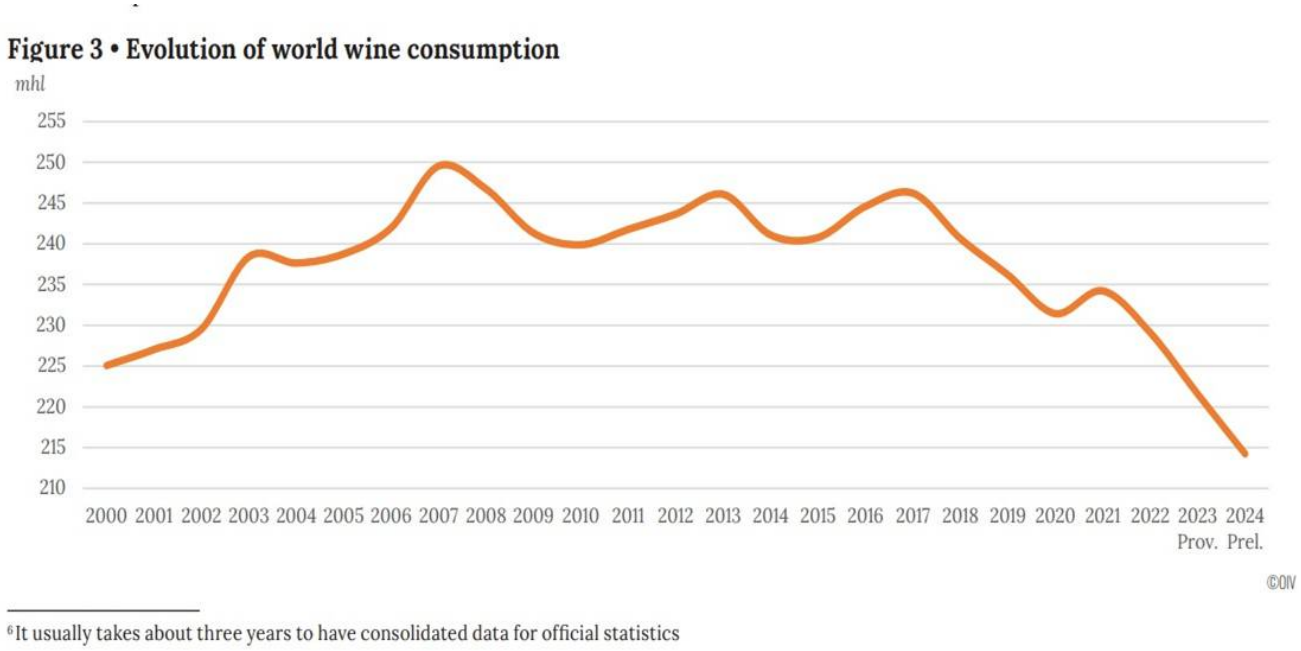
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Global wine consumption hits lowest level since 1961

Wine consumption falls worldwide with China and US leading the drop

Wednesday, April 23, 2025



The International Organisation of Vine and Wine (OIV) presented on April 15, 2025, its global assessment of the wine sector for the year 2024. The online press conference, led by Director General John Barker, focused on the need for international cooperation and adaptation in response to changing consumer preferences, rising economic pressures and deeper structural shifts in the global wine market.

According to the data, global wine consumption in 2024 was estimated at 214.2 million hectoliters, a decline of 3.3% compared to 2023. This marks the lowest volume of wine consumption worldwide since 1961. The OIV attributes this decrease to both immediate and long-term factors. The sustained drop in Chinese consumption has had a significant impact, with the country losing an average of 2 million hectoliters per year since 2018. Other contributing elements include ongoing effects from the COVID-19 pandemic, the geopolitical impact of the war in Ukraine, the global energy crisis and rising costs in production and distribution.

Beyond these short-term causes, the report highlights broader structural changes. Shifting lifestyles, evolving social habits and a generational transition in consumer behavior have led to a reduced role for wine in everyday life, particularly in traditional wine-drinking nations.

The European Union remained the largest regional consumer of wine, accounting for 48% of global consumption with 103.6 million hectoliters, a 2.8% decline from 2023. France led with 23 million hectoliters, followed by Italy at 22.3 million and Germany at 17.8 million. France and Germany saw declines, while Italy maintained its volume. Spain and Portugal recorded small increases, with Portugal even surpassing pre-pandemic levels. In contrast, countries like the Netherlands and Romania showed marked declines.

The United States continued to be the top individual wine-consuming country, with 33.3 million hectoliters, though this represented a drop of 5.8% from the previous year. The United Kingdom also recorded a decrease of 1%, while Russia posted a 2.4% increase to 8.1 million hectoliters. In Switzerland, consumption reached its lowest level since 1965.

In Asia, China's wine consumption fell sharply by 19.3% to 5.5 million hectoliters, reinforcing the downward trend observed since 2018. Japan saw a decline of 4.4%, reaching 3.1 million hectoliters, the lowest since 2011.

In South America, Argentina's consumption fell by 1.2%, hitting its lowest level since 1942. Brazil dropped 4.3%, though its figures remained slightly above those seen before the pandemic. In Africa, South Africa led with 4.3 million hectoliters, a

historically strong number despite a slight decline from 2023.

In Oceania, Australia maintained a consistent consumption level of 5.3 million hectoliters, aligning with its long-term average over the past fifteen years.

During his remarks, Barker emphasized the need for the wine sector to pursue sustainable practices, strengthen international cooperation, invest in innovation and tailor products to new consumer demographics. The OIV, representing 51 countries, aims to support these efforts by harmonizing standards and promoting shared solutions across the global wine industry.