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Global wine production and consumption hit lowest levels in decades amid climate and economic pressures

OIV report highlights shrinking vineyards, extreme weather impacts, and shifting consumer habits across 180 countries in 2024

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The International Organisation of Vine and Wine (OIV) presented its annual report on the global wine sector during an online press conference held on April 15, 2025. The data, covering the full 2024 calendar year, includes statistics from more than 180 wine-producing and consuming countries. The report highlights the ongoing impact of climate change, evolving consumer behavior, and geopolitical instability on the global wine industry.

OIV Director General John Barker emphasized the need for international cooperation and adaptation to address these challenges. He stated that while the sector faces significant pressures, there are also opportunities for innovation and growth. Barker called for increased investment in sustainability, research into new consumer segments, and a renewed commitment to multilateral trade frameworks. He noted that the OIV, which brings together 51 member countries, plays a central role in promoting collaboration and knowledge sharing across the industry.

One of the key findings in the report is a continued decline in global vineyard area. In 2024, total vineyard surface contracted by 0.6%, reaching 7.1 million hectares. Although this marks the fourth consecutive year of decline, the rate of decrease has slowed. The reduction is mainly due to vineyard removals in traditional wine regions, though some countries are expanding their vine plantings.

Global wine production fell sharply in 2024 to an estimated 226 million hectoliters, down 5% from 2023. This marks the lowest production level in over six decades. The drop is attributed to extreme weather events linked to climate change, affecting both Northern and Southern Hemisphere producers.

Wine consumption also declined in 2024, with an estimated global total of 214 million hectoliters—a decrease of 3.3% compared to the previous year. If confirmed, this would be the lowest level of consumption since 1961. The decline is driven by economic uncertainty, inflation, and changing social habits in mature markets. However, wine continues to be consumed in more countries than ever before, and large-population nations with growing interest in wine still offer potential for market expansion.

Despite lower production and consumption levels, the global market remains relatively balanced. With two consecutive years of reduced output, supply is not expected to exceed demand significantly in 2024. However, stock levels vary widely between regions.

International trade remained stable last year. Export volumes held at 99.8 million hectoliters, while export value dipped slightly by 0.3% to €36 billion. The average export price stayed high at €3.60 per liter—nearly 30% above pre-pandemic levels—due to inflation and limited supply.

The OIV’s report underscores how external pressures are reshaping the global wine landscape. It also points to areas where strategic action could help producers adapt and thrive under new conditions. The full report is available through the OIV’s official channels for those seeking detailed data and analysis on production trends, consumption patterns, and international trade flows in the wine sector during 2024.