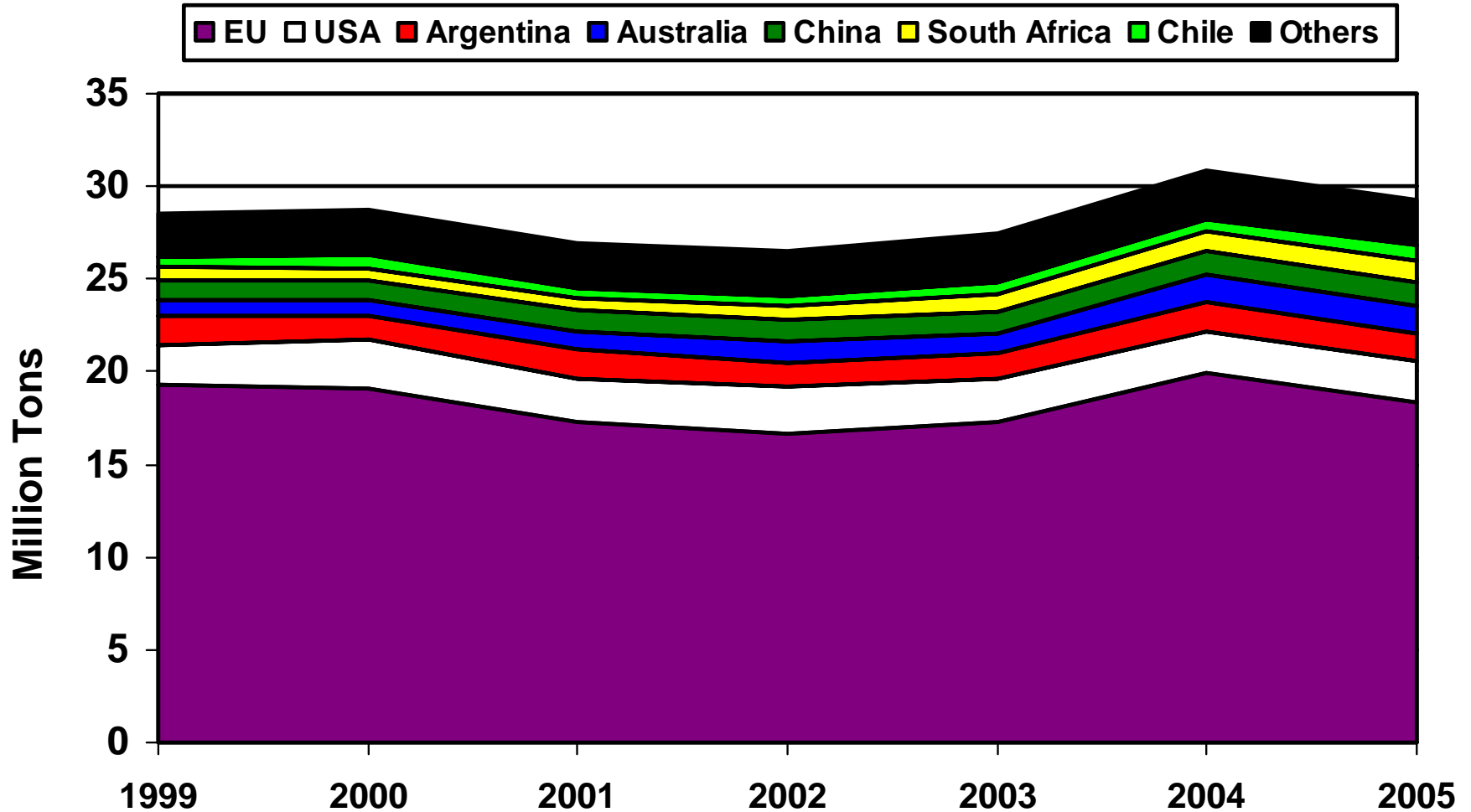


The U.S. and World Wine Situation

**Shari Kosco
Foreign Agricultural Service
OGA/ISA/SCFB
May 2008**

World Wine Production Steady

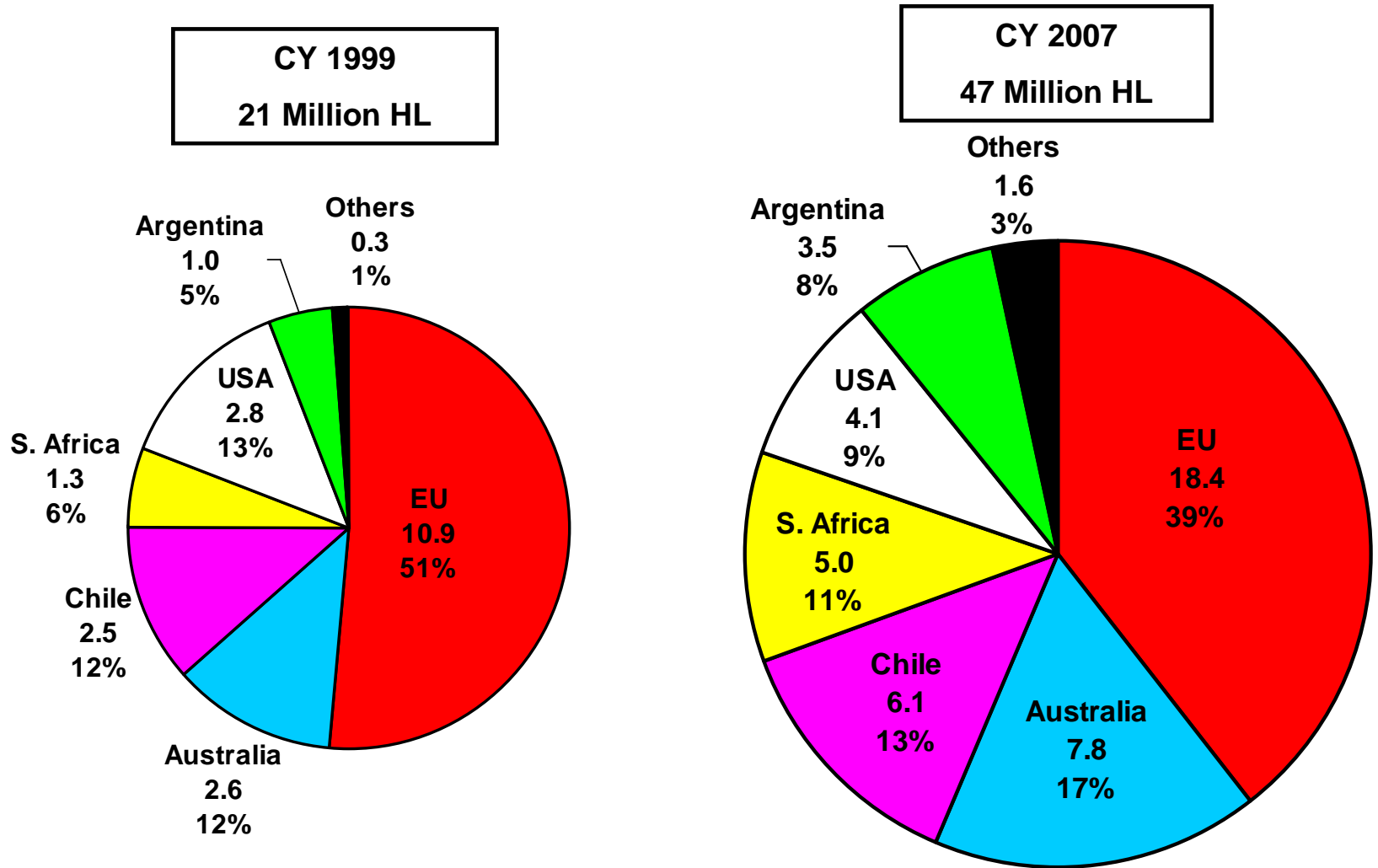
EU Accounts for Almost 70 Percent



Source: Food and Agriculture Organization (FAO) of the United Nations
Note: 2005 latest available.

World Wine Exports Expand Sharply

EU Dominates but Is Biggest Loser

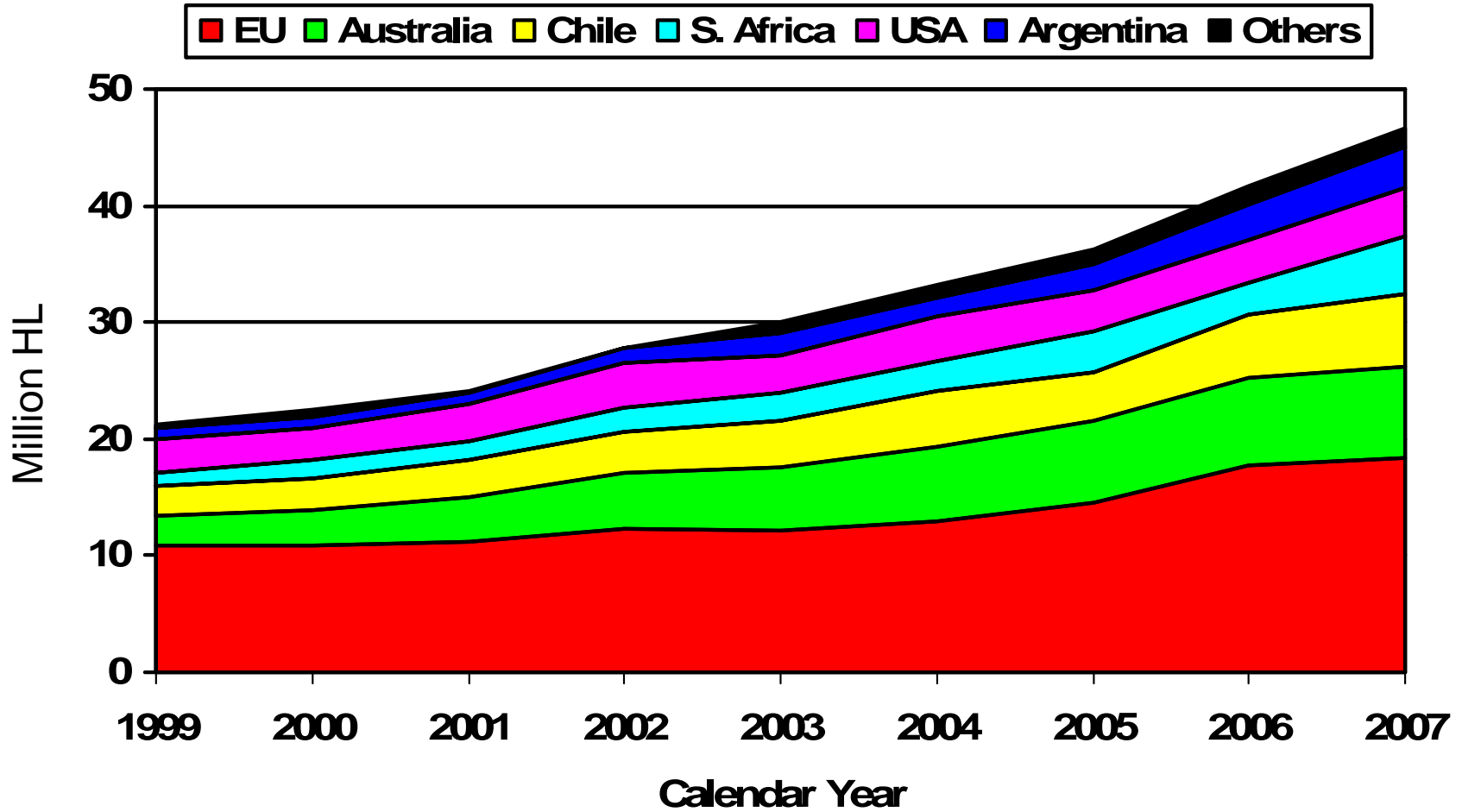


Source: Global Trade Atlas; Bureau of the Census, DOC

Note: HS2204

World Wine Exports Surged Since 1999

*Exports More than Doubled;
Averaged 10-Percent Annual Increase*

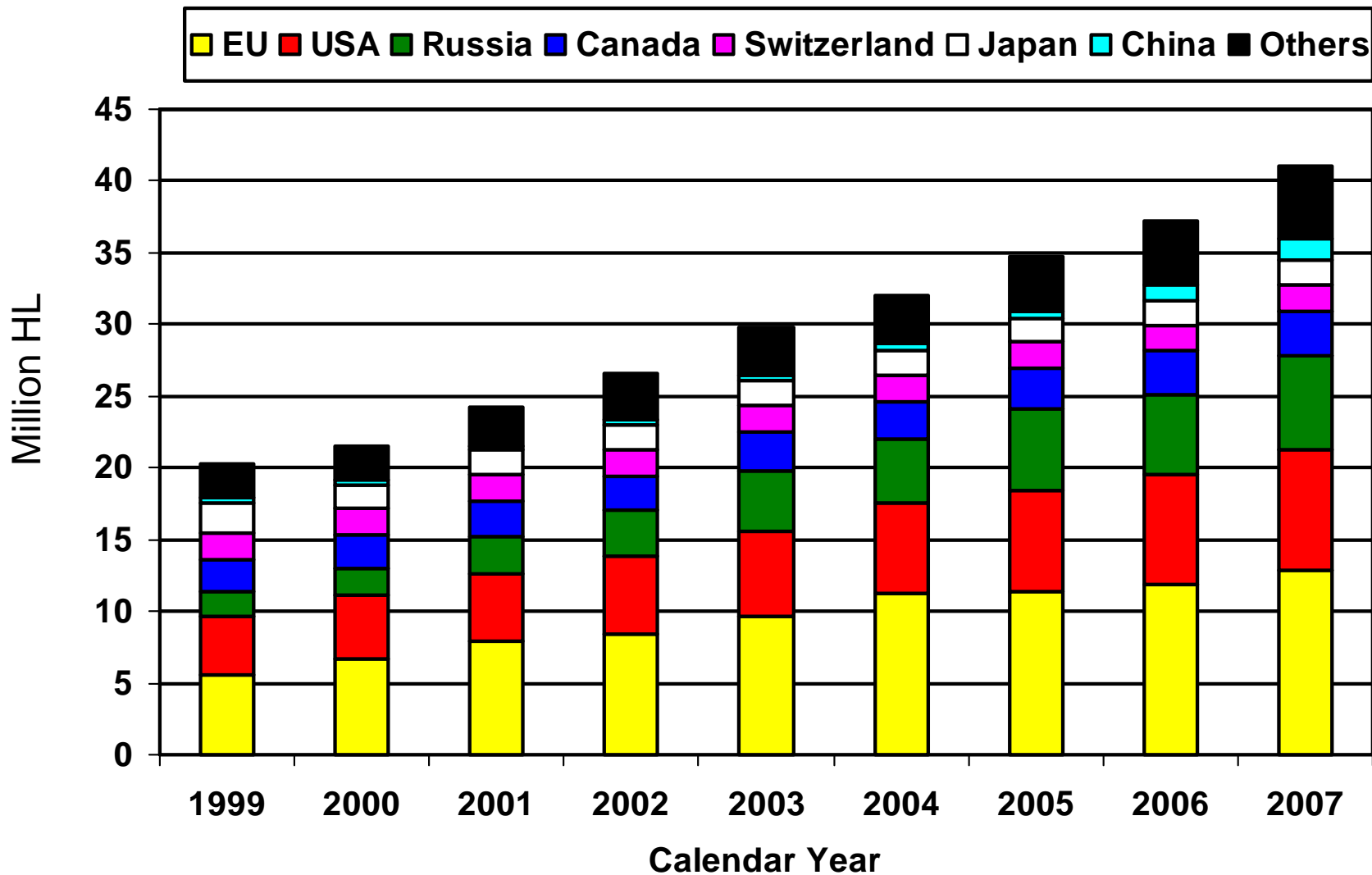


Source: Global Trade Atlas; Bureau of the Census, DOC

Note: HS2204

World Wine Imports Soared

Doubled in Size From 1999-2007



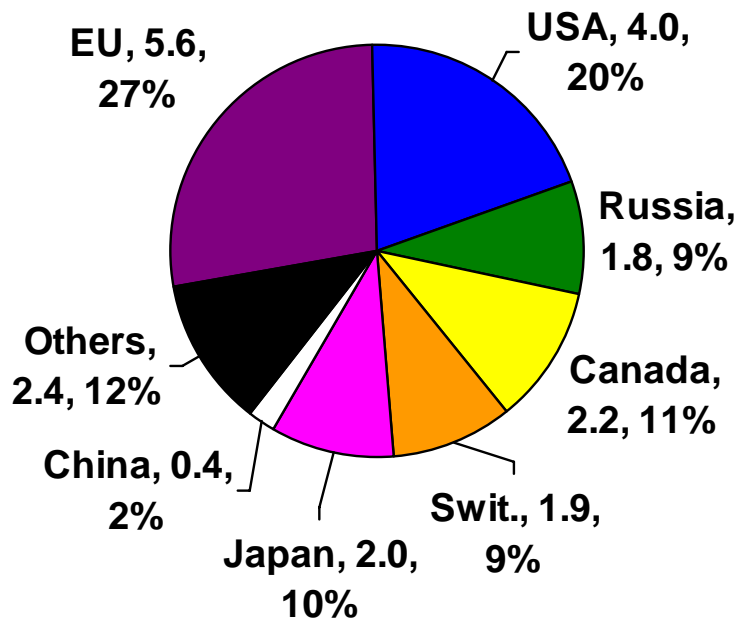
Source: Global Trade Atlas; Bureau of the Census, DOC

Note: HS2204

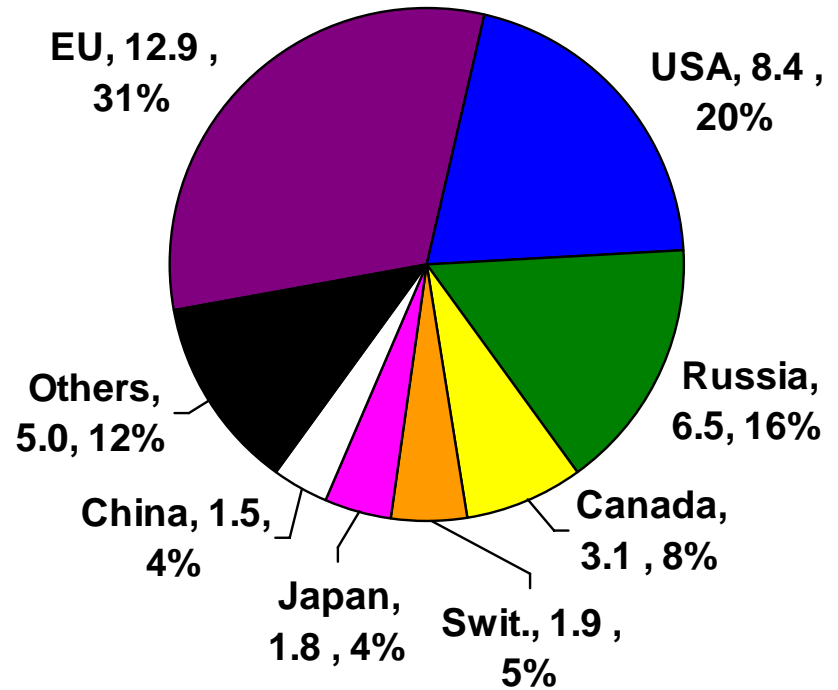
World Wine Imports Doubled

*Russia's Share Soared,
Japan's & Switzerland's Shares Plummeted*

CY 1999
20 Million HL

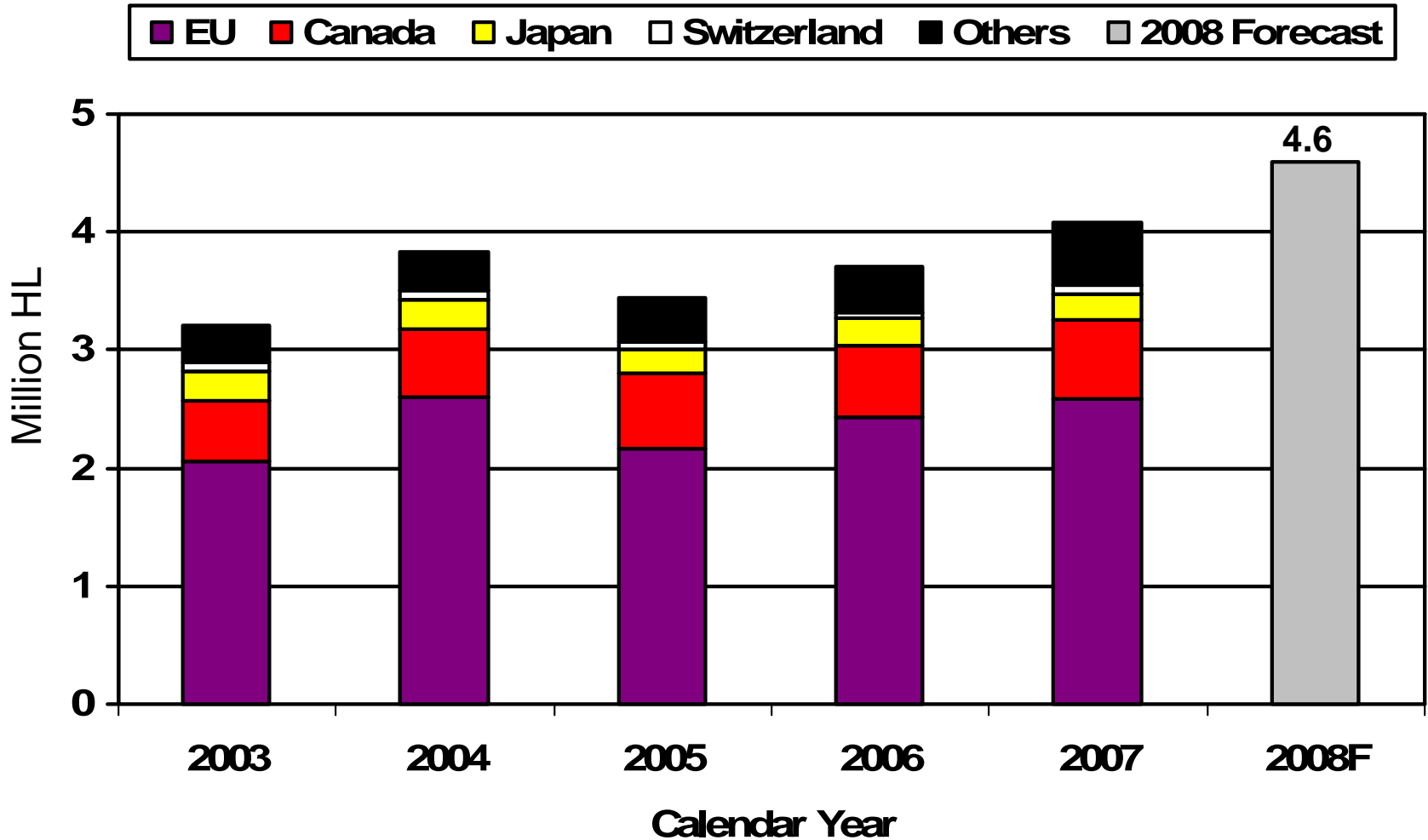


CY 2007
41 Million HL



U.S. Wine Exports Up 27 Percent Over Last 5 Years

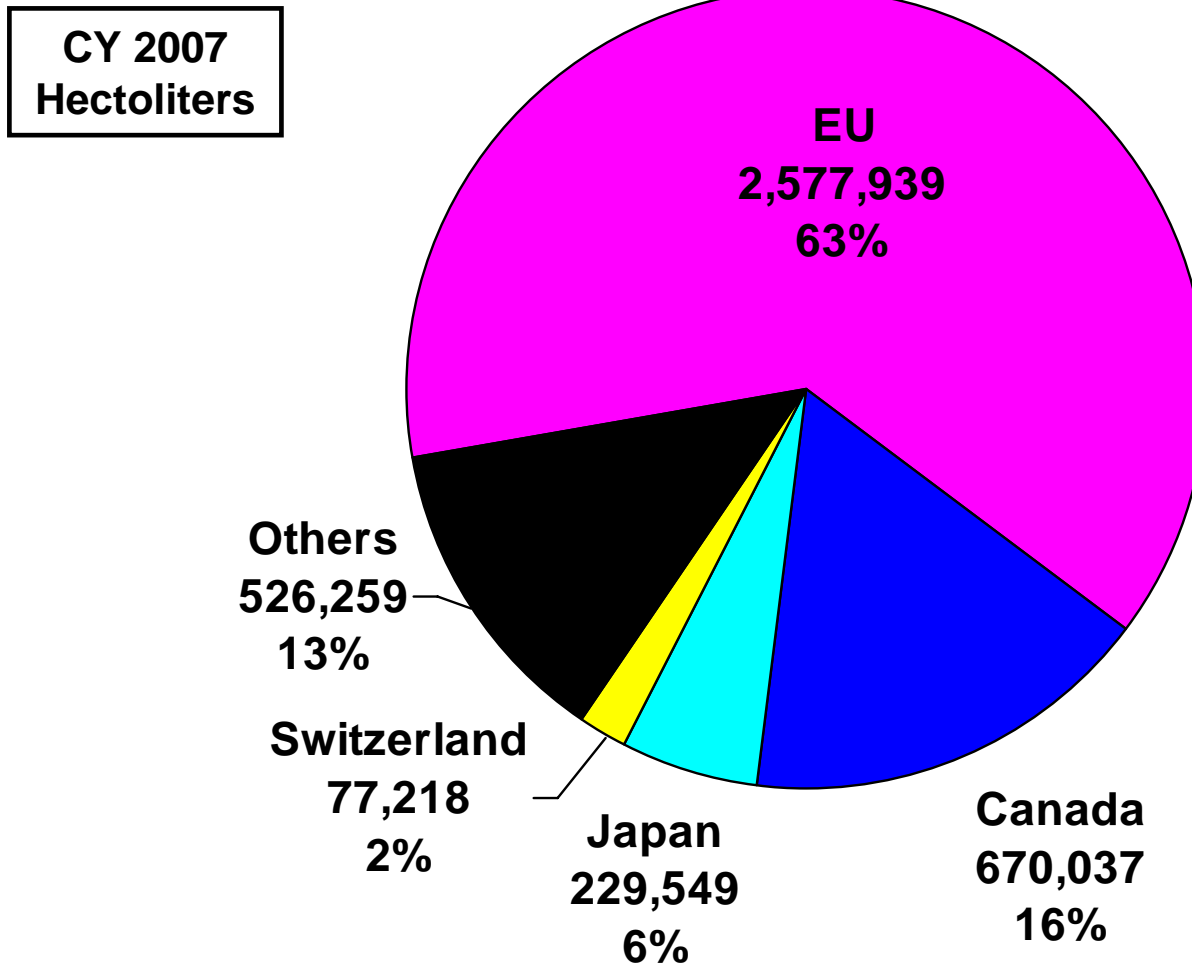
Exports to Canada & EU Grew Fastest



Source: Bureau of the Census, DOC

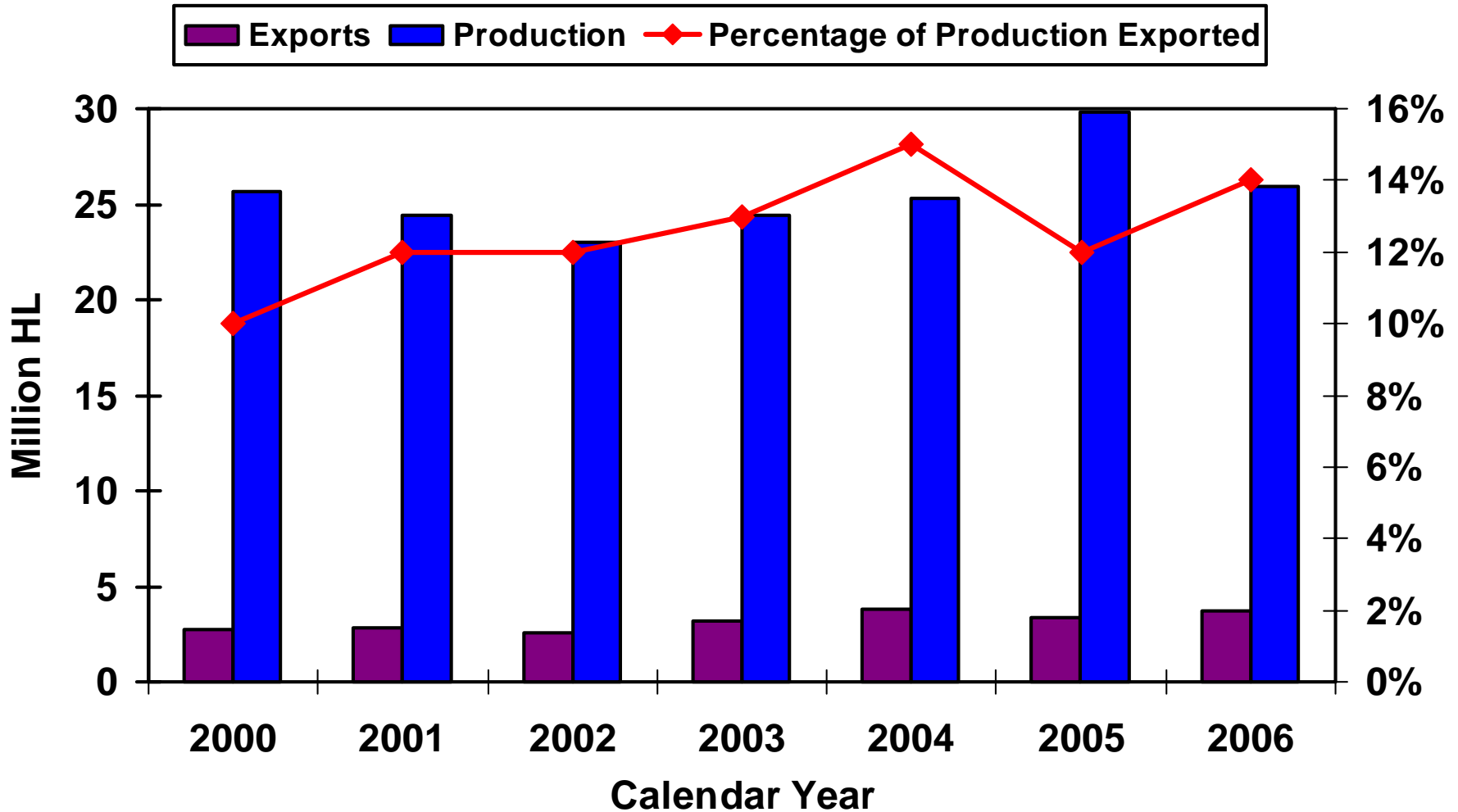
Note: HS2204

Over 60 Percent of U.S. Wine Exports Are Shipped to the EU



Source: Bureau of the Census, DOC

Percentage of U.S. Wine Production Exported Grew From 10 to 14 Percent

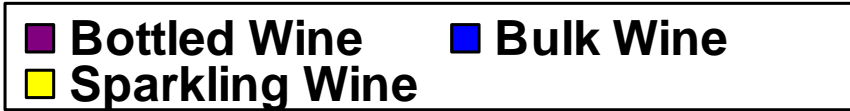
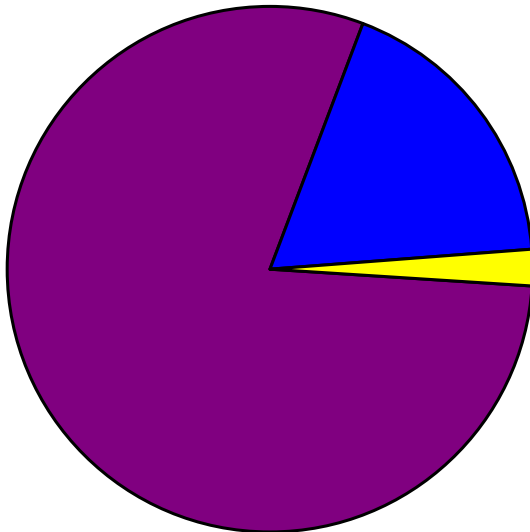


Source: Bureau of the Census, DOC; U.S. Dept. of Treasury, TTB

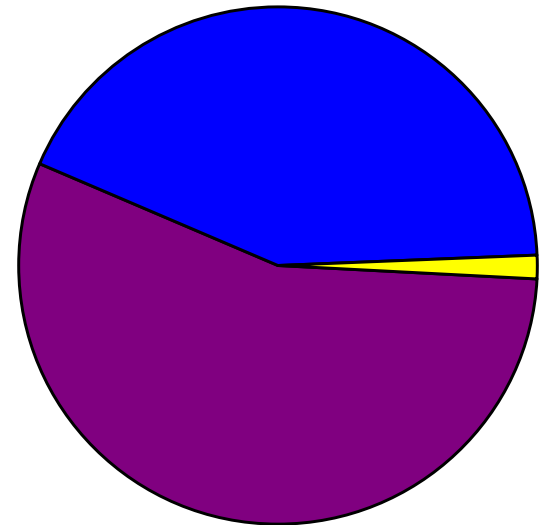
Note: HS2204. 2006 production data latest available.

Composition of U.S. Wine Exports 2007

% Value



% Quantity

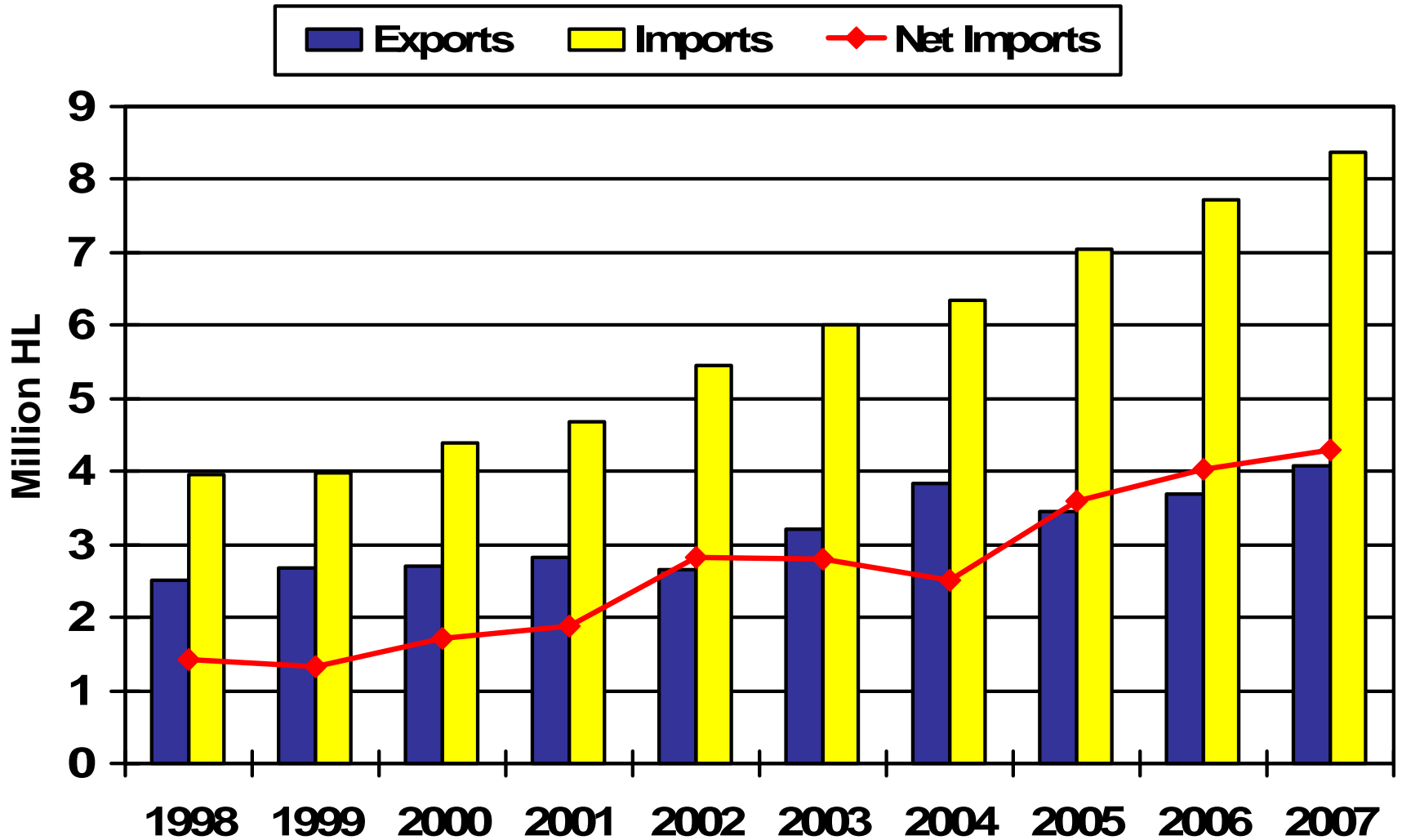


Source: Bureau of the Census, DOC

Note: Quantity based on metric tons.

U.S. Imports More than Twice Its Exports

Imports Grew Faster than Exports

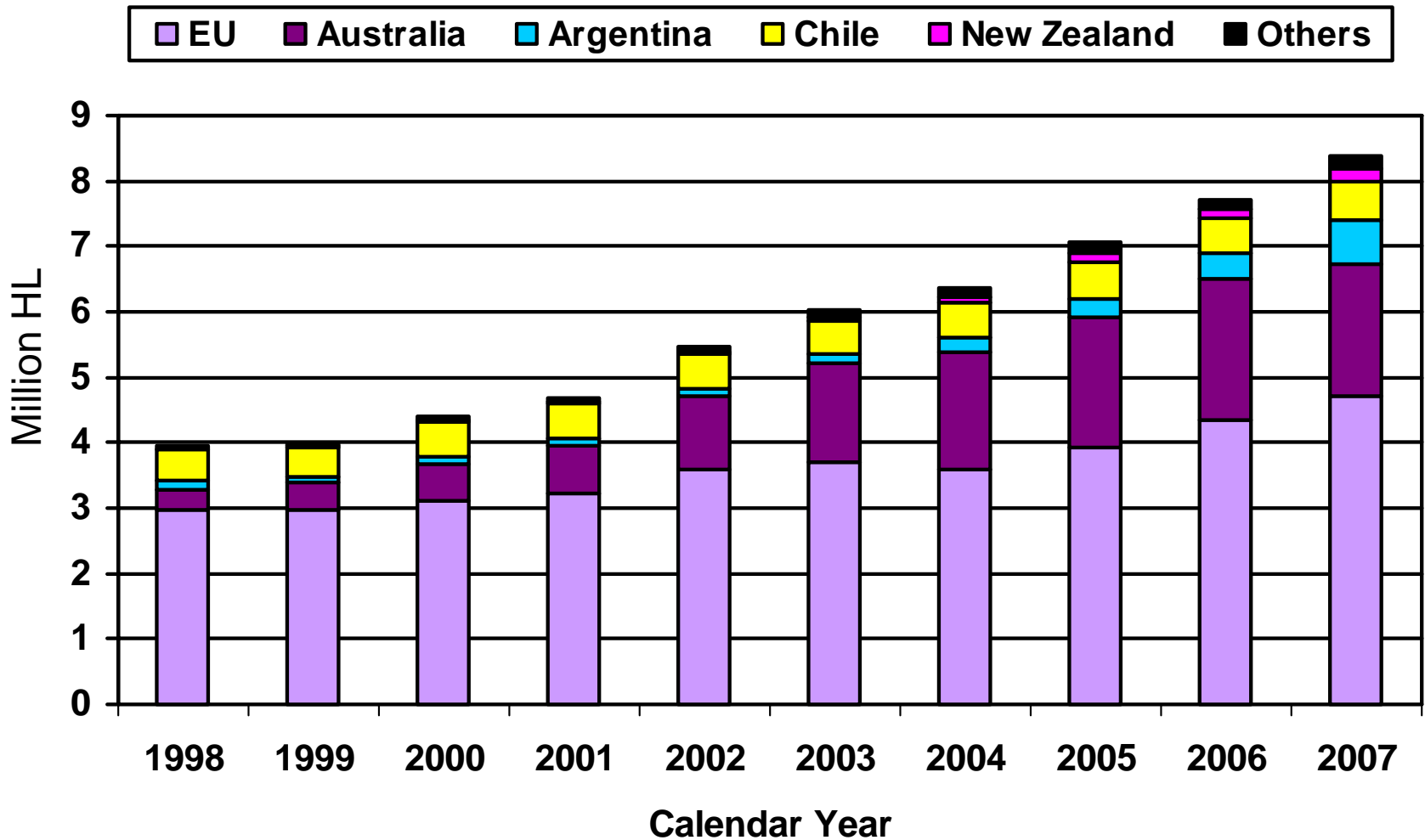


Source: Bureau of the Census, DOC

Note: HS2204

U.S. Wine Imports Up 40 Percent Over Last 5 Years

Imports from Argentina & New Zealand Grew Fastest

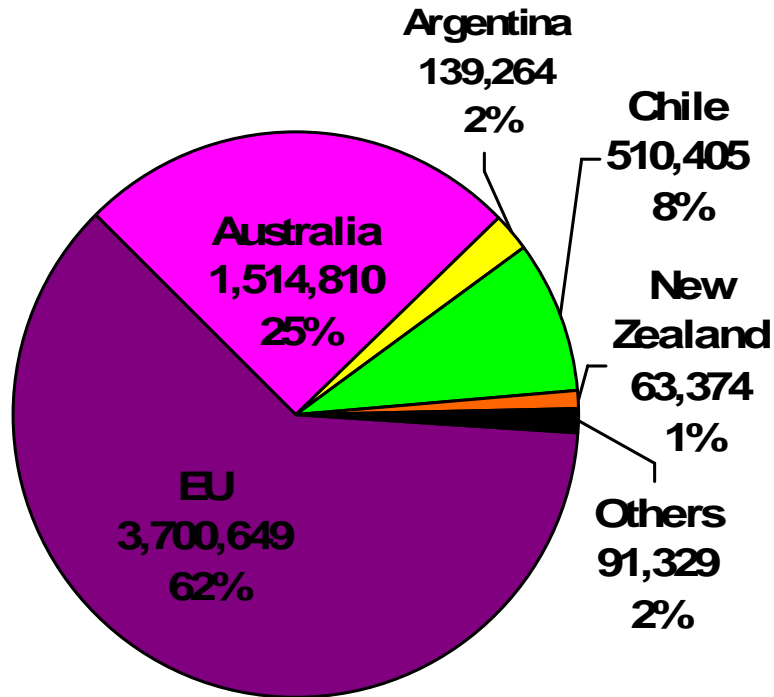


Source: Bureau of the Census, DOC

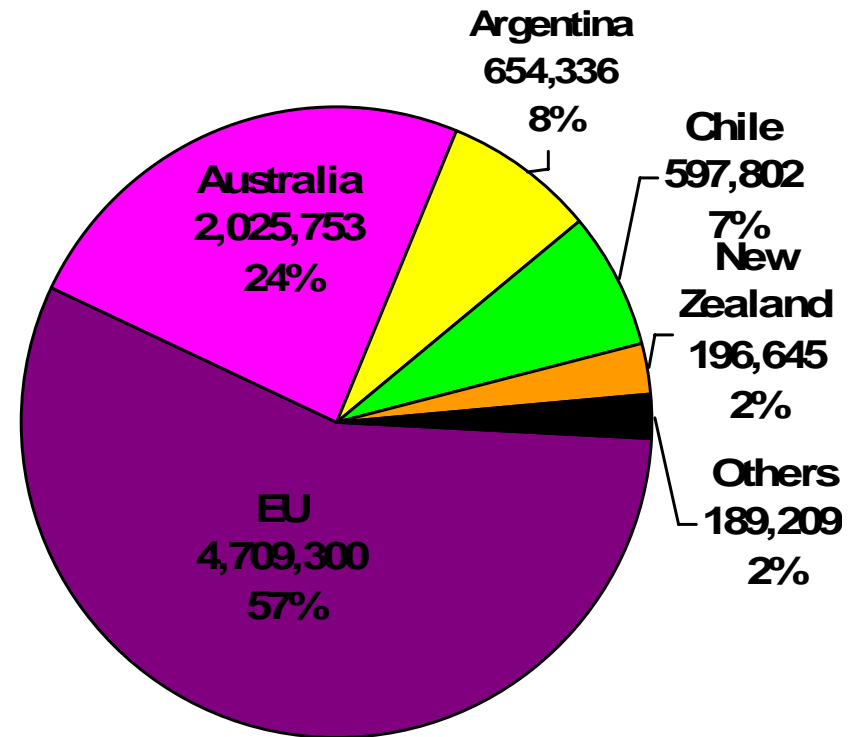
Note: HS2204

U.S. Wine Imports 2007: EU Losing Market Share to New World Wines

2003 (HL)



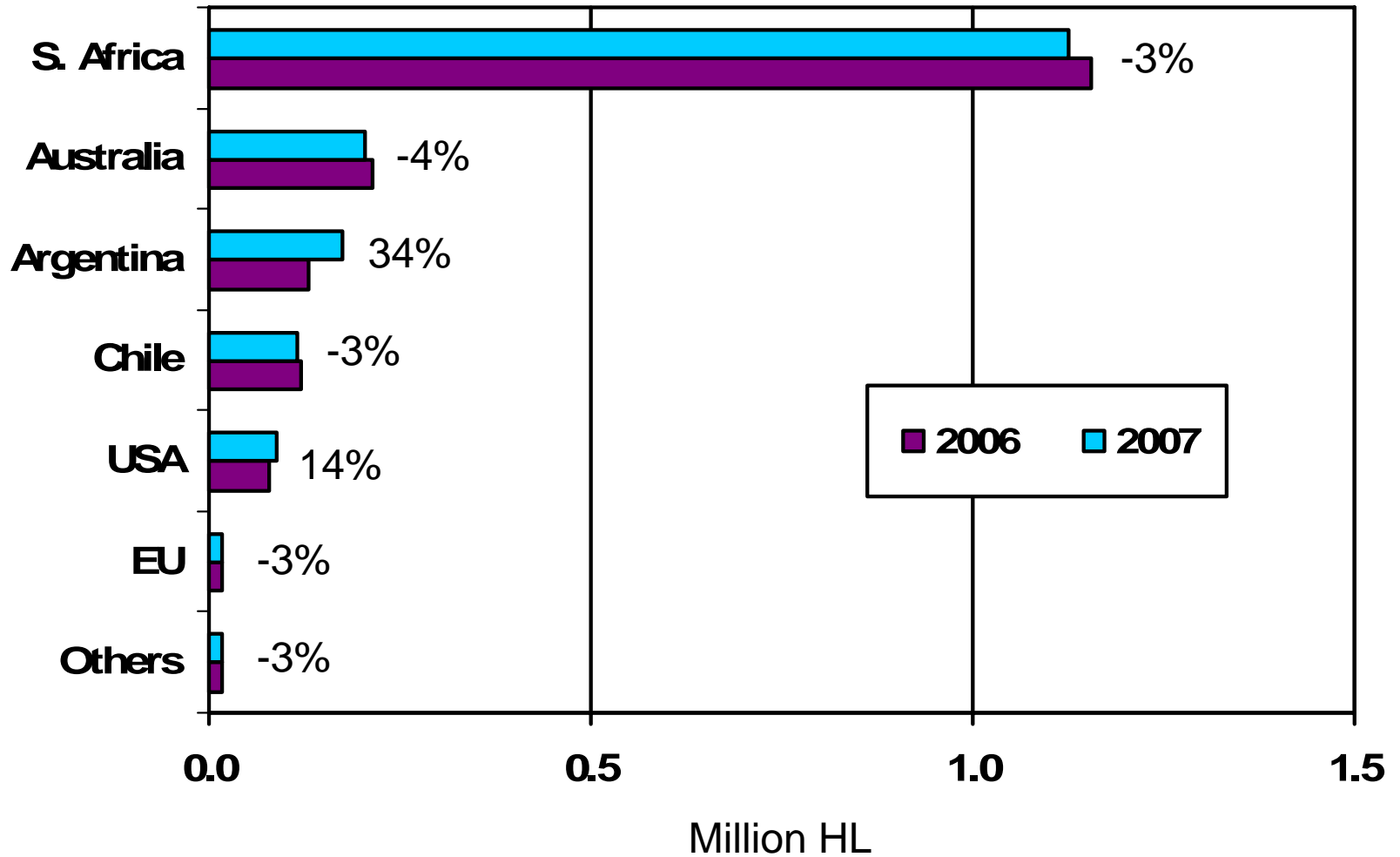
2007 (HL)



Source: Bureau of the Census, DOC

Japan's Imports Steady from 2006-07

Imports from Argentina & USA Grew Fastest



Source: Bureau of the Census, DOC

Note: HS2204