

21 March 2011

German Quality Wine Exports Post Healthy Increase in 2010

Global demand for German quality wines was up in 2010. The German Wine Institute/Mainz reports that compared with the year before, German quality wine exports posted an eight percent increase in volume and now stand at ca. 1.25 million hectoliters valued at 285 million Euros, or six percent more than in 2009. Quality wines accounted for 80 percent of all German wine exports; the remainder consisted of *Landweine* (*Vins de Pays*) and wines without more narrowly defined appellations of origin. In light of the forthcoming international wine trade fair ProWein in Düsseldorf, Monika Reule, managing director of the German Wine Institute comments: "Export figures in 2010 confirm that German quality wines have recovered from the worldwide economic crisis of recent years, and exports have resumed a level on a par with 2007."

Developments in Germany's most important export market, the USA, were particularly positive: in the quality wine sector, volume increased 19 percent; value, 17 percent – now worth 94 million Euros, or one third of the value of all German quality wine exports. The Netherlands take second place with exports valued at 30 million Euros, or 11 percent of total German quality wine exports. Although this sum this represents a slight decrease (-3 percent) compared with 2009, volume increased by six percent to 193 million hectoliters.

In the British market German wine exporters had to accept a loss in terms of value (down 16 percent) and volume (down 7 percent). According to wine institute director Reule: "Great Britain remains a challenging market. Yet, all is not bleak. It is positive to note that the average price for a bottle of German wine in local supermarkets increased by eight percent in 2010, which reflects considerable growth in the desirable five-pound-plus category. In addition, increasingly positive media mentions by opinion leaders in the British wine scene lead us to believe that we can expect better results in this market in coming years."

Scandinavia remains a very interesting market for German white wines. In Norway, for example, German white wines (Rieslings, in particular) were market leaders in 2010. In Sweden and in Finland, German exporters took second and third place, respectively, in the white wine sector. According to officials of the Norwegian state monopoly, nearly every third bottle of white wine sold was of German origin – and the trend is rising. In this country, volume increased by 12 percent and value by 18 percent in 2010, compared with 2009. As such, Norway now assumes fourth position in the overall rank of most important wine markets – in terms of value – for German wine.

Export figures for German quality wines in 2010 also showed promising notes in smaller markets. In China, for example, "Riesling & Co." seems to have taken root: volume increased by nearly 17 percent; value, approaching 35 percent. Export values also increased in Canada (+15%), Russia (+11%), Japan (+4%), and Switzerland (+12%).

The Hong Kong market was particularly dynamic in 2010, despite its overall small size. With the fall of customs duties in 2008, the value of German quality wine exports increased by 49 percent. The average price per liter reached a very attractive level: €8.28.

In the long term, the wine institute's manager, Reule, foresees ongoing positive development for German wine exports. However, due to the exceptionally small harvest in 2010, demand for certain varieties might exceed supply, which could result in concomitant export losses.

German Wine Institute, Press Office
Gutenbergplatz 3-5, 55116 Mainz, Germany
Ernst Büscher, Tel. 06131/2829-29
Nicole Stierstorfer, Tel. 06131/2829-21
Fax: 06131/282920
E-Mail: eb@deutscheweine.de
www.deutscheweine.de
www.germanwines.de

German Quality Wine Exports 2010
- Most Important Export Markets -

	Value	Volume	Euro/hl	% Change	
	1.000 Euro	hl		Value	Volume
QUALITY WINE EXPORTS total	285.192	1.245.735	229	6.2	7.9
<i>most important export markets</i>					
USA	94.428	282.355	334	17.2	19.0
Netherlands	29.940	192.514	156	-2.8	5.8
Great Britain	22.715	151.742	150	-16.0	-7.2
Norway	17.905	50.507	355	18.1	11.5
Sweden	16.885	125.570	134	-11.2	-14.8
Canada	14.132	40.277	351	15.1	7.3
Russia	12.553	122.561	102	10.7	23.9
Japan	12.081	28.757	420	3.6	6.2
China	7.485	20.077	373	34.4	16.5
Belgium	7.305	41.645	175	6.3	10.1
Switzerland	4.820	12.146	397	11.9	52.1
Finland	4.322	22.612	191	-3.0	7.5
Denmark	4.101	33.642	122	-5.9	-1.4
Hong Kong	2.040	2.464	828	48.9	40.1

Source: German Wine Institute, based on figures from the Federal Office of Statistics