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Vineyard Area in Baden-Württemberg Shrinks by 3% as Economic Pressures Hit Winegrowers

Falling demand and rising costs force growers to abandon cultivation, with key grape varieties losing ground across the region.

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Vineyard areas in Baden-Württemberg have continued to shrink, according to new data released by the State Statistical Office in Fellbach. In 2025, the total area under vine in the southwestern German state fell by 3% to 25,822 hectares. The decline is attributed mainly to economic pressures, with many growers choosing not to cultivate their land because wine production is no longer financially viable.

A spokesperson for the Ministry of Agriculture explained that the current conditions for winegrowing in Baden-Württemberg are difficult, mirroring challenges faced across Europe. The wine market is described as tense, with consumption declining throughout the continent. Several factors are cited for this trend: inflation, an aging population, changing consumer habits, and more cost-conscious shopping behavior due to economic uncertainty. These developments have led to a market imbalance that now shapes the economic situation of wineries, cooperatives, and grape producers in the region.

As a result of these pressures, the supply of vineyard land now far exceeds demand. The Ministry noted that the industry’s adjustment to these market realities has led to the removal of vines from production in some areas.

The reduction in vineyard area was not uniform across Baden-Württemberg’s two main wine regions. In Baden, which is the larger of the two, cultivated vineyard area dropped by 2% to 15,142 hectares. In Württemberg, the decrease was more pronounced at 4.4%, leaving 10,610 hectares still under cultivation.

Specific grape varieties have been particularly affected by these changes. In Baden, the most widely grown red grape, Blauer Spätburgunder (Pinot Noir), saw its area fall by 3% compared to the previous year and is now grown on 4,765 hectares. Key white varieties such as Ruländer (Pinot Gris) and Müller-Thurgau also lost ground.

In Württemberg, red grapes continue to dominate but are also experiencing declines. The area planted with Trollinger dropped by 8.3% to 1,614 hectares, while Lemberger fell by 3.8% to 1,661 hectares. Riesling, Württemberg’s leading white grape variety, was also planted on less land than before.

Industry representatives and government officials agree that unless market conditions improve or new strategies are developed to boost demand and profitability, further reductions in vineyard area may be likely in coming years. The ongoing contraction reflects broader trends affecting European wine regions as they adapt to shifting economic and demographic realities.