Wine consuming migration is not coming to an end

scritto da Fabio Piccoli | 15 Febbraio 2022



In the last few days, I came across "**The World of Wine Report**", edited by money.co.uk, which putting together numerous analyses achieved by the most authoritative international agencies (Oil, in first place), is able to give much food for thoughts (regarding first and foremost the complex wine consuming theme).

First of all, **great English analysts have transformed the consumers data from hectoliters in bottles of 0,75** and this (even if we are dealing with some forced measures) makes the reding of this data – that are so strategic to understand the evolution in the wine market – easier and more direct.
So, **analyzing the main wine consumer countries we can see that in the USA, during 2020, more that 4,4 billion wine bottles were consumed** and one billion more was consumed in France (3,9

billion of bottles) and in Italy (3,7 billion of bottles). In 4th place we can find Germany with 2,64 billion bottles and, following, there is the UK (1,77), China (1,65), Russia (1,37), Spain (1,28) and Argentina (1,25). From here on we go under the billion bottles with Australia (760 million), Portugal (613) and Canada (587).

If we transform the numbers given above in per capita consumption, Portugal jumps in first place with 62,9 bottles per year (1,33 per week underlined the English analysts), followed by Italy with 62,1 bottles (1,19 per week) and France with 61,3 (1,18 per week).
USA are in a much lower position, in 17th place, with 16,3 bottles per year (0,31 per week). A data, this last one, that once more makes us understand that the USA, despite being the first wine consumer country in the world (33 millions of hl), they are way far from having exploited all their development potential. **The same thing can be said for countries like Canada, Russia and, even more, for Japan** (which stopped at 4,2 bottles per capita per year) **and China** (1,4 bottles per capita per year).

As it was well known, for a long time now there have been a **migration in the wine consumption, particularly from traditionally producing countries to the "new" markets.**
The countries that have registered the higher loss in wine bottles consumption in the 20 years taken into exam by money.co.uk are South Africa (-43,49%), Argentina (-41,69%), Spain (-40,85%), France (-36,20%), Switzerland (-31,83%) and Italy (-26,53%).

Regarding our country, in 2000 the number of wine bottles per year that an Italian used to consume (over the age of 16) was 84,5 which means that today we consume 22 wine bottles less per year. According to the recent data, it looks like in this last 3 years, the wine consumption in our country have **substantially stabilized** (around 38 liters per capita) and, frankly, we wish that.

However, given this so evident decreases, **there are various developments** (some of them decisively important) **on other markets, some of them are expected, others instead are surprising** like for example the Czech Republic which guides the ranking of the countries that have registered the higher wine consumption of 196,5% in the last 20 years (from 10,4 bottles per capita per year to 30,9).
It would be interesting to understand what influence was so profound to bring the Czech consumers to triple their wine consumption.

Another enormous growth was registered by Russia that say the wine consumption double from 5,2 to 11,5 bottles per capita per year (+119,51%).
Also relevant was the wine consumption development in Sweden with its actual 38 bottle per year (+65,49% respect to 2000). Important growths were also seen in Japan (+30,13%), in the USA (27,07%) and in Canada (24,70%).

However, **the money.co.uk researchers did not stop here and deepened the investigation** (through the analysis of Google Search Data) of which are the most researched wine in the 22 countries with an annual wine consumption higher that 2 million hl.
The data emerged are many, considering the three categories researched (red, white and sparkling) and so we confine ourselves to those countries that have highlighted the preferences in Italian wines.
Among these, **we must mention Canada that through the most researched red wines registers Chianti** and regarding the white registers the Pinot Grigio. Chianti is found among the red wine preferences also in Austria.

White wines that are in the first place also in The Netherlands (Barolo among the reds and Pinot Grigio among the whites), in Russia where all wine categories belong to the Made in Italy (Barbera, Pinot Grigio and Prosecco). Prosecco il also found among the most researched sparkling in Romania

and in the Czech Republic.

Finally, **Italians on google mostly look for Barolo, Chianti and Champagne**. More parochialist than us (which was to be expected) are the French, with Chateauneuf-du-pape, Chardonnay (French of course) and Champagne.

I will come back to this Report that forces us to deepen a topic that is very interesting and it is the one regarding the principal world’s trend of wine.
See you soon.