Wine Facts:

In the African, Americas, Eastern Mediterranean and European regions, the percentage of drinkers has declined since 2000. However, it **increased in the Western Pacific Region from 51.5% in 2000 to 53.8%** today and has remained stable in the SouthEast Asia Region.

Worldwide, 44.8% of total recorded alcohol is consumed in the form of spirits. The second most consumed type of beverage is beer (34.3%) followed by wine (11.7%). Worldwide there have been only minor changes in beverage preferences since 2010. **The largest changes took place in Europe, where the share of total recorded consumption of spirits decreased by 3% whereas that of wine and beer increased.**

World wine consumption in 2021 is estimated at 236 mhl, marking an increase of 1% compared 2020, the lowest level recorded since 2002. 2021 global wine consumption has inverted the negative trend that started in 2018 with the decline in China’s consumption (which has lost on average 2 mhl per year since then). This downward trend was accentuated in 2020 by the covid-19 pandemic, which brought a depressing effect on many large wine markets. In 2021, the uplifting of Covid-19 related restrictions contributed to an increase in consumption in most countries around the world. However, wine consumption behaviours at country level are quite heterogenous across geographical regions.

The wine market internationalisation index is constructed as the ratio between the volumes of world wine exports and world wine consumption. In 2021, the wine market internationalisation index is at 47%, meaning that on average in 2021, of every 2 bottles of wine consumed in the world about 1 has crossed (at least) one border, that is half the wine consumed in the world is imported wine. This index has risen for the third consecutive year.

Bottled wine(Engarrafado): Volume: + 6% / 2020 Value: +13% / 2020

Sparkling wine (Espumante): Volume: + 22% / 2020 Value: +35% / 2020

Bag-in-Box (Vinho em Caixa): Volume: -8% / 2020 Value: -1% / 2020

Bulk wine (Vinho em tonel): Volume: + 5% / 2020 Value: -5% / 2020