vinetur

Portugal's Wine Exports dip in Volume, but Prices Rise to Record Highs

Portugal Remains Wine Export Powerhouse Despite Slight Downturn in 2023

Wednesday, April 24, 2024



In the world of wine, 2023 was a mixed bag for Portugal, a nation revered for its rich viniculture heritage. According to data from Portuguese customs, the country experienced a slight dip in its wine exports last year, totaling 319.4 million liters—a

1.8% decrease—and bringing in 928 million euros, down by 1.2%. Yet, there's a silver lining: the average price per liter climbed to 2.91 euros, marking the highest rate since 2001.

Despite these fluctuations, Portugal managed to secure its position as the eighth largest wine exporter globally in terms of volume, and ninth in value. This ranking is particularly impressive considering the minor contraction in the market. The resilience of Portugal's wine exports can also be seen in the context of its revenue: 2023 marked the second-highest earnings to date, following the record-breaking year of 2022.

A closer look at the types of wines exported reveals that bulk wine was the only category that saw an increase in exports, even though it was the only category to drop in price. This suggests a strategic shift or market demand influencing Portugal's export dynamics. Packaged wines continue to dominate the Portuguese export scene, accounting for 75% of the volume and 90% of the total value, followed by bulk wine in terms of liters and bag-in-box in terms of euros.

Portugal's wine market dynamics were also shaped by changes in its major export destinations. France, traditionally the primary market, saw a significant decrease, with around a 13% drop in volume and 6% in value, despite an 8% increase in price per unit. Similarly, exports to the U.S. and Belgium declined, reflecting shifts in international market preferences or competitive dynamics. However, it wasn't all gloomy; Brazil, the Netherlands, and Poland emerged as bright spots, with substantial growth in exports.

Angola remained the second-largest destination by volume, despite being only the eighth in terms of value, which highlights its preference for bulk wine over more premium offerings. This trend suggests a specific market strategy or consumer preference in the Angolan market that differs markedly from other destinations.

In total, Portugal shipped wine to 155 global markets in 2023, underscoring the diversity and reach of its wine industry. This widespread distribution indicates not only the universal appeal of Portuguese wines but also the strategic efforts of Portuguese wineries to tap into various market segments across the globe.

As we reflect on Portugal's performance in the wine export sector in 2023, it's clear that while the country faced slight setbacks in terms of volume and value, the increase in average price per liter and the breadth of market engagement point to a robust underlying strength. Looking forward, it will be interesting to see how Portugal continues to adapt and thrive in the ever-evolving global wine industry.