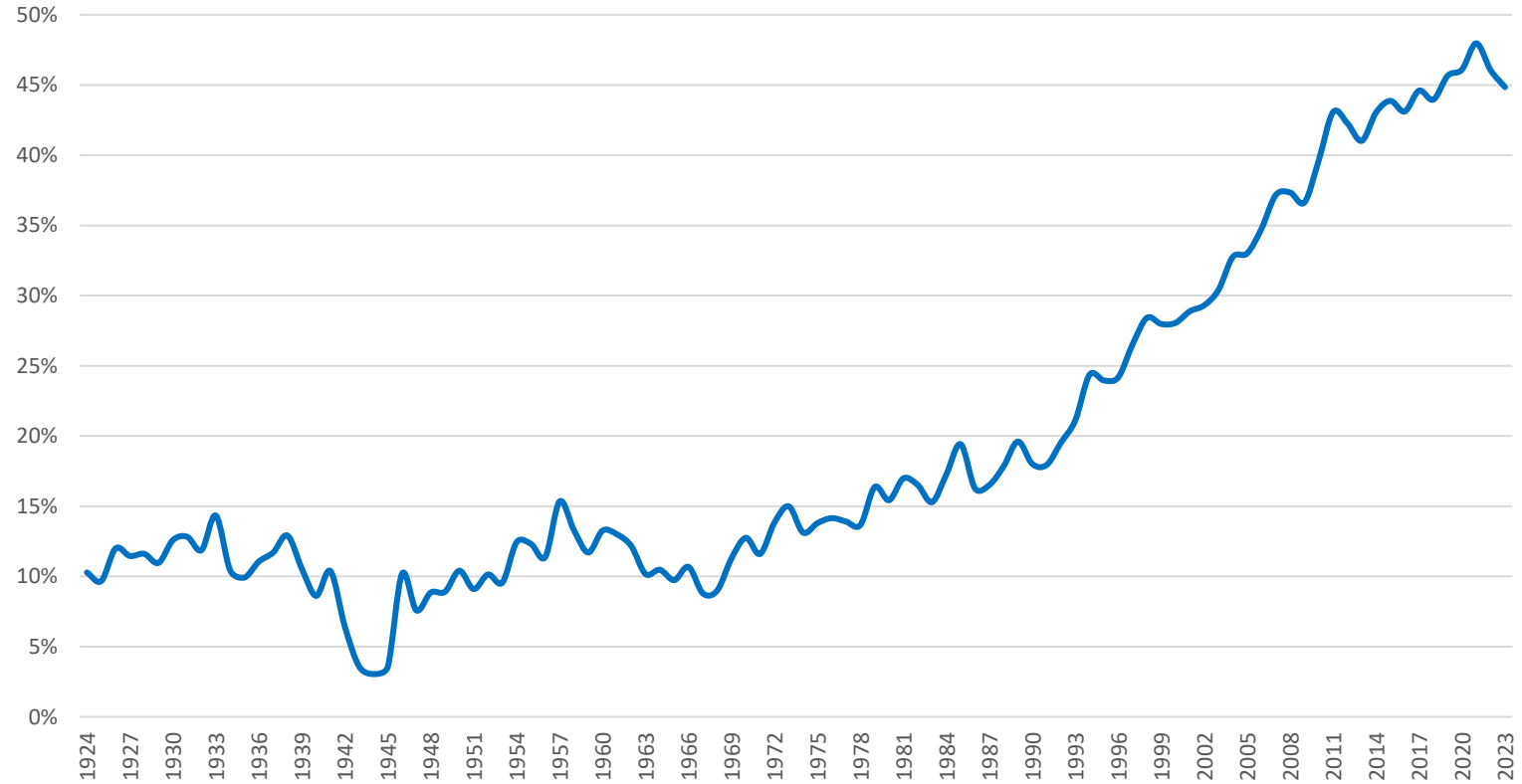
Post-1970 Surge



2021 Peak 48%

# Market Internationalisation Index

## Internationalisation Index 1924-2023

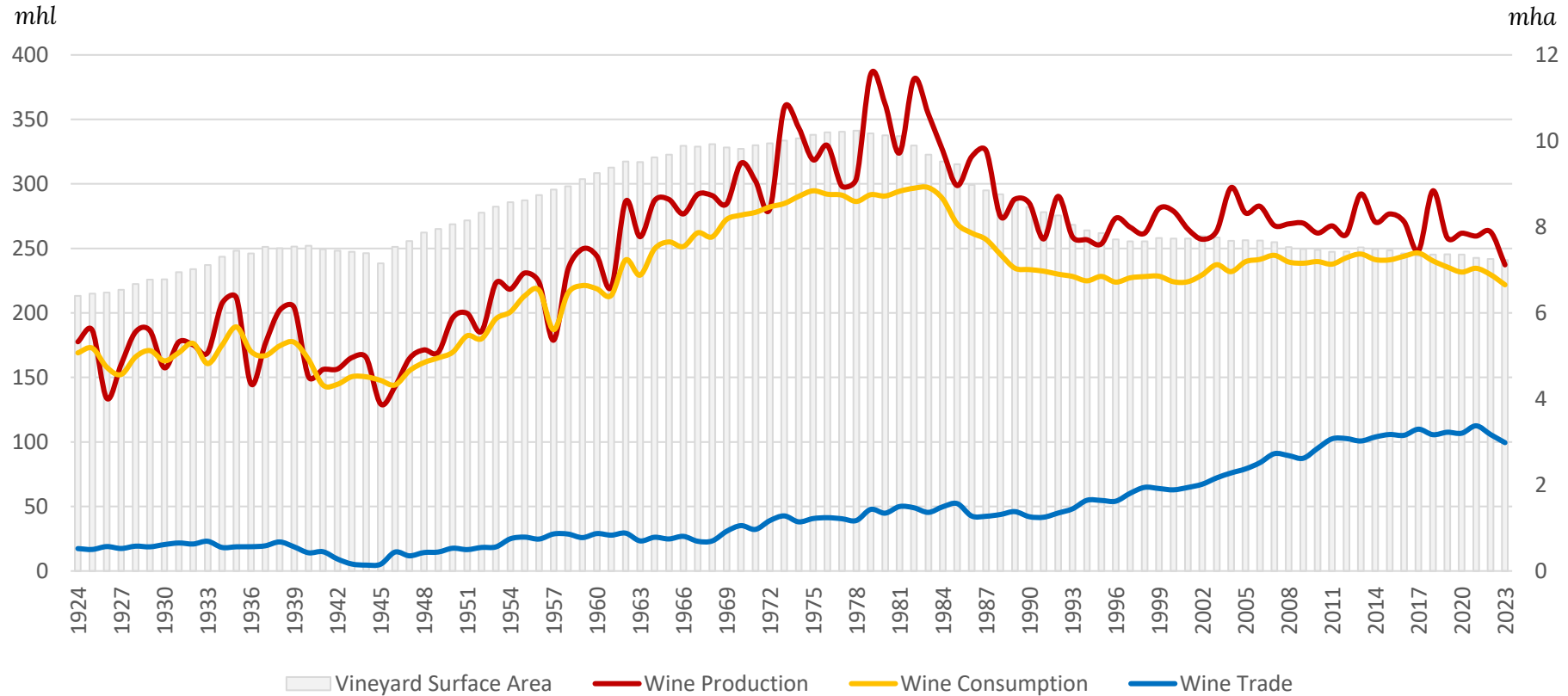




# Conclusions



### World Vine and Wine Sector 1924-2023





## Key Takeaways



**Change** is a constant



The wine sector is highly **resilient**



**Science** and learning make a huge difference



**Production** and **consumption** are in constant evolution



The impacts of **climate change** are accumulating



**International trade** is integral to the sector



The wine sector is a **long-term** sector