Comparison of Selected Determinants of Chosen European Wine Markets
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Abstract

This paper compares the selected factors of viticulture and winemaking among chosen European countries. Global wine production in 2010 has declined by 11.2 million hectoliters to about 264 million hectoliters. The wine is currently produced in about sixty countries. Nevertheless, most of them produce it in small to very small amounts. A dozen largest producers of last year produced about 230 million hectoliters of wine, i.e. 87% of global volume. The European Union (EU) is the world leader in wine production, with almost half of the world’s total vine-growing area and 60 percent of production wine volume. Within the EU, France, Italy, and Spain represent about 80 percent of total production. Other important EU producers include Germany, Portugal, Romania, Greece, and Hungary. Total production in the EU-27 was estimated at 156 million hectoliters in 2010. Portugal was the only producer among European countries that increased the production. A slight decrease was recorded in the EU, Spain and France, it was pronounced in Italy, Germany, Austria and Romania. Global wine consumption has stabilized in the last year, two years before it fell (according to a report of the International Organisation of Vine and Wine (OIV)). However, declining production of wine and vineyards continues in this trend. Last year, their total acreage decreased by 65 thousand ha of the total 7 586 thousand hectares. The largest decrease (64 thousand hectares) recorded the European Union, especially Spain (31 thousand hectares) followed by Italy (14 thousand hectares) and France (12 thousand hectares).

Chosen countries were compared to a similar size and population. The subject of the analysis is secondary information utilisable for the characteristics of supply and demand development of wine in chosen countries in 2000-2010 period. The information is compared to the results of several researches in professional publications. The data were completed with face-to-face interviews, method of observation and deduction.

Keywords: wine market, acreage of vineyards, wine production, wine consumption per capita