

4. Wine exports from Austria

Austria's wine exports entered a new dimension in 2019. For the first time ever, exports surpassed the 180 million euro mark with a record 183 million euros (+8%), while volume shot up 20% to 63 million litres. The number of export countries rose to 102, in contrast to the 64 countries in 2009.

As the latest figures from Statistics Austria show, the strong 2018 vintage in terms of volume fuelled exports in 2019. An 8% increase in revenue represented a new record of 182.9 million euros, while sales increased by 20% to 63.3 million litres. The volume of the 2018 harvest was approximately 15% higher than the 15-year average. This resulted in more wine being available in the entry-level price segment (sold primarily in price-sensitive markets such as Germany), which led to a drop in average price to €2.89 (2018: €3.22).

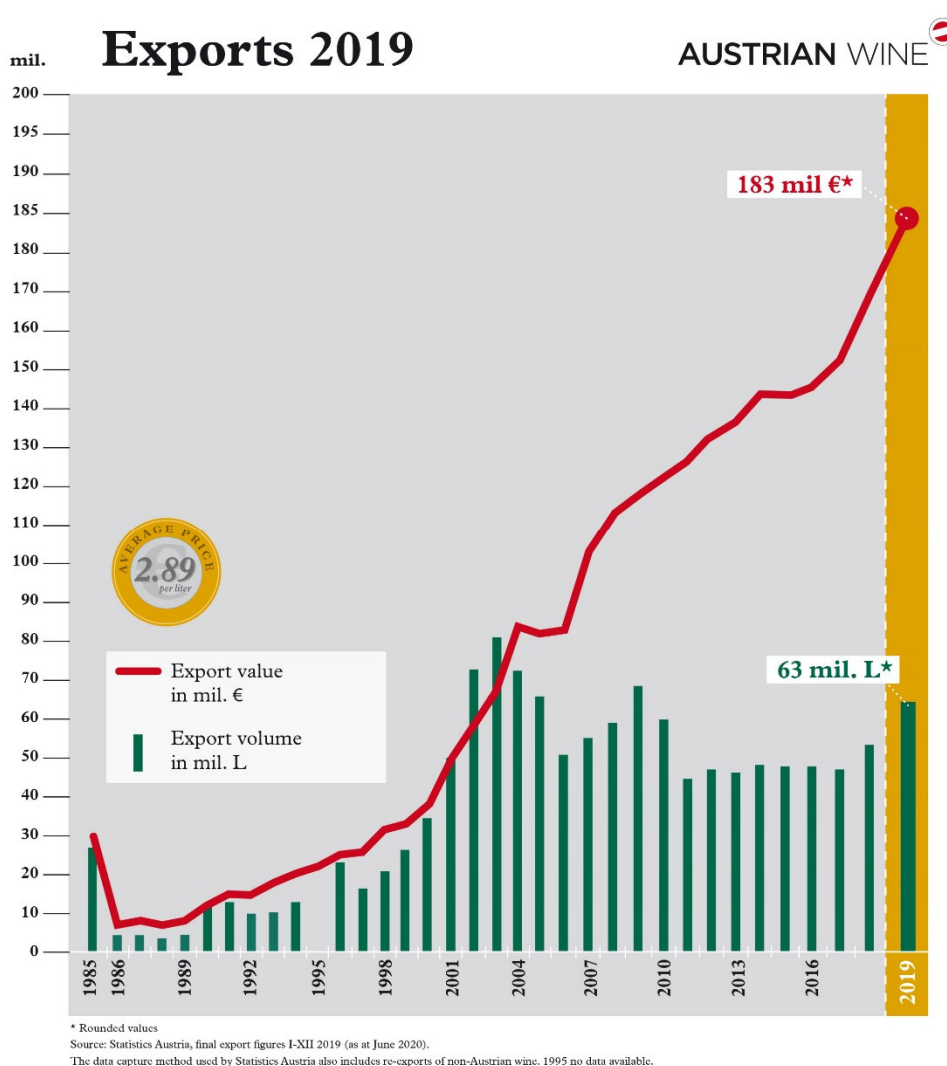


Figure 102: Wine exports 1985–2019⁹²

⁹² AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020. Data from 2017 onwards is based on updated EU customs tariff numbers. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

Alongside the leading export countries of Germany (+1.6%), Switzerland (+0.5%) and the USA (+14.8%), strong to very strong sales growth was also seen in the Netherlands (+31.6%) and throughout Scandinavia, with the exception of Norway. While the average price in Germany came under pressure, it continued to rise in many EU member states and third countries. In the Far East, the promising market of China recorded very high sales growth (+86.8%) and good growth (+12.6%) was also seen in Japan, after years of stagnation.

This increase in sales was primarily driven by Austrian white wine. In terms of revenue, bottled red wine grew remarkably well, which is testimony to the increasing recognition that the unique styles of Zweigelt and Blaufränkisch (to name but two) are attracting in the international marketplace. Domestic sparkling wine, on the other hand, suffered losses – with the exception of Norway and the United Kingdom, for example, which saw strong growth in Sekt imports. Semi-sparkling wine, on the other hand, showed a double-digit growth rate.

The growth in the number of export countries is also very encouraging: while Austrian winegrowers exported to 64 countries in 2009, this number reached 102 in 2019. For many years, the AWMB's export strategy has been focused on positioning Austrian wine on a large number of international markets. This strategy provides a buffer for fluctuations in individual markets while ensuring sustainable growth in exports overall.

in 1,000 l	Volume bottled	Volume bulk		Volume bottled	Volume bulk
2000	14,491	21,353	2012	39,757	7,301
2001	16,558	34,978	2013	40,846	6,057
2002	19,497	55,082	2014	42,090	7,490
2003	22,719	60,713	2015	40,525	7,896
2004	27,423	46,660	2014	42,090	7,490
2005	32,411	34,728	2015	40,525	7,896
2006	28,648	23,028	2016	41,845	6,533
2007	35,683	20,465	2017	41,816	5,806
2008	38,093	21,904	2018	46,215	6,586
2009	39,165	30,370	2019	49,254	14,103
2010	44,694	17,288			
2011	37,353	7,939			

Figure 103: Volume share of bulk and bottled wine exports 2000–2019⁹³

⁹³ AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020. Data from 2017 onwards is based on updated EU customs tariff numbers. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

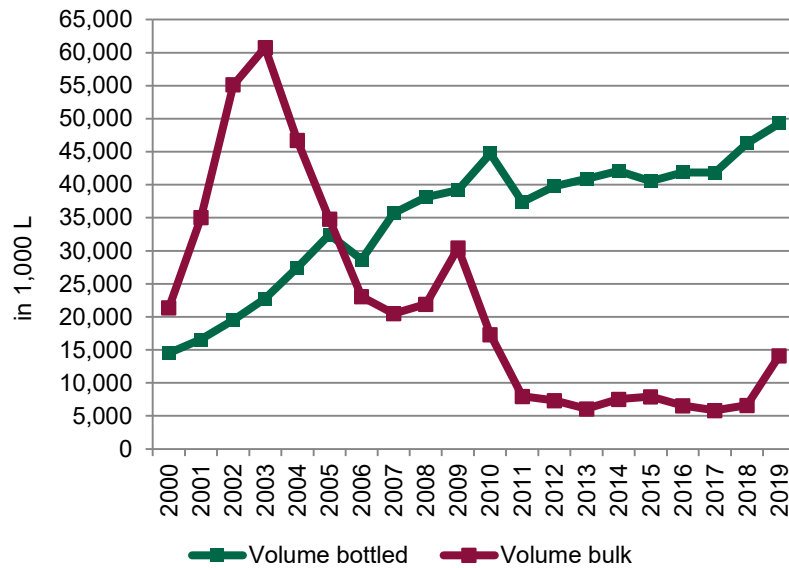
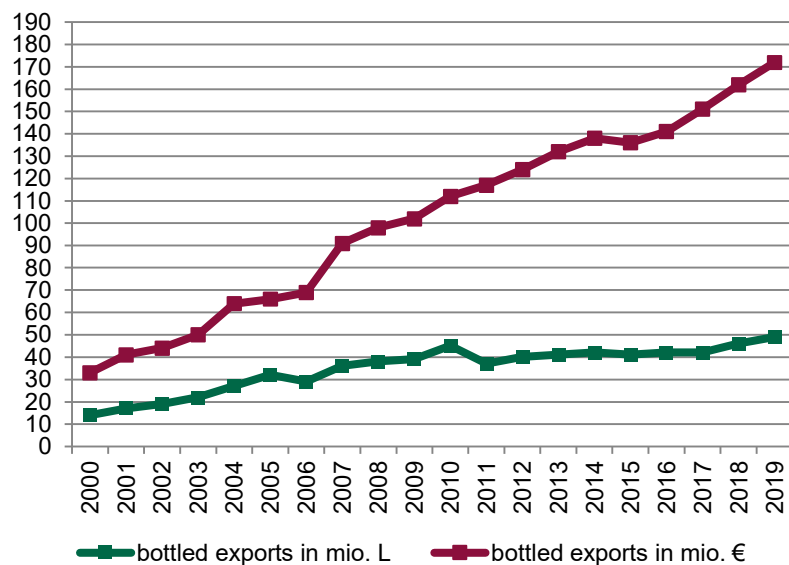


Figure 104: Volume share of bulk and bottled wine exports 2000–2019

The share of exports represented by bottled wine amounts to 78% by volume and 94% by value. This development is of essential importance to the Austrian wine industry.

Figure 105: Evolution of bottled wine exports 2000–2019⁹⁴

⁹⁴ AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020. Data from 2017 onwards is based on updated EU customs tariff numbers. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

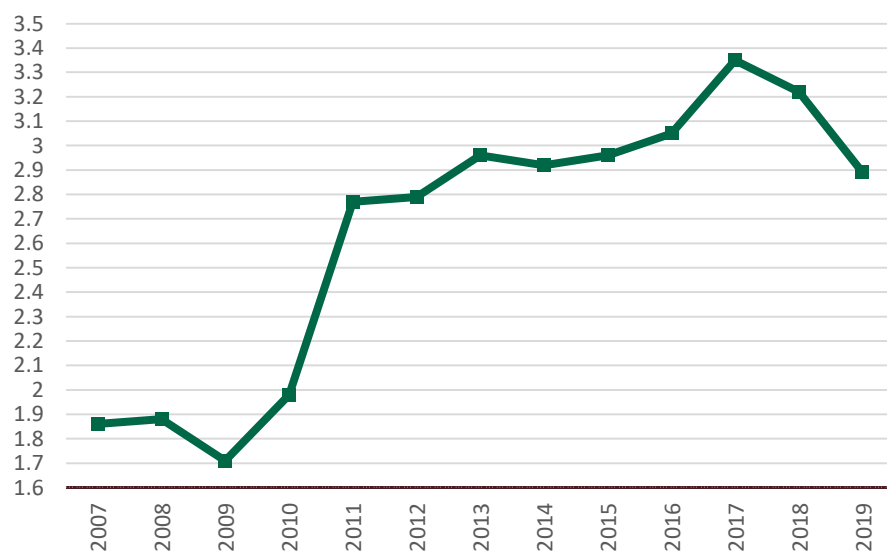


Figure 106: Evolution of export revenues per litre⁹⁵

⁹⁵ AWMB, based on data from Statistics Austria (Export Data 2007–2019)

Country	2000		2009		2012		2015		2018		2019		Difference		Share of total exports Value
	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	lt in %	€ in %	
Total	35,844	40,227	69,535	118,856	47,058	131,909	48,420	143,376	52,801	170,059	63,357	182,960	20.0%	7.6%	100.00%
<i>Avg. price/l</i>		1.12		1.71		2.80		2.96		3.22		2.89			
Bottled wine	14,491	32,531	39,165	102,214	39,757	123,705	40,525	136,120	46,215	162,436	49,254	172,406	6.6%	6.1%	94.23%
<i>Avg. price/l</i>		2.24		2.61		3.11		3.36		3.51		3.50			
Bulk wine	21,353	7,696	30,370	16,642	7,301	8,205	7,896	7,256	6,586	7,624	14,103	10,554	114.1%	38.4%	5.77%
<i>Avg. price/l</i>		0.36		0.55		1.12		0.92		1.16		0.75			
Germany	27,360	28,500	50,109	70,536	34,382	75,733	34,901	75,146	33,913	83,879	38,850	85,207	14.6%	1.6%	46.57%
<i>DS Preis/lit</i>		1.04		1.41		2.20		2.15		2.47		2.19			
Third countries*	**	**	6,201	27,172	6,416	33,352	6,983	40,092	8,875	48,476	9,371	52,038	5.6%	7.3%	28.44%
<i>Avg. price/l</i>		0.00		4.38		5.20		5.74		5.46		5.55			
Switzerland & Liechtenstein**	594	3,264	3,250	14,472	2,597	15,517	2,757	18,454	3,538	20,255	3,643	20,362	3.0%	0.5%	11.13%
<i>Avg. price/l</i>		5.49		4.45		5.97		6.69		5.72		5.59			
USA	281	2,057	1,666	6,889	2,028	8,610	2,256	10,742	2,965	14,523	3,307	16,670	11.5%	14.8%	9.11%
<i>Avg. price/l</i>		7.32		4.14		4.25		4.76		4.90		5.04			
Scandinavia (1+2+3+4)	**	**	1,615	6,036	1,926	8,496	2,108	9,958	2,746	13,769	3,228	15,604	17.5%	13.3%	8.53%
<i>Avg. price/l</i>		0.00		3.74		4.41		4.68		5.01		4.83			
Netherlands	713	1,030	895	3,441	1,426	5,455	1,729	6,622	3,421	11,030	4,400	14,511	28.6%	31.6%	7.93%
<i>Avg. price/l</i>		1.44		3.84		3.83		3.83		3.22		3.30			
Sweden (1)	157	394	753	2,940	829	3,473	837	3,928	945	4,693	1,137	5,445	20.3%	16.0%	2.98%
<i>Avg. price/l</i>		2.51		3.90		4.19		4.69		4.96		4.79			
UK	51	354	256	1,601	306	2,729	761	4,480	1,105	5,390	1,292	5,105	16.9%	-5.3%	2.79%
<i>Avg. price/l</i>		6.94		6.25		8.92		5.89		4.88		3.95			
Norway (2)	37	219	531	1,506	524	2,118	752	3,033	1,088	4,851	1,007	4,620	-7.4%	-4.8%	2.53%
<i>Avg. price/l</i>		5.92		2.84		4.04		4.03		4.46		4.59			
Denmark (3)	**	**	159	689	137	817	215	1,351	358	2,242	550	3,420	53.6%	52.5%	1.87%
<i>Avg. price/l</i>		0.00		4.33		5.96		6.29		6.27		6.22			
Belgium	72	177	158	709	187	956	500	2,517	637	3,203	594	3,259	-6.8%	1.7%	1.78%
<i>Avg. price/l</i>		2.46		4.49		5.11		5.03		5.03		5.49			
China	**	**	96	465	339	2,067	337	2,086	246	1,594	387	2,978	57.2%	86.8%	1.63%
<i>Avg. price/l</i>		0.00		4.84		6.10		6.19		6.47		7.69			
Czech Republic	4,041	1,010	5,765	3,348	1,460	2,003	858	2,022	1,242	2,490	1,957	2,568	57.7%	3.1%	1.40%
<i>Avg. price/l</i>		0.25		0.58		1.37		2.36		2.01		1.31			
Canada	52	219	105	540	137	764	130	825	340	2,363	352	2,501	3.4%	5.8%	1.37%
<i>Avg. price/l</i>		4.21		5.14		5.58		6.33		6.95		7.11			
Finland (4)	**	**	172	901	436	2,088	304	1,647	355	1,983	534	2,119	50.2%	6.9%	1.16%
<i>Avg. price/l</i>		0.00		5.24		4.79		5.42		5.58		3.97			
Slovakia	1,780	506	1,423	1,680	146	643	190	838	329	1,023	2,680	1,994	715.6%	95.0%	1.09%
<i>Avg. price/l</i>		0.28		1.18		4.40		4.40		3.11		0.74			
France	15	142	45	465	27	490	23	175	288	554	525	1,315	82.4%	137.3%	0.72%
<i>Avg. price/l</i>		9.47		10.33		18.15		7.67		1.93		2.51			
Italy	143	448	658	1,340	594	1,467	488	1,592	285	1,060	441	1,245	54.5%	17.5%	0.68%
<i>Avg. price/l</i>		3.13		2.04		2.47		3.26		3.71		2.82			
Japan	94	525	140	923	202	1,393	178	1,210	139	1,104	156	1,243	12.1%	12.6%	0.68%
<i>Avg. price/l</i>		5.59		6.59		6.90		6.81		7.95		7.99			
Poland	142	169	1,053	1,655	146	340	82	561	484	1,221	304	1,221	-37.2%	0.0%	0.67%
<i>Avg. price/l</i>		1.19		1.57		2.33		6.80		2.52		4.02			
Australia	**	**	58	379	80	585	62	437	97	677	84	522	-14.0%	-22.9%	0.29%
<i>Avg. price/l</i>		0.00		6.53		7.31		7.03							
Hungary	3	17	172	672	154	707	190	772	86	456	84	518	-3.0%	13.5%	0.28%
<i>Avg. price/l</i>		5.67		3.91		4.59		4.06		5.28		6.17			
Russia	**	**	49	209	61	311	207	533	152	644	143	488	-5.6%	-24.3%	0.27%
<i>Avg. price/l</i>		0.00		4.27		5.10		2.58		4.25		3.41			
Spain	**	**	16	141	8	55	18	188	63	298	55	309	-13.3%	3.6%	0.17%
<i>Avg. price/l</i>		0.00		8.81		6.88		10.23		4.72		5.64			
Ireland	**	**	10	56	22	145	31	195	29	197	58	309	97.4%	56.8%	0.17%
<i>Avg. price/l</i>		0.00		5.60		6.59		6.20		6.70		5.32			

Figure 107: Evolution of the volume/value for the top export markets 2000–2019⁹⁶

⁹⁶ AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020. Data sorted by export value 2019. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine. * Data for third

in million l/€	Export volume	Export value	Export volume	Export value	Export volume	Export value		
1977	17	23	1992	17	17	2008	60	113
1978	25	32	1993	11	18	2009	70	119
1979	44	42	1994	13	21	2010	62	123
1980	47	47	1996*	24	25	2011	45	126
1981	52	57	1997	20	33	2012	47	132
1982	44	55	1998	23	53	2013	47	139
1983	41	36	1999	28	38	2014	50	145
1984	48	37	2000	36	40	2015	48	143
1985	27	30	2001	52	51	2016	48	148
1986	4	7	2002	75	60	2017	48	159
1987	5	8	2003	83	70	2018	53	170
1988	4	7	2004	74	84	2019	63	183
1989	5	8	2005	67	82			
1990	13	13	2006	52	82			
1991	21	16	2007	56	104			

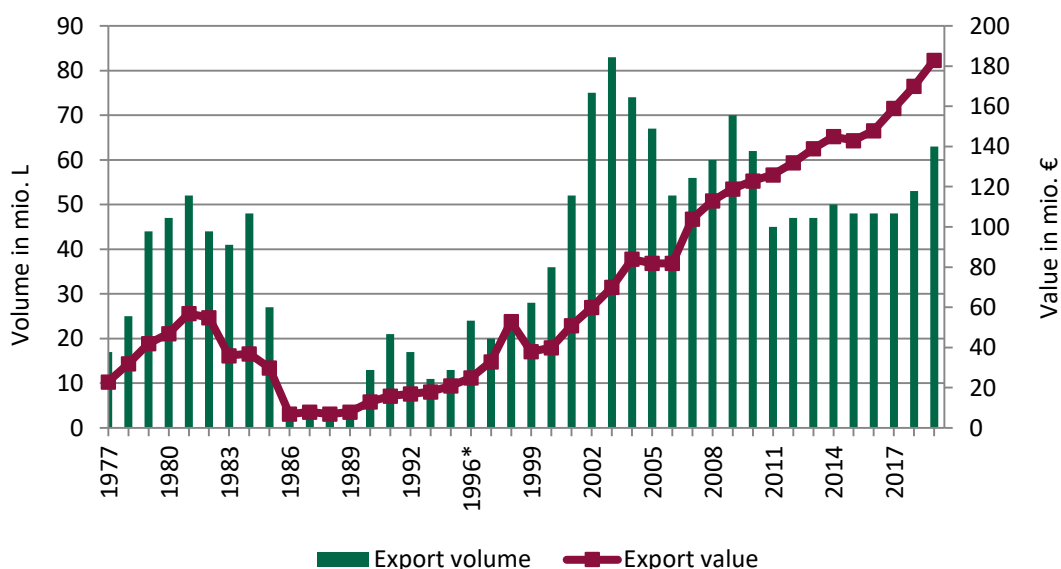
Figure 108: Austrian wine exports 1977–2019⁹⁷

Figure 109: Austrian wine exports 1977–2019

countries from 2004 onwards. ** No data available. *** 2013 figures adjusted for re-exports to CH Q1 (exchange rate 01/2013). Data from 2017 onwards is based on updated EU customs tariff numbers.

⁹⁷ AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020. Data from 2017 onwards is based on updated EU customs tariff numbers. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

* excl. sparkling wine

4.1 Exports by product groups and top markets⁹⁸

Product groups	Total wine exports			
	2018		2019	
	Litres	Euro	Litres	Euro
Bottled sparkling wine	1,071,641	6,503,801	876,965	5,800,135
Semi-sparkling wine, bottled	1,605,977	4,481,176	2,221,776	5,718,428
White Qualitätswein, bottled	22,609,777	82,373,799	26,318,435	87,866,276
Red Qualitätswein, bottled	9,896,868	33,770,250	10,168,280	35,916,044
Other white wine, bottled	6,503,198	16,925,781	5,410,531	17,665,585
Other red wine, bottled	4,528,018	18,380,796	4,258,000	19,439,113
White wine in 2 to 10-litre containers	940,540	1,336,757	513,166	1,838,358
Red wine in 2 to 10-litre containers	123,459	391,145	130,547	557,964
Semi-sparkling wine, in tank	8,476	19,819	1,821	8,350
White Qualitätswein, in tank	3,637,044	4,034,833	7,624,176	4,931,060
Red Qualitätswein, in tank	1,184,207	1,233,155	2,043,184	1,267,601
Other white wine, in tank	563,938	428,174	698,695	498,255
Other red wine, in tank	128,295	179,901	3,091,069	1,452,792
Total wine exports	52,801,438	170,059,387	63,356,645	182,959,961

Product groups	Germany				Switzerland			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	419,514	2,742,551	432,232	2,724,206	157,297	649,259	47,039	401,976
Semi-sparkling wine, bottled	238,095	944,582	226,904	707,866	854,598	2,328,883	1,015,558	2,455,172
White Qualitätswein, bottled	13,430,444	37,924,822	16,106,314	40,080,767	624,565	5,103,017	678,488	5,179,345
Red Qualitätswein, bottled	7,129,356	18,469,589	7,078,585	18,867,650	1,070,222	6,291,481	1,048,909	6,565,903
Other white wine, bottled	4,148,584	7,917,325	3,688,046	7,385,405	263,753	1,956,662	239,347	1,752,282
Other red wine, bottled	3,194,689	10,475,552	2,703,343	9,583,119	240,068	2,385,202	237,742	2,549,906
White wine in 2 to 10-litre containers	659,174	496,320	162,186	548,101	605	11,052	330	8,485
Red wine in 2 to 10-litre containers	16,047	31,526	31,722	122,956	13,437	64,700	10,888	114,052
Semi-sparkling wine, in tank	7,264	16,718	1,350	5,950	403	858	455	2,206
White Qualitätswein, in tank	3,207,604	3,538,891	6,389,427	4,011,218	103,033	118,148	80,124	65,729
Red Qualitätswein, in tank	932,213	992,075	1,767,034	984,421	103,729	120,018	147,512	125,085
Other white wine, in tank	529,771	327,803	260,525	180,067	1,243	21,969	529	1,665
Other red wine, in tank	649	1,333	2,280	5,448	2,478	19,421	30,120	20,493
Total wine exports	33,913,404	83,879,087	38,849,948	85,207,174	3,435,431	19,070,670	3,537,041	19,242,299

Product groups	USA				Canada			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	147,146	927,836	113,486	746,727	881	10,533	909	6,219
Semi-sparkling wine, bottled	110,982	356,397	247,708	807,395	2,883	23,279	4,547	38,119
White Qualitätswein, bottled	1,444,874	7,452,842	1,564,415	8,112,881	209,721	1,369,306	192,780	1,271,424
Red Qualitätswein, bottled	531,896	2,825,084	504,255	2,832,387	59,663	424,179	45,648	334,183
Other white wine, bottled	341,888	1,495,391	444,651	2,216,307	42,545	332,361	72,760	555,965
Other red wine, bottled	248,891	1,177,403	262,806	1,605,708	24,408	202,685	35,143	294,522
White wine in 2 to 10-litre containers	0	0	93	2,555	60	642	0	0
Red wine in 2 to 10-litre containers	567	3,554	0	0	49	432	18	355
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	57,627	102,688	72,606	111,832	0	0	0	0
Red Qualitätswein, in tank	27,297	35,270	47,568	77,638	0	0	0	0
Other white wine, in tank	32,455	75,405	20,190	63,620	0	0	0	0
Other red wine, in tank	21,860	70,775	29,180	92,860	0	0	0	0
Total wine exports	2,965,483	14,522,645	3,306,958	16,669,910	340,210	2,363,417	351,805	2,500,787

Product groups	Sweden				Finland			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	16,479	95,462	7,710	53,268	17,383	144,247	16,403	133,850
Semi-sparkling wine, bottled	964	5,346	49,305	164,512	124	671	327	3,744
White Qualitätswein, bottled	722,458	3,459,060	766,516	3,591,209	224,735	1,167,192	374,000	1,223,327
Red Qualitätswein, bottled	68,096	402,765	79,418	442,548	8,551	52,289	18,244	93,174
Other white wine, bottled	73,965	459,382	81,513	479,535	69,257	443,153	105,073	554,122
Other red wine, bottled	63,280	270,495	146,863	677,709	35,411	174,615	17,328	93,279
White wine in 2 to 10-litre containers	28	108	4,536	26,014	20	579	2,576	16,489
Red wine in 2 to 10-litre containers	0	0	1,512	10,223	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	53	1,457
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	945,270	4,692,618	1,137,373	5,445,018	355,481	1,982,746	534,004	2,119,442

⁹⁸ AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

Product groups	Norway				Belgium			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	7,417	102,795	25,555	178,568	86,083	398,223	61,735	276,707
Semi-sparkling wine, bottled	44,939	274,677	39,960	245,889	389	2,086	3,736	22,472
White Qualitätswein, bottled	258,476	1,493,361	246,301	1,401,643	392,453	2,068,032	359,763	1,865,917
Red Qualitätswein, bottled	123,069	565,736	111,538	525,366	85,348	443,689	93,516	484,312
Other white wine, bottled	194,779	779,630	176,335	752,341	40,336	151,697	44,846	480,285
Other red wine, bottled	97,333	563,878	94,990	583,542	32,148	138,340	30,202	129,136
White wine in 2 to 10-litre containers	269,004	791,284	238,653	709,199	62	1,341	0	0
Red wine in 2 to 10-litre containers	90,373	272,890	70,647	214,180	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	1,500	4,684	2,000	6,247	0	0	0	0
Red Qualitätswein, in tank	600	1,874	1,000	3,122	0	0	0	0
Other white wine, in tank	18	432	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	1,087,508	4,851,241	1,006,979	4,620,097	636,819	3,203,408	593,798	3,258,829

Product groups	United Kingdom				Denmark			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	1,108	12,369	3,410	40,318	5,757	55,674	5,941	46,117
Semi-sparkling wine, bottled	30,980	67,143	408,195	629,312	2,286	14,017	6,332	37,072
White Qualitätswein, bottled	958,723	4,451,398	701,854	3,345,774	233,388	1,439,778	284,277	1,723,481
Red Qualitätswein, bottled	63,323	334,006	121,203	538,690	62,665	381,595	77,322	470,061
Other white wine, bottled	21,167	178,182	25,341	200,695	26,378	174,367	66,097	354,230
Other red wine, bottled	28,409	336,656	22,718	299,437	27,274	173,467	64,526	561,241
White wine in 2 to 10-litre containers	185	1,161	6,235	38,024	47	1,569	44,877	222,639
Red wine in 2 to 10-litre containers	1,422	7,606	2,050	10,421	41	1,825	297	5,080
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	1,225	2,653	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	18	1,709	0	0	0	0	0	0
Total wine exports	1,105,335	5,390,230	1,292,231	5,105,324	357,836	2,242,292	549,669	3,419,921

Product groups	Netherlands				Czech Republic			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	37,932	251,190	42,700	286,162	52,684	270,475	6,349	57,771
Semi-sparkling wine, bottled	14,634	73,203	11,391	49,079	19,487	47,126	16,363	42,349
White Qualitätswein, bottled	2,951,727	9,416,393	3,626,715	11,992,453	202,403	1,018,953	225,464	1,024,285
Red Qualitätswein, bottled	165,734	558,214	384,119	1,056,689	67,456	260,991	48,634	226,510
Other white wine, bottled	59,484	221,383	58,012	250,812	595,134	544,874	49,826	180,260
Other red wine, bottled	105,993	354,564	152,724	525,633	45,055	169,426	28,336	132,967
White wine in 2 to 10-litre containers	9,701	18,788	36,828	177,439	519	10,585	6,379	36,523
Red wine in 2 to 10-litre containers	0	0	2,622	15,018	30	65	388	1,979
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	73,469	132,121	73,496	136,666	144,020	97,745	559,830	332,256
Red Qualitätswein, in tank	2,396	4,312	11,681	21,005	114,744	69,831	45,546	38,527
Other white wine, in tank	0	0	0	0	0	0	416,995	252,285
Other red wine, in tank	0	0	0	0	0	0	553,321	242,548
Total wine exports	3,421,070	11,030,168	4,400,288	14,510,956	1,241,532	2,490,071	1,957,431	2,568,260

Product groups	Japan				China			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	3,805	45,065	4,608	50,231	18,188	69,406	12,054	42,566
Semi-sparkling wine, bottled	1,076	7,936	5,672	36,634	1,565	7,164	5,436	24,476
White Qualitätswein, bottled	82,770	607,631	90,070	678,012	36,806	284,274	102,819	823,887
Red Qualitätswein, bottled	24,248	197,281	26,885	233,629	132,065	805,473	189,925	1,323,952
Other white wine, bottled	18,039	175,781	20,334	170,385	16,169	128,871	13,499	158,422
Other red wine, bottled	8,869	70,166	7,948	73,763	39,476	285,662	55,451	546,713
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	570	4,612	8,220	57,880
Semi-sparkling wine, in tank	0	0	3	14	808	2,238	13	180
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	36	373	0	0	0	0
Other white wine, in tank	0	0	0	0	1	102	0	0
Other red wine, in tank	0	0	0	0	745	6,531	0	0
Total wine exports	138,807	1,103,860	155,556	1,243,041	246,393	1,594,333	387,417	2,978,076

Product groups	Australia				Russia			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	373	5,212	481	6,441	766	4,820	230	2,726
Semi-sparkling wine, bottled	135	1,776	292	3,720	0	0	0	0
White Qualitätswein, bottled	52,670	356,822	50,078	317,818	109,708	446,744	119,130	400,728
Red Qualitätswein, bottled	31,865	184,383	24,077	131,893	30,885	113,454	21,171	64,070
Other white wine, bottled	6,456	68,936	5,498	38,070	8,082	59,637	1,694	12,809
Other red wine, bottled	5,999	59,690	3,414	23,351	2,296	19,837	1,015	7,842
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	1	386	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	97,498	676,819	83,841	521,679	151,737	644,492	143,240	488,175

Product groups	Hongkong				Korea (Republic)			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	3,771	24,973	1,105	17,332	5,411	42,262	5,541	40,583
Semi-sparkling wine, bottled	37	302	861	5,058	0	0	135	1,800
White Qualitätswein, bottled	15,142	164,790	11,494	118,971	10,231	145,456	9,667	108,544
Red Qualitätswein, bottled	4,326	87,743	3,722	35,605	3,385	42,106	2,105	18,178
Other white wine, bottled	2,131	22,247	2,187	21,763	2,319	43,424	4,786	82,122
Other red wine, bottled	2,627	77,623	2,709	31,133	2,965	61,333	5,058	77,536
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	30	60	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	28,064	377,738	22,078	229,862	24,311	334,581	27,292	328,763

Product groups	Singapore				Taiwan			
	2018		2019		2018		2019	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	442	6,466	969	22,211	1,475	10,660	591	10,247
Semi-sparkling wine, bottled	774	6,666	90	960	297	3,744	340	1,319
White Qualitätswein, bottled	9,425	73,328	11,817	103,929	3,720	51,326	7,110	54,988
Red Qualitätswein, bottled	8,116	62,881	8,652	70,548	2,202	32,288	4,724	55,287
Other white wine, bottled	2,227	31,294	1,764	28,113	3,008	37,150	864	11,416
Other red wine, bottled	2,480	32,477	2,228	28,419	2,672	25,793	1,974	19,358
White wine in 2 to 10-litre containers	15	180	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	121	891	0	0
Total wine exports	23,479	213,292	25,520	254,180	13,495	161,852	15,603	152,615

4.2 Comparison of import and export volumes

Since entering the EU, all Statistics Austria data relating to the EU have been based purely on statistical declarations by exporters and on Intrastat reports. Intrastat declarations must be submitted by companies with imports or exports of goods from or to EU member states exceeding the assimilation threshold of €750,000 in the previous year.

Small deliveries and exports in private cars are not captured. The reliability of the statistics is therefore not absolute. The lower threshold for the reporting requirement is different for each EU member state.

in hl	Import	Export	Import	Export	Import	Export		
1971/72	474,118	228,228	1990/91	214,506	157,300	2009/10	694,177	667,670
1972/73	565,961	181,863	1991/92	199,196	223,599	2010/11	878,608	512,395
1973/74	525,005	221,458	1992/93	195,318	118,999	2011/12	844,620	465,810
1974/75	889,762	209,182	1993/94	185,819	128,694	2012/13	832,410	448,562
1975/76	507,436	170,250	1994/95	240,663	218,927	2013/14	812,450	488,084
1976/77	321,554	181,000	1995/96	282,552	173,950	2014/15	696,025	499,858
1977/78	268,353	235,114	1996/97	517,675	217,002	2015/16	759,309	469,874
1978/79	219,861	434,504	1997/98	664,124	208,101	2016/17	900,860	494,342
1979/80	287,376	465,888	1998/99	564,901	227,395	2017/18	757,549	506,376
1980/81	308,059	557,295	1999/00	517,249	365,025	2018/19	709,755	584,455
1981/82	446,215	488,203	2000/01	518,265	308,025			
1982/83	201,483	397,171	2001/02	572,858	563,493			
1983/84	233,157	461,473	2002/03	497,453	804,083			
1984/85	260,291	359,752	2003/04	610,691	764,180			
1985/86	274,321	45,223	2004/05	698,683	738,061			
1986/87	346,308	45,830	2005/06	696,159	559,211			
1987/88	367,010	35,179	2006/07	739,102	519,489			
1988/89	243,552	44,853	2007/08	690,530	584,791			
1989/90	244,191	104,115	2008/09	579,170	638,197			

Figure 110: Import and export volumes from 1971/72 to 2018/19^{99*}

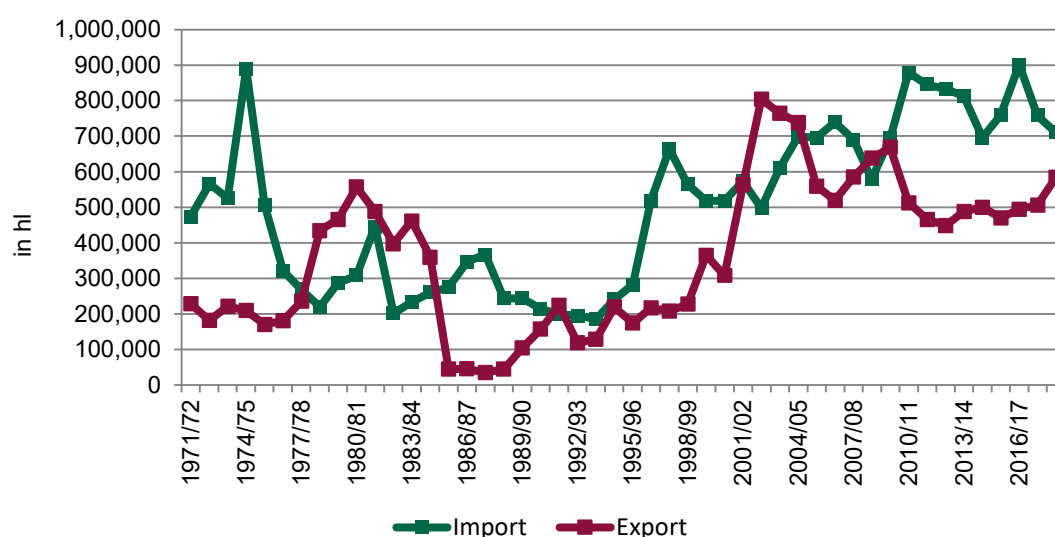


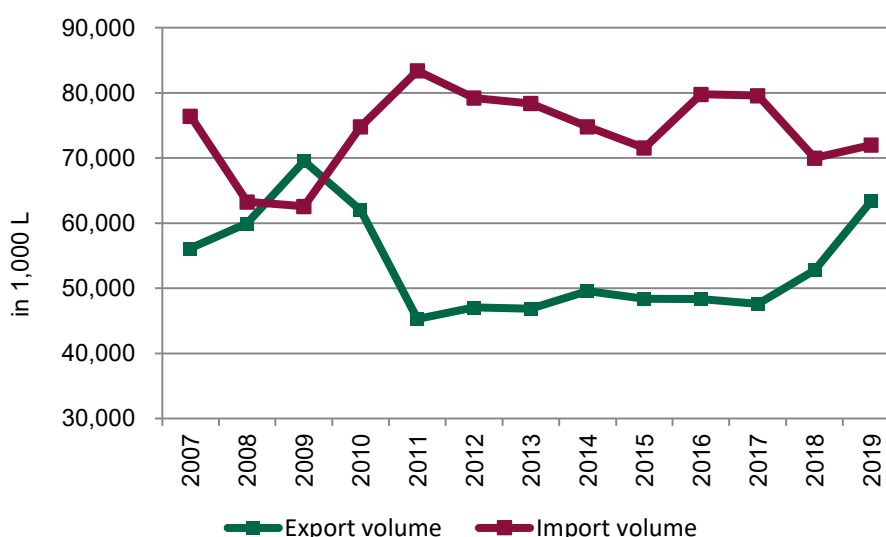
Figure 111: Import and export volumes from 1971/72 to 2018/19

⁹⁹ AWMB analysis based on Statistics Austria, Wine Supply Balance Sheet 1971/72 to 2018/19

* Year end for calculation: up to 1993/94: 1 Nov–31 Oct; from 1994/95: 1 Sep–31 Aug; from 2000/01: 1 Aug–31 July

The import figures fluctuate as a function of the high share of bulk in both volume and value terms, depending on the Austrian harvest. Conversely, for Austrian exports the share of bulk has dropped considerably, which has led to continuous increases in export values.

in 1,000 L	Import	Export	Import	Export	
2007	56,148	76,452	2015	48,420	71,570
2008	59,997	63,292	2016	48,378	79,784
2009	69,535	62,591	2017	47,622	79,607
2010	61,983	74,835	2018	52,801	70,027
2011	45,292	83,413	2019	63,357	72,013
2012	47,058	79,225			
2013	46,903	78,391			
2014	49,580	74,826			

Figure 112: Export/import volumes 2007–2019¹⁰⁰Figure 113: Export/import volumes 2007–2019¹⁰¹

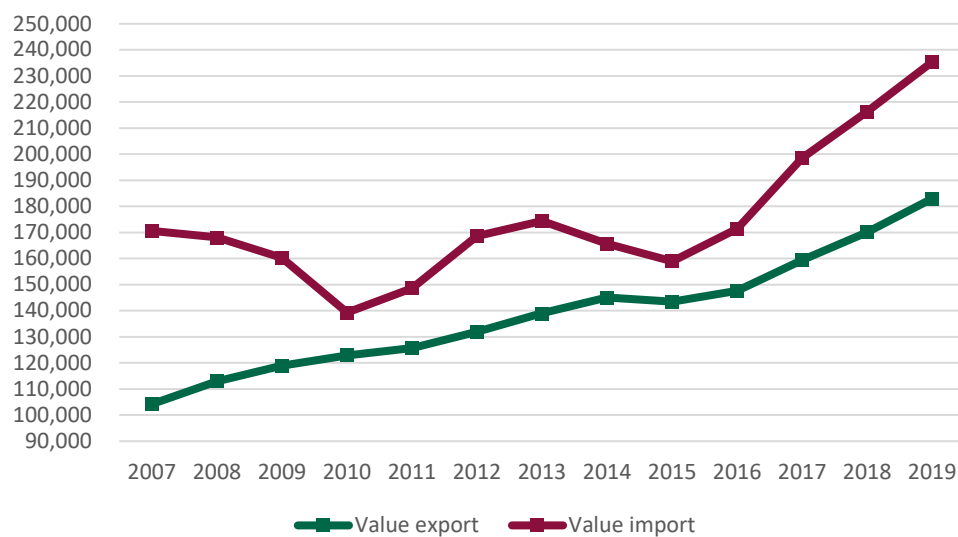
in 1,000 l	Export value	Avg. price/l	Import value	Avg. price/l	Export value	Avg. price/l	Import value	Avg. price/l	
2007	104,189	0.83	170,549	2.23	2014	144,983	2.92	165,580	2.21
2008	112,894	1.58	168,044	2.66	2015	143,376	2.96	158,915	2.22
2009	118,856	1.71	160,164	2.56	2016	147,627	3.05	171,335	2.15
2010	122,819	1.98	139,249	1.86	2017	159,383	3.35	198,468	2.49
2011	125,671	2.77	148,602	1.78	2018	170,059	3.22	216,286	3.08
2012	131,909	2.80	168,559	2.13	2019	182,960	2.89	235,372	3.27
2013	138,959	2.96	174,341	2.22					

Figure 114: Export/import value 2007–2019¹⁰²

¹⁰⁰ AWMB, based on Statistics Austria. Final Export Data 2019; as at June 2020. Data from 2017 onwards is based on updated EU customs tariff numbers. The differing periods of observation (August–July or a calendar year) give rise to minor discrepancies in comparison to the Statistics Austria Supply Balance Sheet.

¹⁰¹ AWMB, based on data from Statistics Austria. Final import/export data for 2007–2019. As at June 2020.

¹⁰² AWMB, based on data from Statistics Austria. Final import/export data for 2007–2019. As at June 2020.

Figure 115: Export/import value 2007–2019¹⁰³

¹⁰³ AWMB, based on data from Statistics Austria. Import/export value 2007–2019. Final 2019 export data; as at June 2020.

4.3 Import and export volumes by country*¹⁰⁴

in 1,000 I/€	Import			Export		
	Litres	Euro	Avg. price	Litres	Euro	Avg. price
Argentina	160	1,062	6.63	0	6	17.58
Australia	560	2,300	4.11	84	522	6.22
Bahamas						
Belgium	2	25	11.09	594	3,259	5.49
Bosnia Herzegovina	0	3	7.16	14	26	1.91
Brazil	0	0		14	83	6.17
Bulgaria	7	54	7.30	21	123	5.93
Chile	652	2,168	3.33	0	8	35.14
China	5	26	5.00	387	2,978	7.69
Denmark				550	3,420	6.22
Germany	11,859	26,643	2.25	38,850	85,207	2.19
Estonia				62	300	4.86
Finland				534	2,119	3.97
France	4,646	70,589	15.19	525	1,315	2.51
Georgia	14	106	7.50	0	2	5.29
Greece	472	1,029	2.18	6	31	4.79
Hong Kong				22	230	10.41
India	0	5		3	20	6.16
Ireland	0	9		58	309	5.32
Iceland				3	29	8.69
Israel	8	79	10.39	7	43	6.54
Italy	44,992	105,279	2.34	441	1,245	2.82
Japan	0	4	54.32	156	1,243	7.99
Cayman Islands				3	21	7.86
Canada	0	16	52.26	352	2,501	7.11
Kazakhstan				1	6	7.92
Korea				27	329	12.05
Kosovo				3	18	6.95
Croatia	37	125	3.41	63	179	2.83
Latvia				71	315	4.42
Lebanon	3	32	9.60	1	4	4.15
Liechtenstein	0	9	25.39	106	1,120	10.58
Lithuania				122	450	3.68
Luxembourg	0	1		35	219	6.33
Maldives				2	11	7.02
Morocco	0	1	4.30	0	4	12.47
Macedonia	3	10	4.07	0	1	6.41
Mexico	2	12	6.14	5	49	10.32
Moldavia	2	8	4.08	0	2	11.25
Montenegro	10	40	3.91	1	10	14.59
Mozambique	19	20	1.03			

¹⁰⁴ AWMB, based on Statistics Austria Final Export Data 2019; as at June 2020.

The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

* Empty fields – no data reported.

in 1,000 l/€	Import			Export		
	Litres	Euro	Avg. price	Litres	Euro	Avg. price
New Zealand	106	660	6.23	2	28	13.30
Netherlands	7	33	4.47	4,400	14,511	3.30
Nigeria				0	2	4.47
Norway	0	1		1,007	4,620	4.59
Peru	1	8	6.56	1	14	23.00
Poland	0	0		304	1,221	4.02
Portugal	199	679	3.42	5	31	6.94
Romania	19	139	7.51	9	72	8.18
Russian Federation	0	1	13.22	143	488	3.41
Saudi Arabia	0	1	50.73	0	10	27.83
Sweden	2	3	2.00	1,137	5,445	4.79
Switzerland	10	357	37.34	3,537	19,242	5.44
Serbia	82	224	2.72	3	47	17.21
Singapore	0	1		26	254	9.96
Slovakia	8	48	5.63	2,680	1,994	0.74
Slovenia	303	557	1.84	18	87	4.69
Spain	3,724	14,119	3.79	55	309	5.64
South Africa	901	2,353	2.61	0	4	11.28
Taiwan				16	153	9.78
Thailand	0	3	58.69	19	192	10.16
Czech Republic	123	263	2.13	1,957	2,568	1.31
Turkey	27	133	4.98	2	18	7.42
Ukraine	4	7	1.80	18	155	8.85
Hungary	2,376	2,151	0.91	84	518	6.17
U A E				34	303	8.96
USA	642	3,826	5.96	3,307	16,670	5.04
UK	20	131	6.62	1,292	5,105	3.95
Vietnam				5	14	3.12
Cyprus				104	518	5.00

4.4 Import¹⁰⁵

	2019	
	Litres	Euro
Bottled sparkling wine	17,265,814	86,520,725
Semi-sparkling wine, bottled	7,840,647	19,241,779
White Qualitätswein, bottled	4,670,289	19,623,546
Red Qualitätswein, bottled	7,075,400	47,920,356
Other white wine, bottled	8,087,058	14,840,956
Other red wine, bottled	9,149,024	35,301,667
Fortified wine, bottled	74,310	235,037
White wine in 2 to 10-litre containers	94,912	900,016
Red wine in 2 to 10-litre containers	194,742	273,859
Semi-sparkling wine, in vats	4,566,146	4,094,307
White Qualitätswein, in vats	576,861	384,176
Red Qualitätswein, in vats	10,074,152	4,742,139
Other white wine, in vats	2,343,627	1,293,930
Total wine imports	72,012,982	235,372,493

Figure 116: Total imports by product group 2019

A glance at the import statistics shows that the bottled wine amount is relatively stable, but the import of bulk wine fluctuates sharply, depending on the Austrian wine harvest.

in 1,000 l	Bottled	Bulk	Bottled	Bulk
2007	60,277	16,175	2015	50,833
2008	53,221	10,071	2016	54,292
2009	53,640	8,951	2017	61,608
2010	53,237	21,598	2018	55,167
2011	56,550	26,864	2019	54,088
2012	58,294	20,932		
2013	54,650	23,741		
2014	54,392	20,434		

Figure 117: Wine imports by volume 2007–2019¹⁰⁶

¹⁰⁵ AWMB, based on Statistics Austria Final Import Data 2019; as at June 2020.

¹⁰⁶ AWMB, based on Statistics Austria Final Import Data 2019; as at June 2020.

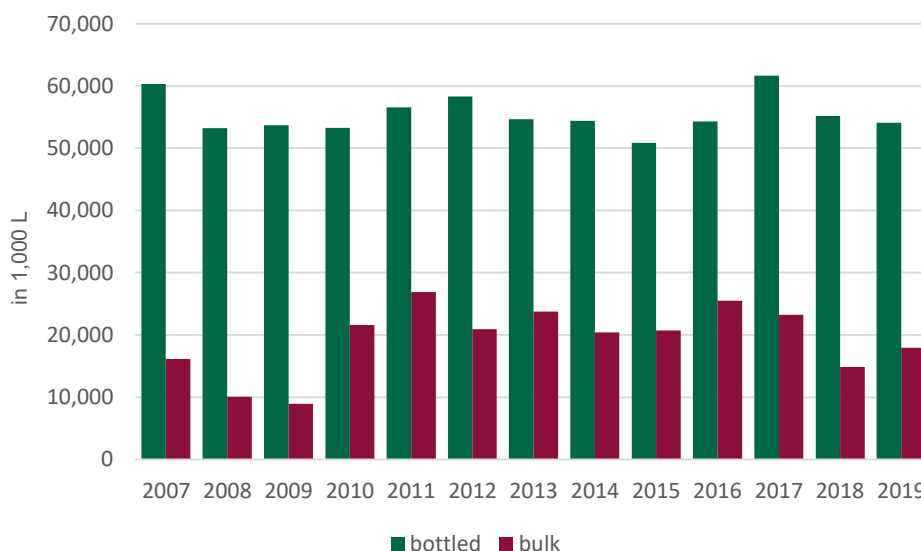


Figure 118: Wine imports by volume 2007–2019

in € 1,000	Bottled	Avg. price/l	Bulk	Avg. price/l	Bottled	Avg. price/l	Bulk	Avg. price/l	
2007	160,937	2.67	9,612	0.59	2015	146,995	2.89	11,920	0.57
2008	160,034	3.01	8,011	0.80	2016	155,719	2.87	15,617	0.61
2009	153,981	2.87	6,183	0.69	2017	200,137	3.25	14,637	0.63
2010	128,913	2.42	10,336	0.48	2018	204,283	3.70	12,003	0.81
2011	135,269	2.39	13,333	0.50	2019	223,449	4.13	11,923	0.67
2012	153,588	2.63	14,971	0.72					
2013	154,886	2.83	19,445	0.82					
2014	152,925	2.81	12,655	0.62					

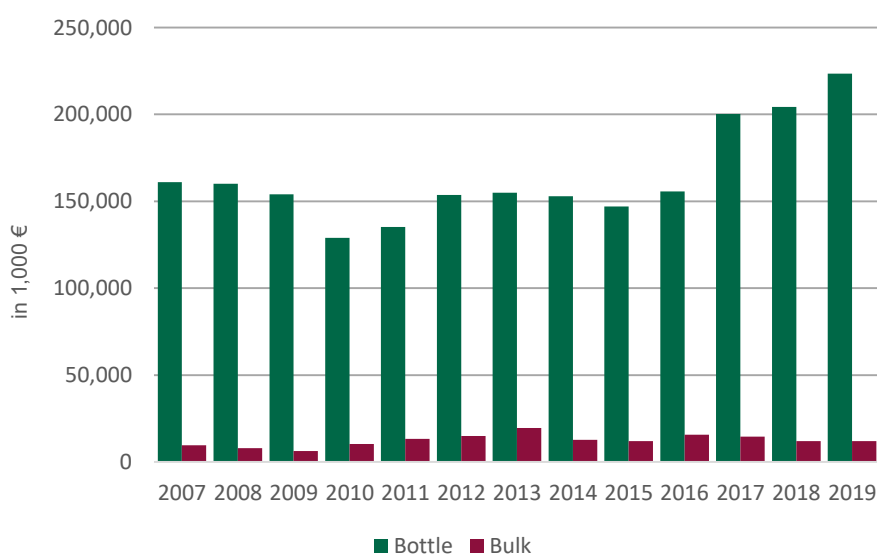
Figure 119: Wine imports by value 2007–2019¹⁰⁷

Figure 120: Wine imports by value 2007–2019

¹⁰⁷ AWMB, based on Statistics Austria Final Import Data 2019; as at June 2020.

	in 1,000 l/€	Litres	Euro	Avg. price/l
Bottled wine imports		54,088	223,449	4.13
Bulk wine imports		17,925	11,923	0.67
Total		72,013	235,372	3.27
1	Italy	44,992	105,279	2.34
2	France	4,646	70,589	15.19
3	Germany	11,859	26,643	2.25
4	Spain	3,724	14,119	3.79
5	USA	642	3,826	5.96
6	South Africa	901	2,353	2.61
7	Australia	560	2,300	4.11
8	Chile	652	2,168	3.33
9	Hungary	2,376	2,151	0.91
10	Portugal	199	679	3.42

Figure 121: Most important importer countries 2019, by value¹⁰⁸¹⁰⁸ AWMB, based on Statistics Austria Final Import Data 2019; as at June 2020.