



AUSTRIAN WINE

STATISTICS REPORT 2019

As at: July 2020

ÖSTERREICH WEIN 
Große Kunst. Ohne Allüren.

Contents

Preface	i
1. Vineyard areas and areas under vine by grape variety	1
1.1 Vineyard areas by winegrowing region	3
1.2 Planted vineyard areas by age of vine	4
1.3 Distribution of areas under vine by grape variety	5
1.4 Distribution of grape varieties in Austria	7
1.5 Areas under vine by grape variety and wine region	8
1.5.1 Generic winegrowing region Niederösterreich	8
1.5.1.1 Specific winegrowing region Weinviertel	9
1.5.1.2 Specific winegrowing region Kamptal	10
1.5.1.3 Specific winegrowing region Wagram	11
1.5.1.4 Specific winegrowing region Kremstal	12
1.5.1.5 Specific winegrowing region Thermenregion	13
1.5.1.6 Specific winegrowing region Wachau	14
1.5.1.7 Specific winegrowing region Carnuntum	15
1.5.1.8 Specific winegrowing region Traisental	16
1.5.2 Generic winegrowing region Burgenland	17
1.5.2.1 Specific winegrowing region Neusiedlersee	18
1.5.2.2 Specific winegrowing region Leithaberg	19
1.5.2.3 Specific winegrowing region Mittelburgenland	20
1.5.2.4 Specific winegrowing region Eisenberg	21
1.5.2.5 Specific winegrowing region Rosalia	22
1.5.3 Generic winegrowing region Steiermark	23
1.5.3.1 Specific winegrowing region Südsteiermark	24
1.5.3.2 Specific winegrowing region Vulkanland Steiermark	25
1.5.3.3 Specific winegrowing region Weststeiermark	26
1.5.4 Specific winegrowing region Wien	27
1.6 Vineyard area Bergland	28
1.7 Organic vineyard areas in Austria	29
1.8 “Sustainable Austria”-certified areas under vine	30
1.9 Biodynamic-certified areas	30
2. Wine production in Austria	31
2.1. The 2019 vintage, harvest and inventory	31
2.1.1 The 2019 harvest	32
2.1.1.1 Overview of the 2019 harvest by winegrowing region	34
2.1.2 The 2019 inventory	36
2.2. Austrian wine harvests 1950–2019	37
2.3. Prices of grapes and bulk wine	38
2.4. Climate and climate change	39
2.4.1 Maximum and minimum temperatures	40
2.4.2 Precipitation and sunshine hours	40
2.5. The composition of the Austrian wine-producing industry	41
2.5.1 Average size and number of grape growers	41
2.5.2 Bottler capacity	42
2.6. Qualitätswein – an overview of federal inspection numbers	44

3. Wine and Sekt consumption in Austria	45
3.1. The evolution of wine consumption	45
3.1.1 Wine consumption in Austria.....	45
3.2. On-trade and consumption at home	48
3.2.1 On-trade and cash & carry/wholesale distribution.....	48
3.2.1.1 Scanning data from cash & carry/wholesale distribution	48
3.2.1.2 Domestic/foreign market shares within cash & carry/wholesale distribution.....	49
3.2.1.3 Analysis of domestic share	55
3.2.2 Consumption at home	64
3.2.2.1 Wine consumption in the multiple grocer sector.....	67
3.2.2.2 Sekt consumption in the multiple grocer sector.....	81
4. International trade	86
4.1 Exports by product group and top markets	92
4.2 Comparison of import and export volumes	95
4.3 Import and export volumes by country	98
4.4 Imports	100

Preface

Wine plays a key role within the Austrian economy. Analyses of the Austrian wine industry and statistical data are of interest to stakeholders from many sectors. This information enables the media to provide detailed insights about the industry, food and beverage traders use it as a basis for informed decision-making, and key training and education organisations are able to keep abreast of the latest facts and figures. Last but not least, it is a comprehensive source of information for Austrian winegrowers, enabling them to make the best decisions for their business.

The Austrian Wine Marketing Board has made it their mission to regularly research all available data and facts about wine in Austria and present these findings in a clear manner. To achieve this, the AWMB draws on the latest data from diverse companies and bodies such as Statistics Austria, the Austrian Ministry of Agriculture, the Bundeskellereiinspektion GfK, AC Nielsen and the OIV.

In order for us to minimise the delay in publishing this data – which is released by these institutions on different dates throughout the year – we also provide individual chapters for download as and when these have been updated. The date on which a chapter has been updated enables the reader to instantly recognise which chapters contain new data. Full statistics reports from past years can be found in the statistics archive.

This methodology ensures that the Austrian Wine Statistics Report contains the latest and most comprehensive data on the Austrian wine industry, making it an indispensable reference tool for all stakeholders involved in the sector.

If you have any feedback or would like any further details, please send an email to s.heidinger@austrianwine.com

We wish all readers of this report continued enjoyment with Austrian wine and its evolution!

This report was compiled by

Simone Heidinger

Legal information

The content of the Austrian Wine Statistics Report has been carefully researched and compiled. Despite utmost care, errors cannot always be avoided. The AWMB accepts no liability, therefore, for the correctness, completeness or up-to-date nature of the content. The AWMB accepts no liability for any damages that may arise as a result of using the content provided.

The Austrian Wine Statistics Report and the data contained therein are protected by copyright. All rights reserved.

Data that the Austrian Wine Marketing Board has published online may not be used without prior consent, with the exception of data used for private purposes.

© Austrian Wine Marketing Board