vinetur

Red, White, and Rosé trends from 2000 to 2021

The colour shifts in global wine production 2000-2021

Thursday, December 14, 2023



In the ever-evolving world of wine, the period from 2000 to 2021 has been marked by significant changes in both production and consumption patterns across different types of wines. This comprehensive analysis, drawing from the exhaustive data compiled by the Statistics Department of the International Organisation of Vine and Wine (OIV), offers valuable insights into the shifting dynamics of the global wine market, with a particular focus on red, white, and rosé wines.

Red Wine: A Decline in Dominance

Production Trends

The global supply of red wine has witnessed a notable decline over the past two decades. In 2021, red wine production was 25% lower than its peak in 2004. This reduction is significant, as red wines, which accounted for nearly 48% of total wine production at the turn of the century, saw their share drop to 43% in recent years.

Major European red wine-producing countries have experienced negative growth rates. France, in particular, has seen its red wine production halve compared to the year 2000. While Italy has also faced a similar downturn, non-European countries like Chile, Argentina, Australia, the USA, and South Africa have exhibited positive growth trends.

Consumption Patterns

The demand for red wine has diminished, especially in large European markets such as Germany, France, Italy, and Spain, all recording negative growth rates since 2000. In contrast, countries like China, the USA, Russia, and Brazil have shown an increased appetite for red wine. Notably, the top six countries by the percentage of red wine consumption are primarily located outside Europe.

White Wine: A Surge in Popularity

Production Shifts

White wine has seen an overall increase in production since 2000, with a 13% rise since its lowest point in 2002. Surpassing red wine production in 2013, white wine now accounts for 49% of the world's total wine output. A significant factor behind this growth is the burgeoning popularity of sparkling wines.

Key contributors to this global increase include Italy, notably due to the success of Prosecco, along with the USA, South Africa, and Australia. Meanwhile, France and Spain have maintained a stable production level.

Consumption Trends

The demand for white wine has primarily been driven by the sparkling wine market in the USA, Germany, and the UK. This rise in consumption in these countries has offset the declining trends observed in traditional wine-consuming nations like France and Spain.

Rosé Wine: Remarkable Growth

Production Expansion

The production of rosé wine has experienced a significant upswing, with a 25% increase between 2001 and 2021. Initially representing 6-7% of the world's wine production, rosé wines now account for over 8%. This growth is predominantly led by Northern Hemisphere countries, particularly France, although nations like Chile and South Africa have also reported substantial increases.

Consumption Increase

Mirroring the trend in white wines, the rosé wine market has grown mainly due to rising demand in the UK, Germany, and the US. France stands out as the primary consumer of rosé, accounting for more than one-third of global demand.

The period from 2000 to 2021 has been a time of significant transition in the global wine industry. The decline in red wine's dominance, coupled with the surge in white and rosé wines, highlights a shift in consumer preferences and market dynamics. These trends not only reflect changing tastes but also underscore the adaptability and diversity of the global wine industry in meeting evolving consumer demands.