Spain: Year 2015, a before and after in wine exports

The Spanish wine exports break records last year, according to the Spanish Wine Market Observatory (OEMV). Foreign sales have recorded 2,638 million euros, touching the 24 million hectoliters. The average price eased its relegation last year to 1.10 euros per liter. United States, Canada and Mexico are the most focused on wines with higher added value destinations.

Spain closes 2015 with record in its wine exports, both in value and volume, reaching almost 24 million hectoliters worth 2,638 million euros. The average price eased its relegation last year to 1.10 euros per liter, according OEMV. In volume, they have been exported 168.2 million liters more than in the previous year and turnover increases by around 112 million euros.

In terms of value, are the wines with designation of origin and other wines packaged that have led the growth in 2015, while volume are the bulk wines and wines with IGP packaged.

They grow very rapidly in value exports to the United States (+10.9%), Canada (+9.5%) and Mexico (+ 12%), more focused on wines with higher added value markets. France (+51,4 million liters) and Germany (+37,3 million) lead the rise in volume, with excellent data for China (+20,7 million liters), along with higher value (+30, 3 %).

They are winning market share

France and Ireland increased at a good pace wine imports in 2015, thanks mainly to the growth of Spanish wine. Spain share gains came as the first provider in France, with prices down less and less. The bulk accounted for 90% of the volume of Spanish wine imported into the Gallic country, but stresses the excellent development of frothy. In Ireland, packaged and sparkling wines grew well above average and account for almost 100% of purchases of Spanish wine, in a market led by Chile again. For its part, Switzerland remained stable volume of imported wine but spent 8% less, probably by a favorable exchange rate for the Swiss franc. Spanish imported wine volume grew more than 5% compared to 2014, with the bulk and unique wine with positive data, but at much cheaper prices caused a drop in overall spending on Spanish wine.

Source: OEMV