

DECEMBER 2015



**EUROPE'S DOUBLE POSITIONING: QUALITY AND QUANTITY  
COEXISTENCE OF 3 MODELS**



Italy, France, Spain

**48%**  
of world  
production



EU

**60%**  
of world  
production



**2/3**  
of exports in value and  
around

**50%** in volume



**Creation of value**



**Intermediary position**



**Volume increase**

**-12%** crop surface  
area<sup>1</sup>



**-20%** crop surface  
area<sup>1</sup>



**>35%** vs crop areas  
in Italy and  
France

**-8%** decreasing  
productivity



**+2%** feeble  
productivity



**+42%** a sharp rise in  
productivity

**7** Quality ratio<sup>2</sup>  
Quality orientated production



**3.3** Quality ratio<sup>2</sup>



**1.5** Quality ratio<sup>2</sup>  
Volume and low and mid-  
level orientated production

**-17%** consumption<sup>3</sup>



**-26%** consumption<sup>3</sup>



**-34%** consumption<sup>3</sup>

<sup>1</sup>average 2003-2013 vs 1983-2003

<sup>2</sup>relationship between export value and volume

<sup>3</sup>in 2013 vs 2003



**ASIA, THE WORLD'S FUTURE LEADING CONSUMER,  
FRANCE TO LEVEL OFF**

**FRANCE**



**43,8** litres /year,  
leading wine consumer  
but on a declining trend

**EUROPE**



consumption decreasing  
**17000** hectolitres<sup>4</sup>

**BY 2027, DEMAND EXPECTED TO MOVE TO ASIA**



Increase in urbanisation



Growing popularity of wine  
thanks to the growing  
middle class population



Alignment with  
Western standards

<sup>4</sup>between 2003 and 2013



**EUROPEAN EXPORTERS WEAKENING OVER THE LONG TERM**



Competition between European  
and new world producers on low  
and mid-level products

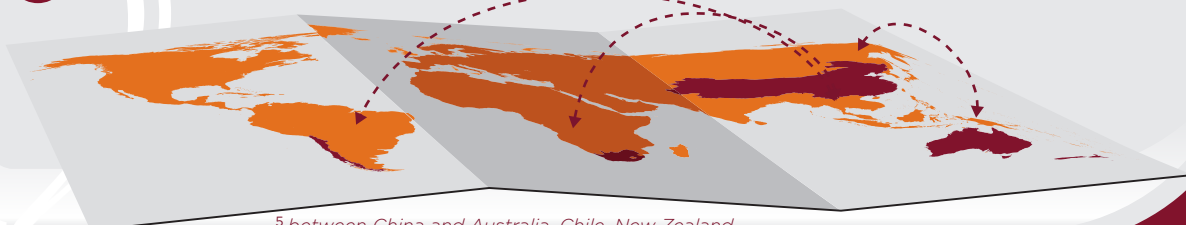


Lower exchange rates in  
Chile and South Africa  
strengthen their price  
competitiveness



Spain is vulnerable

Free-trade agreements<sup>5</sup>  
exempt from taxes



<sup>5</sup> between China and Australia, Chile, New Zealand