



International Year of Vine and Wine 1924 • 2024

Dijon, France, 25<sup>th</sup> of April 2024

## **CONSUMPTION DOWN, TRADE VALUE HIGH AS INFLATION BITES**

SPEAKING FROM THE OIV HEADQUARTERS IN DIJON, BY WEB CONFERENCE, DIRECTOR GENERAL JOHN BARKER, PRESENTED THE STATE OF THE WORLD VINE AND WINE SECTOR IN 2023.

In 2023, the global vine and wine sector faced tough challenges. With historically low production volumes and rising prices, the year was defined by the lingering effects of the global inflationary pressures that started in 2022.

### **Key Highlights**

**Vineyard Surface Area:** The world's vineyard surface area continued its decline, shrinking by 0.5% from 2022 to 7.2 million hectares. This trend, observed for the third consecutive year, was driven by the removal of vineyards in major vine-growing regions (including all types of grapes) across both hemispheres.

**Wine production:** Extreme climatic conditions and widespread fungal diseases severely impacted many vineyards worldwide, culminating in a historically low global wine production of 237 million hectolitres. This marked a 10% drop from 2022 and represented the lowest output since 1961.

**Wine Consumption:** Global wine consumption in 2023 is estimated at 221 million hectolitres, indicating a decrease of 2.6% compared to 2022's already low figures. The spike in production and distribution costs, driven by inflationary pressures, led to higher wine prices for consumers, who were already dealing with diminished purchasing power. Despite these challenges, a few major markets demonstrated resilience.

**International trade in wine:** The international trade in wine in 2023 was also notably affected by the rise in prices. Although the total volume of wine exported dropped to 99 million hectolitres, this was offset by a high export value, which reached 36 billion euros. The average price per litre of export wine hit a record high of 3.62 euros per litre.



## **Note for editors: The International Organisation of Vine and Wine (OIV)**

The International Organisation of Vine and Wine is the intergovernmental organisation of reference with a scientific and technical mission for the global vine and wine sector.

Today, the OIV has 50 Member States, grape and wine producing and consuming countries, representing 75% of the world vineyard area, 87% of world wine production and 71% of world wine consumption. Twice a year, more than 500 experts work together to evaluate, discuss and approve by consensus the resolutions that concern :

- 1/ Viticulture and table grapes
- 2/ Oenology and Methods of Analyses
- 3/ Vine and Wine Law and Economics
- 4/ Consumer Health and Safety

For a centenary, OIV has been at the forefront of global vine and wine issues providing standards, guidance and information for the vitivinicultural sector.

## **The International Year of Vine and Wine**

The OIV is celebrating its centenary in 2024. To mark the occasion, the international organisation has declared 2024 the "International Year of Vine and Wine".

Details of the OIV's centenary activities can be found [here](#).

## **Contact**

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