

"Why is wine so expensive in New York?"

...wonders a European in US.

A fast answer could be because New York is not California as the Bear Flag State produces an average of 85 percent of total U.S. wine production.¹

For someone coming from Europe, 10\$, 14\$ (and going up) for not even a standard glass of cheap "house" wine, is almost the double price of a standard glass of wine in most European countries.

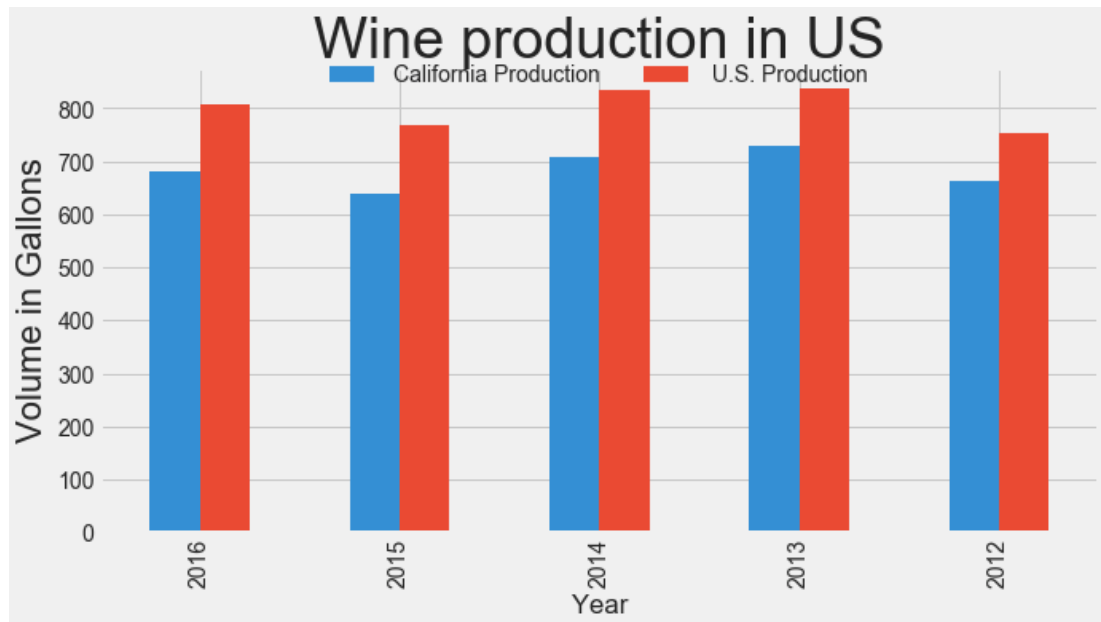
We known prices are determined by supply and demand so it makes sense to examine the financial data of the American wine market.

For this research, I built a dataset which combines data from different sources but mainly from the wineinstitute.org.

The charts I use are simple bar charts because I believe they are more easy to grasp for the audience and pass the message directly.

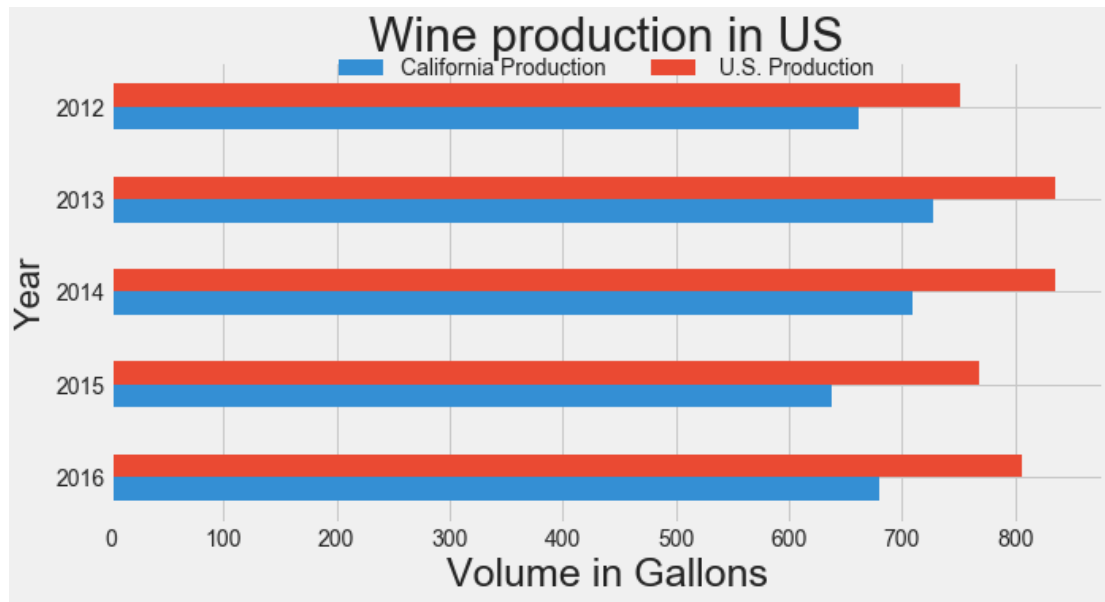
Let's see some of them:

As mentioned above, California produces the vast majority of the total American wine production:



¹ Source: Wineinstitute.org

² <http://www.worldstopexports.com/top-wine-importing-countries/>



Is a glass of wine cheaper in California?

We need to figure this out ... but further research shows that for 2017, US is at the top of the list of wine importing countries. US's global purchase of imported wine for 2017 totaled at 6.2 billions (source: worldstoexports.com)².

Top Wine Importing Countries

Top 15
USA
UK
Germany
China

Below are the 15 countries that imported the highest dollar value worth of wine during 2017. Within parenthesis is the percentage of worldwide imported wine.

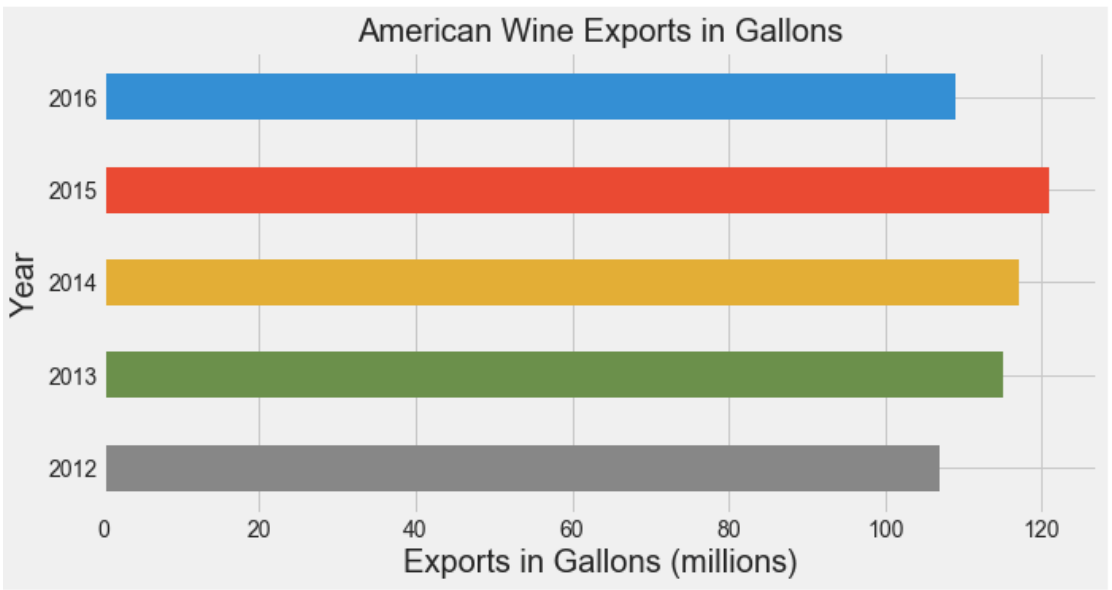
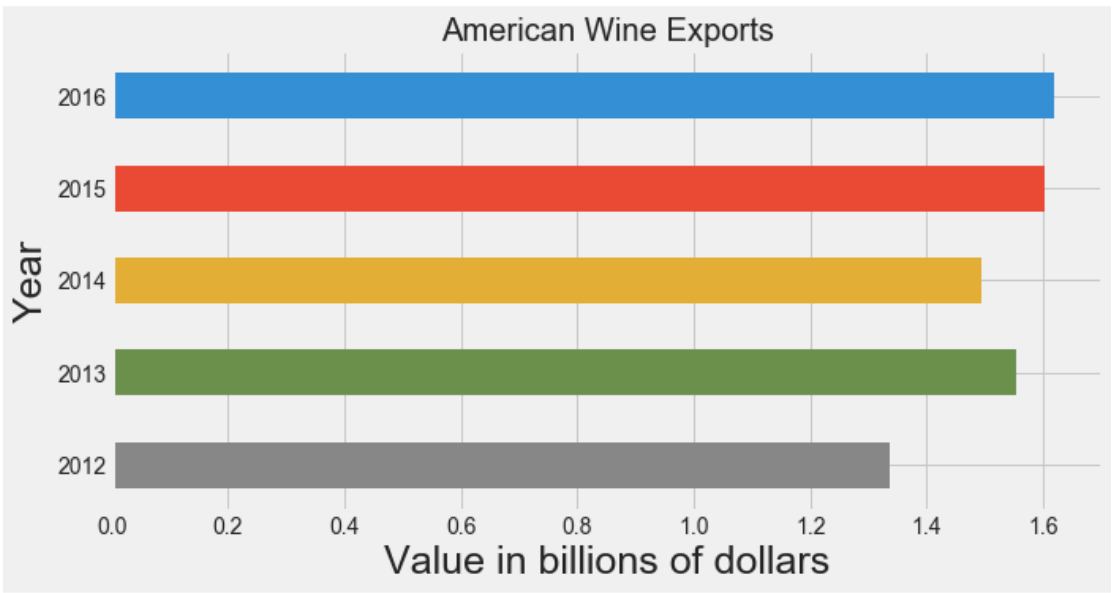
1. United States: US\$6.2 billion (17.2% of total wine imports)
2. United Kingdom: \$4.1 billion (11.5%)
3. Germany: \$2.9 billion (8%)
4. China: \$2.8 billion (7.8%)
5. Canada: \$1.9 billion (5.3%)
6. Japan: \$1.6 billion (4.5%)
7. Hong Kong: \$1.5 billion (4.3%)
8. Netherlands: \$1.3 billion (3.6%)
9. Switzerland: \$1.2 billion (3.2%)
10. Belgium: \$1.1 billion (3%)
11. Russia: \$1 billion (2.8%)
12. France: \$951.6 million (2.7%)
13. Sweden: \$725.7 million (2%)
14. Denmark: \$656.3 million (1.8%)
15. Australia: \$615.1 million (1.7%)

By value, the listed 15 countries purchased 79.5% of all wine imports in 2017.

² <http://www.worldstopexports.com/top-wine-importing-countries/>

The revenue from exports to the US wineries was 1.530\$ billion.

While US wine exports for year 2016 worth 1.620\$ billion.



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Wine Imports into America

America's global purchases of imported wine totaled US\$6.2 billion in 2017. Within parenthesis is the percentage change in value for each supplying country since 2013.

1. Italy: US\$1.94 billion (up 15.2% from 2013)
2. France: \$1.92 billion (up 29.7%)
3. New Zealand: \$440.7 million (up 50.8%)
4. Australia: \$438.4 million (down -17.9%)
5. Spain: \$379 million (up 5.1%)
6. Argentina: \$322.3 million (down -20.3%)
7. Chile: \$306.1 million (down -11.8%)
8. Germany: \$110.6 million (down -11.8%)
9. Portugal: \$104.6 million (up 19.8%)
10. South Africa: \$58.9 million (down -20.8%)
11. Canada: \$39.3 million (up 78.4%)
12. Israel: \$30.9 million (up 57.7%)
13. Austria: \$17.7 million (up 35.3%)
14. Greece: \$14.2 million (up 25.7%)
15. United Kingdom: \$11.2 million (up 238%)

By value, the listed 15 countries shipped 99.3% of all American wine imports in 2017.

Among the above countries, the fastest-growing suppliers of wine to America since 2013 were: United Kingdom (up 238%), Canada (up 78.4%), Israel (up 57.7%) and New Zealand (up 50.8%).

So, maybe wine is expensive in New York or in any other US state and maybe Americans like wine and they import it, they just do not produce enough of it!

Countries in green are the ones from which US imports wine:

