



Market Intelligence *Report for Wine*

WINE is an un-distilled alcoholic beverage with an alcoholic content ranging between 5-13%. Grape has been the principal fruit employed in the preparation of a variety of wines. Nevertheless, other fruits have also been made into wine such as apple, known for cider, pear for perry, plum for table and fortified wines.

Wine is perhaps the oldest fermented product known to mankind, with its origin dating back to somewhere around 6000 BC in Georgia. Since the early 2000's, India has been hyped as an important emerging market for wine. The country has the optimum climate for grape cultivation and its main wine-producing states, Maharashtra and Karnataka, are leading producers of world class high quality grapes (Grace, 2015). The fruits used in wine making are fermented using yeast and aged in the A Brief Overview of Indian Wines and Wineries wood barrels to improve the taste and quality. A typical wine contains ethyl alcohol, sugar, acids, higher alcohols, tannins, aldehydes esters, amino acids, minerals, vitamins, anthocyanins and flavoring compounds (Joshi and Kumar, 2011).

The worldwide Wine market has grown at above-average rates within the Alcoholic Drinks market and is expected to reach more than US\$439 billion in terms of revenue by 2023. Compared to the Beer and Spirits industries, the Wine industry is much more fragmented with the biggest players, E&J Gallo, Constellation Brands, The Wine Group and Treasury Wine Estates, together accounting for less than 10% of the total market.



Production

In 2019, Indian wine production is forecasted to rise to 17.6 million liters (1.96 million cases at 12 bottles per case of 750 milliliters each) on area of approximately 6,000 acres (2,428 hectares). This represents a five percent increase in production over 2018 which also experienced a good harvest. Although wine production in the country is booming, Indian output represents less than a percent of global wine production. Area is expected to expand in 2019 as one of the larger wine producers plans to plant 355 hectares of vineyards in response to greater domestic wine demand.

Smaller wineries and farmers are supplying wine and grapes to larger wineries through long-term contracts (5-10 years) as it assures them payment at the end of every season in contrast to other horticultural crops. The sector has witnessed significant consolidation in last few years where several larger wineries have acquired small ones in other states to overcome the differential taxation policy among states. Small wineries are also choosing to supply grapes to the more commercially viable wineries that can support marketing and branding of their products. The growth potential of smaller wineries is constrained by limited capital availability, tight liquidity, and the lack of national distribution.

Wineries of all sizes increasingly look to wine tourism as a new source of income through the set-up of inhouse restaurants, lodging, wine tastings and vineyard tours.

Production Regions:

Wine production in India is concentrated in the states of Maharashtra (90 percent) and Karnataka (7 percent), while the states Goa and Himachal Pradesh represent less than 3 percent of output combined. Most wineries and production are concentrated in the Nashik region in Maharashtra, which is considered the home of the country's wine sector. Other significant wine regions include Sangli (Maharashtra), Nandi Hills (Karnataka) and Bangalore (Karnataka). The country's diverse mix of climates allow it to grow an array of grape varieties for wine including indigenous varieties such as Anabeshahi, Arkavati and Arkashyam in addition to imported varieties such as Syrah, Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc, Zinfandel, Shiraz, Chenin Blanc, and Clairette Blanche. The Nasik region has a shorter ripening season due to the hilly terrain and colder climate, which keeps alcohol levels lower and results in easier growing conditions for white varietals. The average grape yields can range from 3-4 tons per acre for red varietals, and 4-5 tons per acre for white varietals.



Harvest usually is done during the winter months and usually starts from December and continues until to March. Post-harvest, the wineries use the pre-monsoon (Apr-June) period for early pruning, while monsoon (June-September) period typically involves pruning, canopy management and mulching. The state of Karnataka is the second largest producer of wine grapes in India. The state has recognized four regional appellations in the state namely Nandi Valley, Krishna Valley, Cauvery Valley and Hampi Hills. The harvest is usually occurs from March to May in Southern Karnataka, and February-March in Northern Karnataka. To promote wine cultivation in the state of Karnataka, the state government had announced a Karnataka grape processing and wine policy in 2007, which included the creation of the Karnataka Wine Board (KWB), the only wine board in the country to date. **According to KWB, there are currently 17 wineries in the state with wine production of approximately 9 million liters.**

Government Support:

Production is expected to continue to grow in the coming years and as such the state governments of Maharashtra and Karnataka have taken steps to support the wine industry through various supports. These supports include the reduction or elimination excise taxes on wines produced in state, easing distribution restrictions, and providing fiscal incentives to establish wineries and vineyards. These states have also imposed stiff excise taxes on imported wines and wines from other states. In the case of Maharashtra, the state government has eased licensing requirements and regulations for establishing wineries and wine retail outlets. In addition, the state government established wine industrial parks to facilitate investment in the industry.

Wineries in Maharashtra that produce and sell wines made from grapes grown in the state have been exempted from paying excise duty since 2001, however the exemption is set to expire in December 2021. The local industry is hopeful that an extension will be granted to support the industry. Wineries in Maharashtra currently pay twenty percent value added tax (VAT) to the state government, out of which almost 16 percent is refunded.



The harvest is usually occurs from March to May in Southern Karnataka, and February-March in Northern Karnataka



Similar to incentives provided by the state of Maharashtra, the state of Karnataka provides a grape subsidy of Rs. 50,000 per hectare for new plantations. The Karnataka Wine Board also separately conducts various market promotion activities including wine festivals, appreciation/tasting courses in smaller towns in the state. KWB has also initiated a certification course recognized by the Government of Karnataka.

Consumption

Based on trade sources and available sales data, national wine consumption is over 30 million liters per year. Historically, alcoholic beverages such as whisky, rum and beer dominated alcohol consumption in India, however, the rise in disposable incomes, rapid urbanization, access to reasonably priced domestic wines, the perceived health benefits of consuming low alcohol beverages and changing consumer attitudes have led to a significant increase in wine consumption. Local sources indicate that the Indian wine sector has become the fastest growing alcoholic beverage category in the past decade, thanks in particular to the rise of upper-middle class urban consumers.



An estimated 485 million consumers are above the drinking age (over a third of the country's total population). According to Wine Intelligence, most of India's wine consumption takes place in urban centers, including Mumbai (32%), Delhi (25%) Bangalore (20%), Pune (5%) and Hyderabad (3%). At present, consumers have a strong preference for red wines followed by fortified, white and sparkling wines. Despite the sector's accelerated growth over the past few years, wine penetration is low with an



estimated 2-3 million consumers consuming 24 million liters. Domestic wines dominate the Indian wine market due their lower price and higher availability. Imported wines face an import tariff of 150 percent which severely limits the availability of foreign wines in the market. As such, international wines are viewed as more expensive and superior to domestic wine but are limited to select occasions or gifting.

Local sources indicate that the Indian wine sector has become the fastest growing alcoholic beverage category in the past decade, thanks in particular to the rise of upper-middle class urban consumers. **An estimated 485 million consumers are above the drinking age (over a third of the country's total population).** According to Wine Intelligence, most of India's wine consumption takes place in urban centers, including Mumbai (32%), Delhi (25%), Bangalore (20%), Pune (5%) and Hyderabad (3%). At present, consumers have a strong preference for red wines followed by fortified, white and sparkling wines. **Despite the sector's accelerated growth over the past few years, wine penetration is low with an estimated 2-3 million consumers consuming 24 million liters.** Domestic wines dominate the Indian wine market due their lower price and higher availability. Imported wines face an import tariff of 150 percent which severely limits the availability of foreign wines in the market. As such, international wines are viewed as more expensive and superior to domestic wine but are limited to select occasions or gifting.

Price remains the primary driver of wine choice for consumers followed by brand familiarity and country of origin. Although consumers are price sensitive, they are willing to spend more on wine, especially for professional and family events to impress guests. Growth in consumption is driven by the wine's fastest growing consumer segment young adults (20-35).

Wine Market - Market Size by Region, Global (2018)



Source: Mordor Intelligence





Recognizing this opportunity, the sector is widening its range of products to meet the varied tastes and needs of this demographic. Young adults are driving demand for alcoholic drinks as socializing over drinks is becoming the norm. Wine consumption is also being driven by perceived health benefits including the reduction of the risk of heart disease and stroke, managing cholesterol levels, promoting longevity, and boosting the immune system.

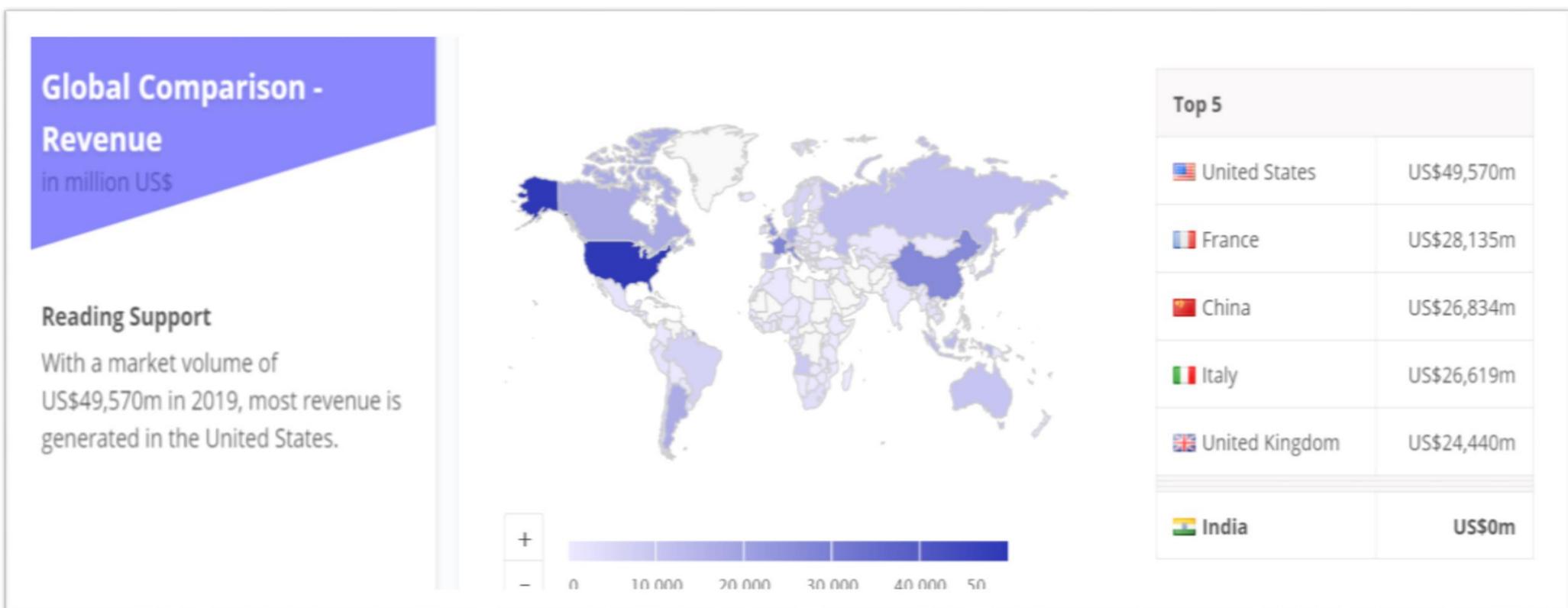
Although wine consumption in India has traditionally been skewed towards women, the growing urban population and the increasing availability of wine has made it a drink that is appreciated by everyone. In addition, wine has been traditionally associated with class and education, but younger consumers have come to appreciate wine without those associations. In the past, women were often reluctant to drink in public due to apprehensions regarding etiquette. But now, full tasting sessions with friends and family are increasingly organized by this consumer group. Moreover, status-conscious consumers are increasingly viewing wines as a viable gifting option for birthdays, anniversaries, and the holiday season. **Economy wines (around USD \$7-\$10) are preferred by most consumers, with these being generally produced domestically and thus more widely available.**

Although mid-income groups are increasingly developing a more sophisticated taste for wine, they would rather opt for a domestically produced wine than an international brand due to a lack of knowledge about wine in general. **Access to reasonably priced quality wines (around USD \$10-\$15) is considered by some to be the key to speeding the development of India's wine sector.** Some wineries, instead of producing dry European-style wines that sell for eight to ten dollars per bottle, are working to produce sweeter wines that sell for two to three dollars per bottle with higher alcohol content, screw tops, smaller bottles and convenient packaging. The intent is to better meet the expectations of the Indian palate and broaden the appeal of wine to more moderate-income consumers. Due to the increasing availability and affordability of wine, lower-middle-income households are becoming more familiar with the product and increasing their purchases. Better access to affordable imported wines will also help increase consumer demand for both imported and domestic wines as well.



Increasing consumer knowledge will be a key task of the sector moving forward in order to ensure demand continues to increase, specifically towards higher quality and premium wines (over USD \$20). In recent years, there has been increased public and political attention directed at alcoholic beverages, as well as at the food and soft drinks industries, because of concerns related to the health effects of alcohol consumption and overconsumption of foods and drinks containing high levels of sugar. Certain local governments have proposed or adopted taxes on sugary foods and beverages to influence consumers purchasing behaviors. These policies may be adversely affecting their sale and consumption of those products. The most established wine markets are in Europe: **Portugal, Italy, and France have the highest per capita consumption at over 35 liters per person per year, compared with 23.9 for**

Australia, 9.9 for the US, and just 3.5 for China. Europe remains the world's consumption center, at 58% of volume and 50% of total value. The largest aggregate wine markets are the USA, China, and France, due to their larger populations, while the biggest importers of wine are Germany, the USA, and the United Kingdom, where production is much lower than consumption.

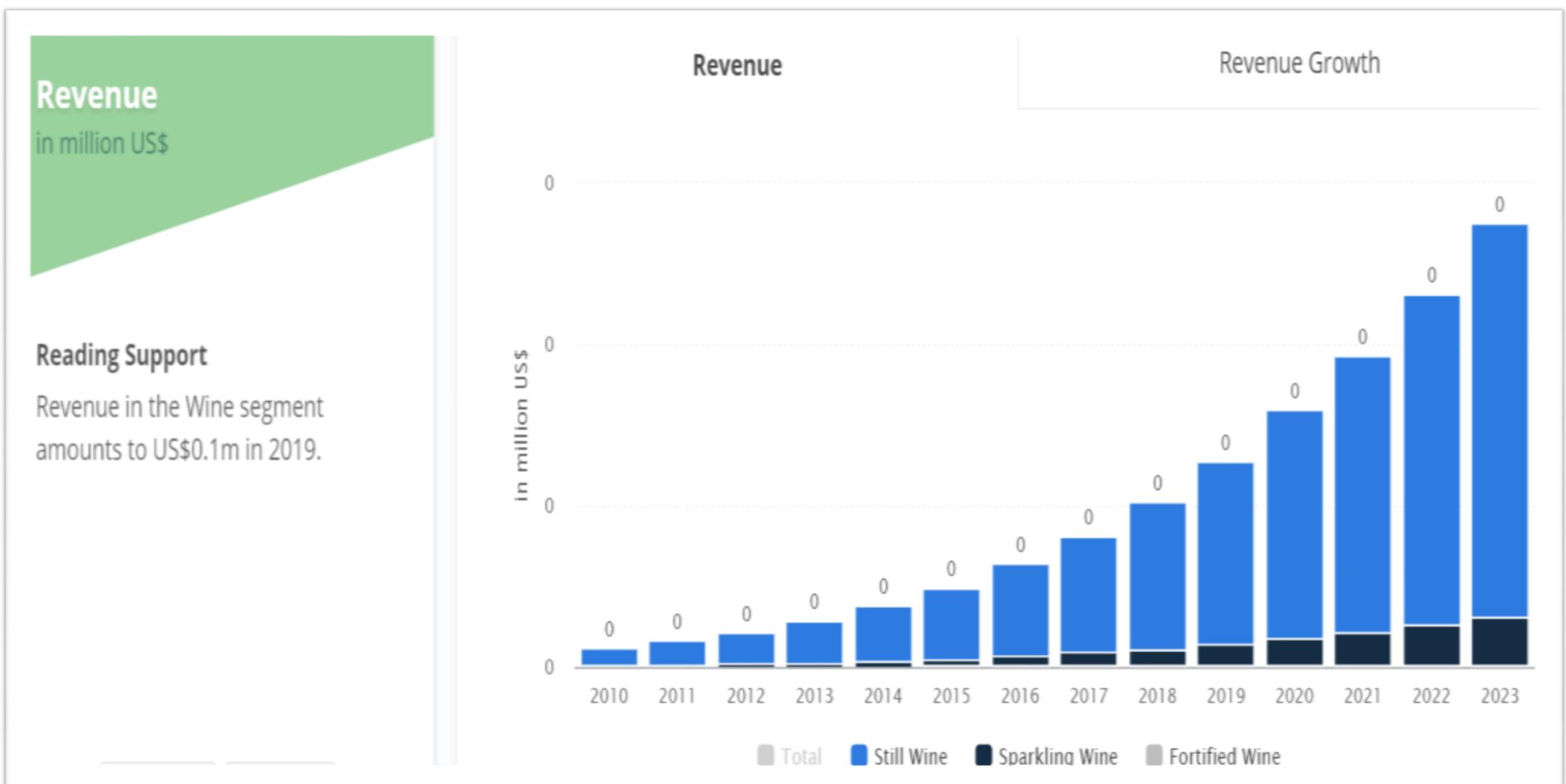




Macro wine trends have been stable albeit lackluster, as can be seen in the chart below where consumption has appeared to plateau. Looking forward, however, growth is expected to pick up. **By 2022, volume sold is expected to rise to 281 million cases, worth \$32.9 billion, for a CAGR of approximately 3%.**

Within these subdued wine statistics, there are interesting regional and segmental dynamics, affected by wider economic trends of increasing population growth and increases in disposable income, particularly in Asia. As referenced above, cultures change slowly, but they do change. And sub-categories within the wine industry—such as rosé and organic wines—have been demonstrating fantastic growth, while other segments have lagged behind.

While volume and value advances in Europe are moderate, the US continues to inch forward as the world’s most valuable wine market, worth \$34.8 billion in 2017. France is the second most valuable market at \$16.7 billion, followed closely by China at \$16.5 billion. As with many other products, China is expected to increase its consumption of wine going forward and overtake France.





US-Biggest Importer in the World

Imports account for about a quarter to a third of US wine sales, a proportion that been relatively steady for the last few years but is higher now than it was 25 years ago. Recent Nielsen data, for example, indicate that imports of still wine accounted for about 26% of sales in the channels they measure when calculated by value and 24% by volume. Imports take a larger proportion of sales in sparkling wines and in channels that the Nielsen figures do not measure, such as on-trade sales.

Is this a lot (or too much, as my winegrower friends would have it)? It depends on how you look at it. OIV data tell us that the United States accounted for about 8.5% of world wine production volume in 2018, so a two-thirds domestic market share is a very substantial “home court” advantage that domestic producers naturally want to defend.

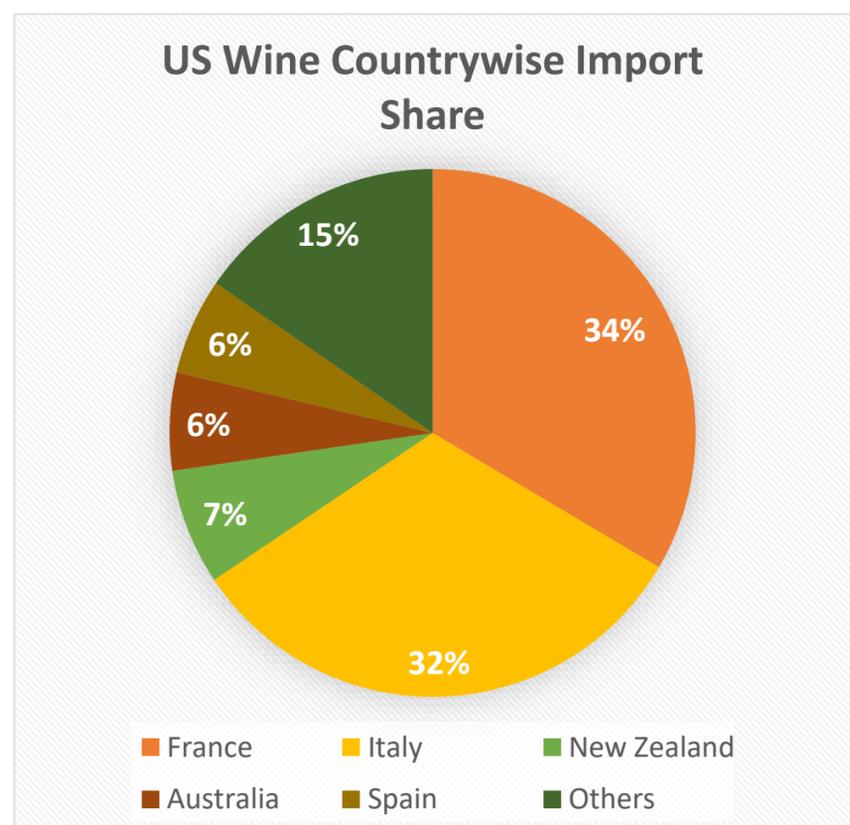
The slowly rising import market share has many causes. **The US is the world’s most attractive wine market, so foreign producers put a great deal of effort into cracking the market. Technology is also a factor. The advent of efficient bulk wine shipping has facilitated increased competitiveness of foreign wine producers**

and allowed domestic brands to efficiently add foreign wines to their portfolios.

A Fragmented Market

The intensity of import competition depends on which market segment you are looking at. The U.S. wine market is incredibly fragmented and so it is dangerous to generalize. This is true in many ways including simple geography.

They tell part of the story of 2018 imports in the U.S. market. Looking at bottled wine imports, for example, you can see that import penetration is dominated by three countries. Globally the top three wine producing nations — France, Italy, and Spain — account for more than half of all wine production, so you would expect that to be true in terms of U.S. wine imports. But it is not, in part because Spain punches below its weight here.





Analysis of US Wine Import Market

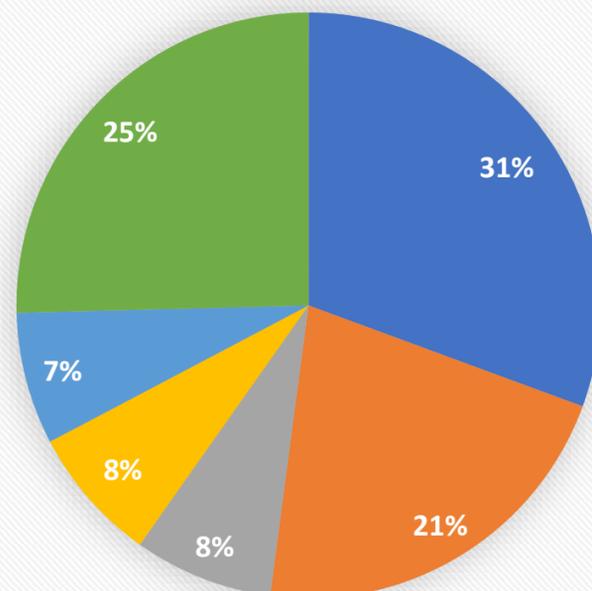
- **France and Italy are the major wine exporting countries to U.S. accounting for 33.5% and 32.1% of the share of imports to U.S. followed by New Zealand , Australia and Spain together accounting for about 18% of the share of imports to U.S.**
- Imports account for about a quarter to a third of US wine sales, a proportion that been relatively steady for the last few years but is higher now than it was 25 years ago
- **U.S. charges zero import duties on wine from Australia while a tariff of 2.7% is imposed on the rest 4 of the top 5 exporters**
- Also the average value per unit of quantity for commercial transaction(CIF) and the total landing cost(FLP) is highest for France and lowest for Australia

United Kingdom – 2nd biggest importer in the world

The UK wine market is fiercely competitive and mostly price-focused. Most opportunities for UK wine are to be found with importers who service the high-end independent stores and the less price-conscious foodservice sector. Consumers are now more aware of wine varietals and (for the major varietals) know their preference.

The majority of UK wine sales (over 80 percent) are through retail outlets. The remaining sales take place in bars, restaurants, hotels and other foodservice venues. White wine is favored slightly over red wine consumption. Sparkling wine is the category exhibiting the most growth, mainly from Italian Prosecco and Spanish Cava that are perceived to be better value for money than Champagne. Fruit flavored wine and lower alcohol wine are new style products with growth potential. In general terms, the upturn in the UK economy will encourage consumers to drink wine more frequently, particularly in foodservice channels. Nevertheless, the performance expected in the wine market is set to be only marginally superior to that of the last few years as the UK population is drinking less wine than it did in the past.

United Kingdom Countrywise Import Share



■ France ■ Italy ■ Australia ■ Spain ■ New Zealand ■ Others



Analysis of UK Wine Import Market

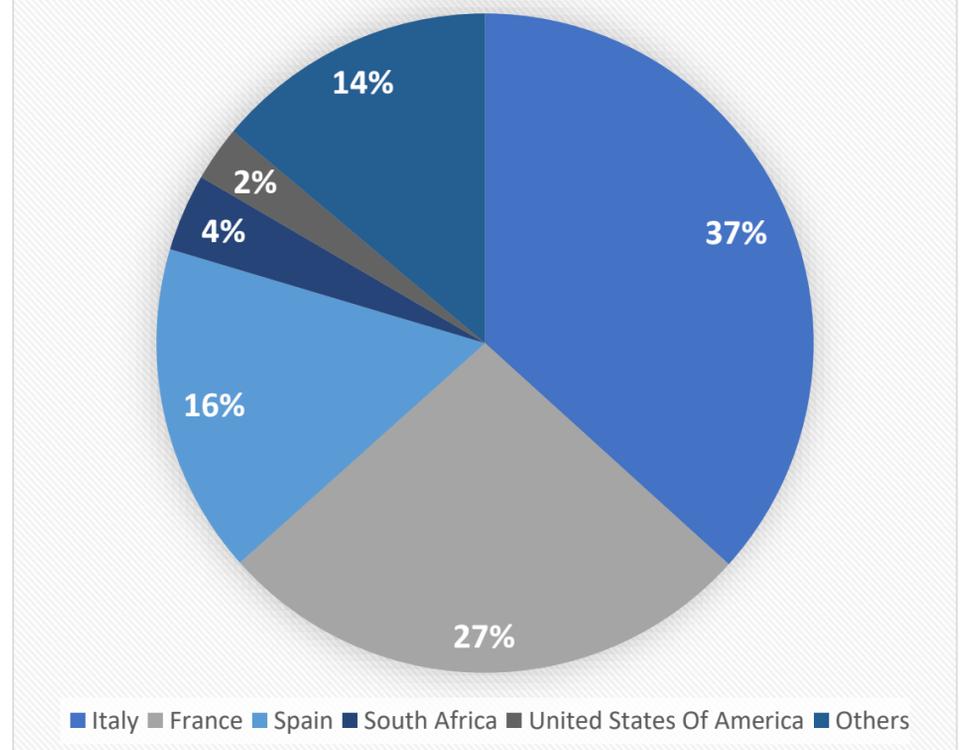
- France and Italy are the major wine exporting countries to U.K. accounting for 30.6% and 21.5% of the share of imports to U.K. followed by Australia, Spain and New Zealand together accounting for about 10% of the share of imports to UK
- **U.K. charges zero import duties on wine from France, Italy and Spain while a tariff of 4.9% is imposed on the rest 2 of the top 5 exporters**
- Also the average value per unit of quantity for commercial transaction(CIF) and the total landing cost(FLP) is highest for France and lowest for Australia.

Germany

Germany is internationally well-known for its industrial goods and less known for its agricultural or emotional products, such as wine, although it possesses a longstanding wine culture.

Two thirds of Germany's imported wine is delivered as bulk wine [248,251], serving the production of sparkling wine or for being processed, often for exportation. With regard to country of origin, three main countries, Italy, France, and Spain, constantly battle for leadership, with Italy having a strong lead.

Germany Countrywise Import Share



Analysis of Germany Wine Import Market

- Italy and France are the major wine exporting countries to Germany accounting for 36.7% and 26.7% of the share of imports to Germany followed by Spain, South Africa and United States Of America together accounting for about 23% of the share of imports to Germany.
- **Germany charges zero import duties on wine from France, Italy and Spain which are E.U. countries and while a tariff of 3.8% is imposed on wine from South Africa and 2.7% on that from U.S.**
- Also the average value per unit of quantity for commercial transaction(CIF) and the total landing cost(FLP) is highest for Italy and lowest for South Africa.



China's Emergence as a Wine Consumer

Despite **China's slowing economy, the country is expected to increase its wine imports by 8% in 2019. The Vinexpo/IWSR study predicts that China will surpass France by 2020 as the second most valuable market in the world, and by 2022, the value of the Chinese market is forecast to hit more than \$19.5 billion.**

All the while, China is increasing its own domestic production. Mainland China's vineyard area more than doubled between 2006 and 2016, and China now has the second largest vineyard area in the world after Spain and ahead of France and Italy. While most of that area is currently used for table grapes, the production of wine is increasing rapidly.

Due to the enormous amount of consumption, global wine producers seeking acceptance into the Chinese market are tweaking their winemaking styles to meet local tastes (as referenced above) and adjusting their packaging designs to appeal to the local market.

Gold and red are thought to be successful colors and many wine labels will include these colors. There are also other creative marketing tactics that global producers have attempted to get attention.

On the other side of the spectrum, it should also be pointed out that brand name wines are supremely popular in China.

Imports in China:

- France and Australia are the major wine exporting countries to China accounting for 37.4% and 27.3% of the share of imports to China followed by Chile, Spain and Italy together accounting for about 25% of the share of imports to China
- **China charges zero import duties on wine from Australia and while a tariff of 14.7% is imposed on wine from all the other top 4 wine exporters to China**
- Also the average value per unit of quantity for commercial transaction(CIF)is highest for France and lowest for Chile while the total landing cost(FLP) is highest for France and lowest for Chile.



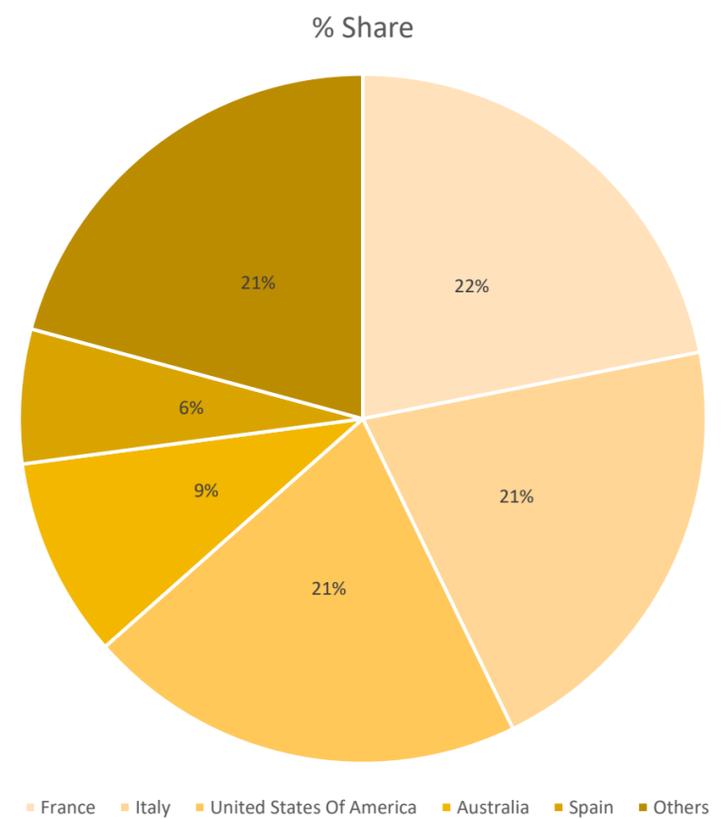


Canada :

The value of the wine market in Canada was forecast to reach approximately 10.85 billion Canadian dollars by 2019, an increase in over 2.7 billion Canadian dollars since 2014. This market value translates to an estimated market volume of over 590 million liters in 2019. As of December 2018, there were 477 wineries across Canada to support the growing market.

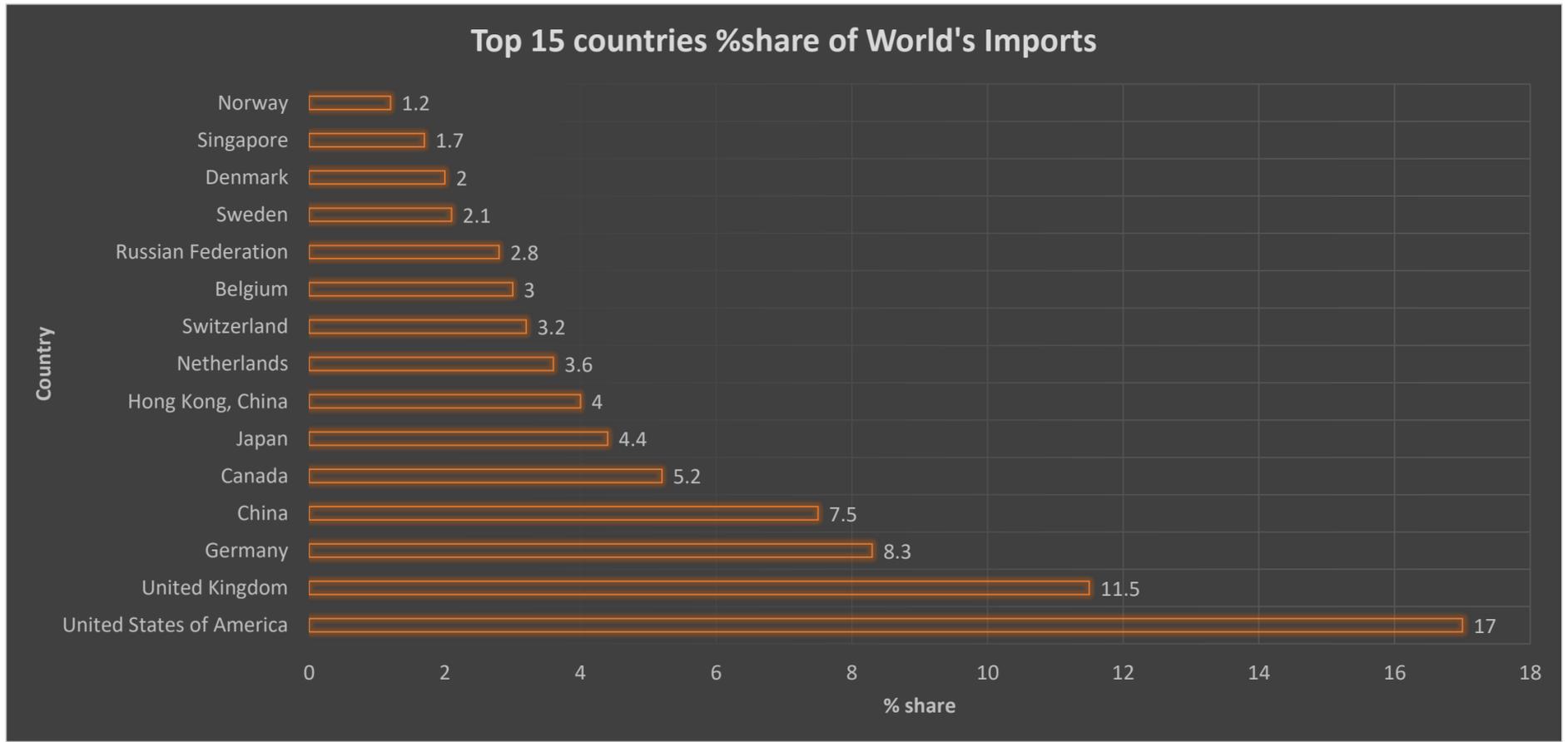
Imports in Canada:

- France, Italy and U.S. are the major wine exporting countries to Canada accounting for 21.9% ,20.9% and 20.7% of the share of imports to Canada respectively followed by Australia and Spain together accounting for about 15% of the share of imports to Canada
- **Canada charges zero import duties on wine from all the top 5 exporters of wine to Canada**
- Also the average value per unit of quantity for commercial transaction(CIF) and the total landing cost(FLP) is highest for France and lowest for Australia.





World's Top 15 Wine Importing Countries :



Top 15 World's Exporters with Indian Exports:

Countries	Value imported in 2018 (USD thousand)	India Exports (Value)	Potential	World Imports(Tons)	India Exports (Tons)	Potential	% Share	CIF	Duty	FLP
United States of America	6449228	103	6449125	2773893	55.43	2773837.57	17	4478	1.90%	4563.082
United Kingdom	4357678	260	4357418	1406120	263	1405857	11.5	2385	4.90%	2501.865
Germany	3144628	0	3144628	1469065	0	1469065	8.3	0	0.00%	0
China	2855247	0	2855247	683866	0	683866	7.5	0	0.00%	0
Canada	1995591	25	1995566	1016565	4.82	1016560.18	5.2	12500	0.00%	12500
Japan	1687727	316	1687411	642923	195	642728	4.4	3901	15.90%	4521.259
Hong Kong, China	1538653	1691	1536962	51997	128	51869	4	31906	0.00%	31906
Netherlands	1367173	1939	1365234	409272	304	408968	3.6	15389	4.90%	16143.06
Switzerland	1214705	2	1214703	177657	2.41	177654.59	3.2	2000	17.40%	2348
Belgium	1153581	31	1153550	328525	34	328491	3	2214	4.90%	2322.486
Russian Federation	1051133	0	1051133	587313	0	587313	2.8	0	0.00%	0
Sweden	783495	0	783495	153539	0	153539	2.1	0	0.00%	0
Denmark	752380	7	752373	254605	1	254604	2	7000	4.90%	7343
Singapore	658976	1152	657824	0	253	-253	1.7	10971	0.00%	10971
Norway	439832	0	439832	86538	0	86538	1.2	0	0.00%	0
Brazil	375641	0	375641	119662	0	119662	1	0	0.00%	0



Potential of Countries with Zero Exports from India

Countries	Value imported in 2018 (USD thousand)	India Exports (Value)	Potential	World Imports (Tons)	India Exports (Tons)	Potential	% Share	CIF	Duty	FLP
Germany	3144628	0	3144628	1469065	0	1469065	8.3	0	0.00%	0
China	2855247	0	2855247	683866	0	683866	7.5	0	0.00%	0
Russian Federation	1051133	0	1051133	587313	0	587313	2.8	0	0.00%	0
Sweden	783495	0	783495	153539	0	153539	2.1	0	0.00%	0
Norway	439832	0	439832	86538	0	86538	1.2	0	0.00%	0



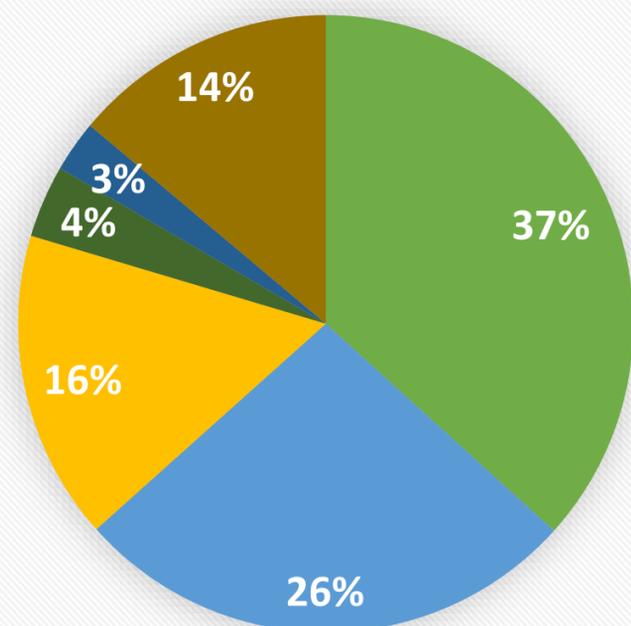
Germany:

Analysis of Germany :

- **Out of the total 14.69L tons of Bottled wine imported in Germany on yearly basis, majorly Italy, France and Spain are the exporters**
- Germany itself accounts for >8% of World's Wine Exports which shows it being a potential market for India to develop their shares in this country
- There is also an incentive of 0% on import duty for the exporters



Germany's Import Trade Share



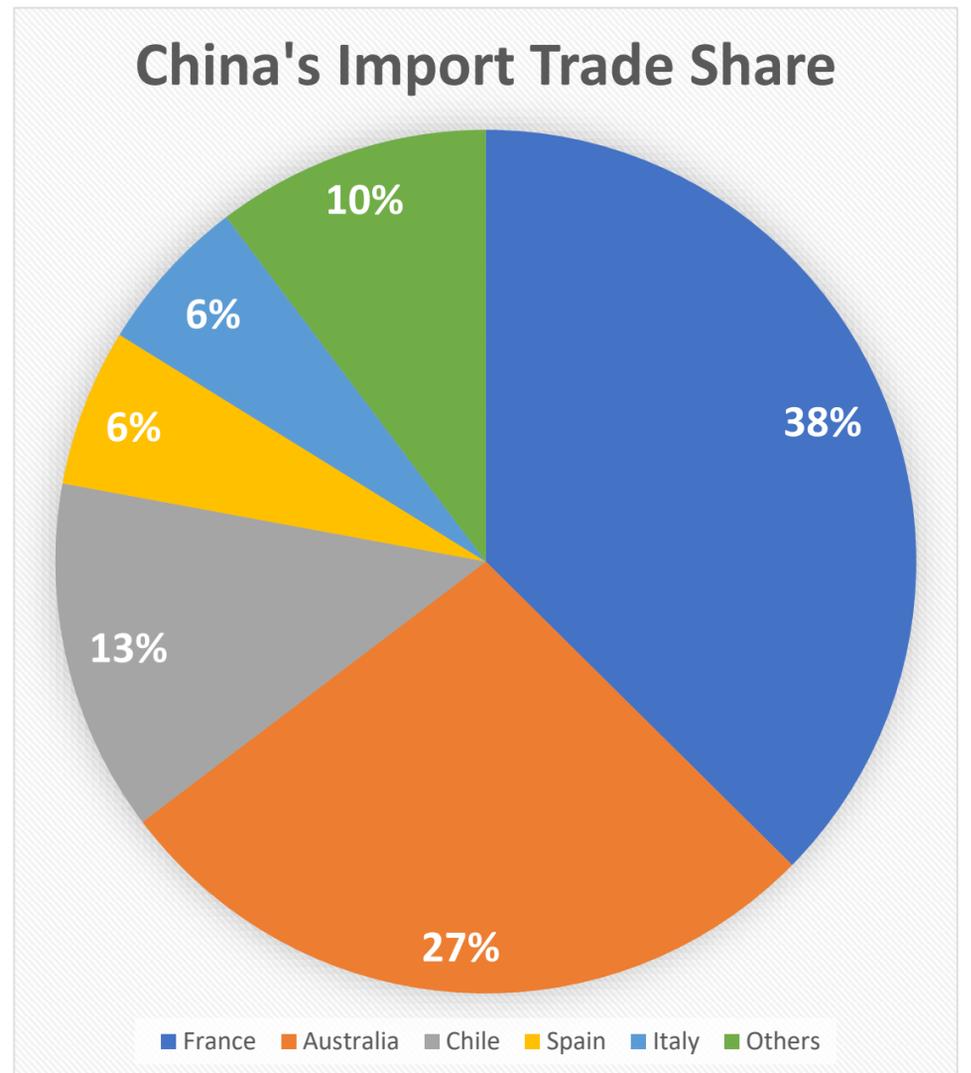
■ Italy ■ France ■ Spain ■ South Africa ■ United States of America ■ Others



China:

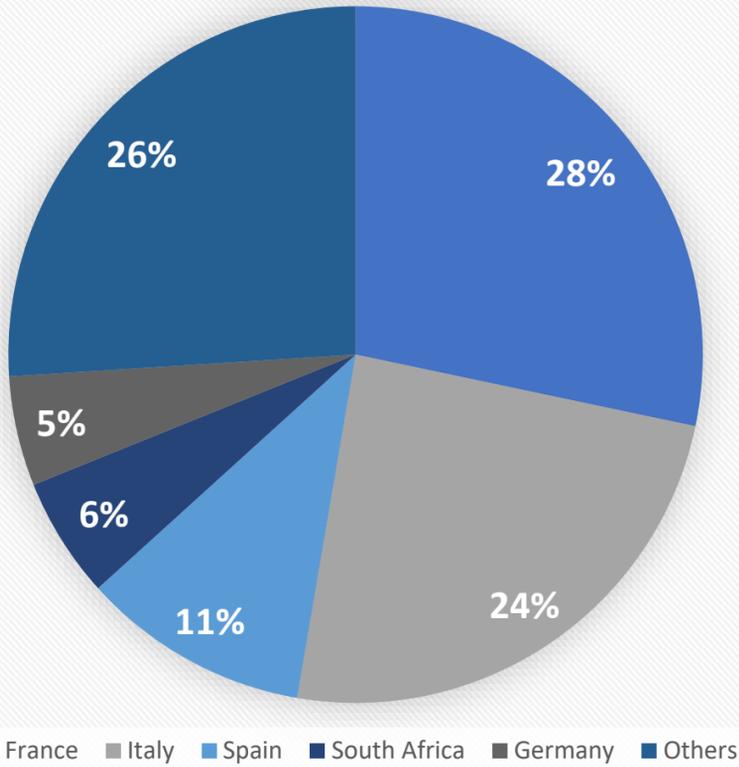
Analysis of China:

- Out of the total 6.8L tons of Bottled wine imported in China on yearly basis, majorly France, Australia and Chile are the exporters
- China itself accounts for >7% of World's Wine Exports which shows it being a potential market for India to develop their shares in this country
- **There is also an incentive of 0% on import duty for the exporters**





Sweden's Import Trade Share



Sweden:

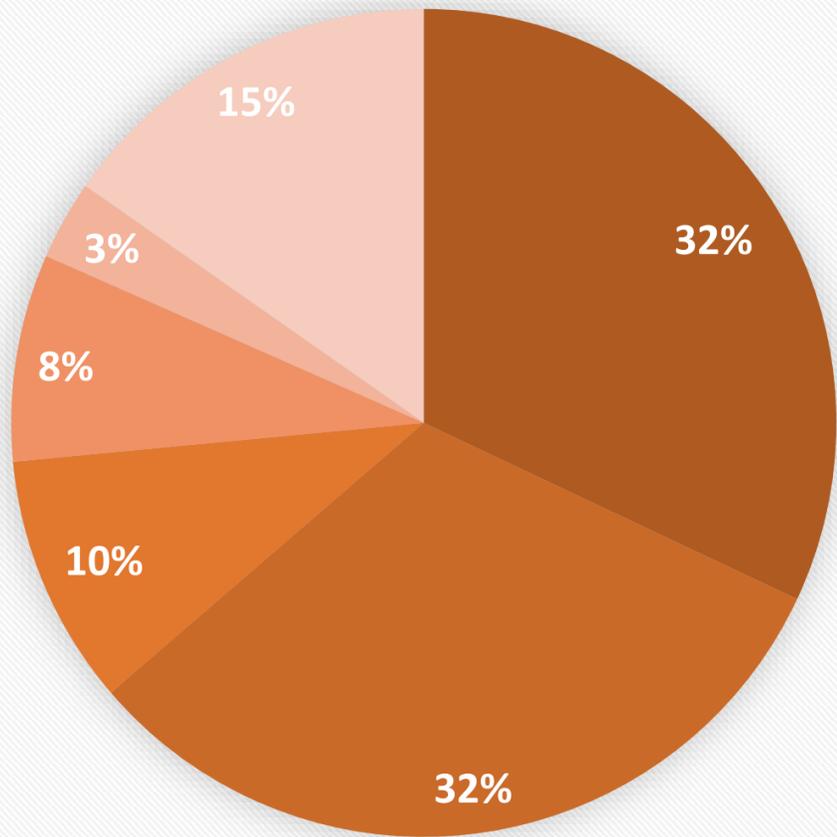
Analysis of Sweden:

- France, Italy are the leading exporters of wine to Sweden accounting for 28% ,24% of the Sweden's imported wine share respectively.
- **Spain, South Africa and Germany follow with their contributions of 11%,6% and 5% respectively.**
- While the rest countries contribute to 26% share of Sweden's import





Norway's Import Trade Share



■ France ■ Italy ■ Spain ■ Germany ■ United States of America ■ Others



Norway:

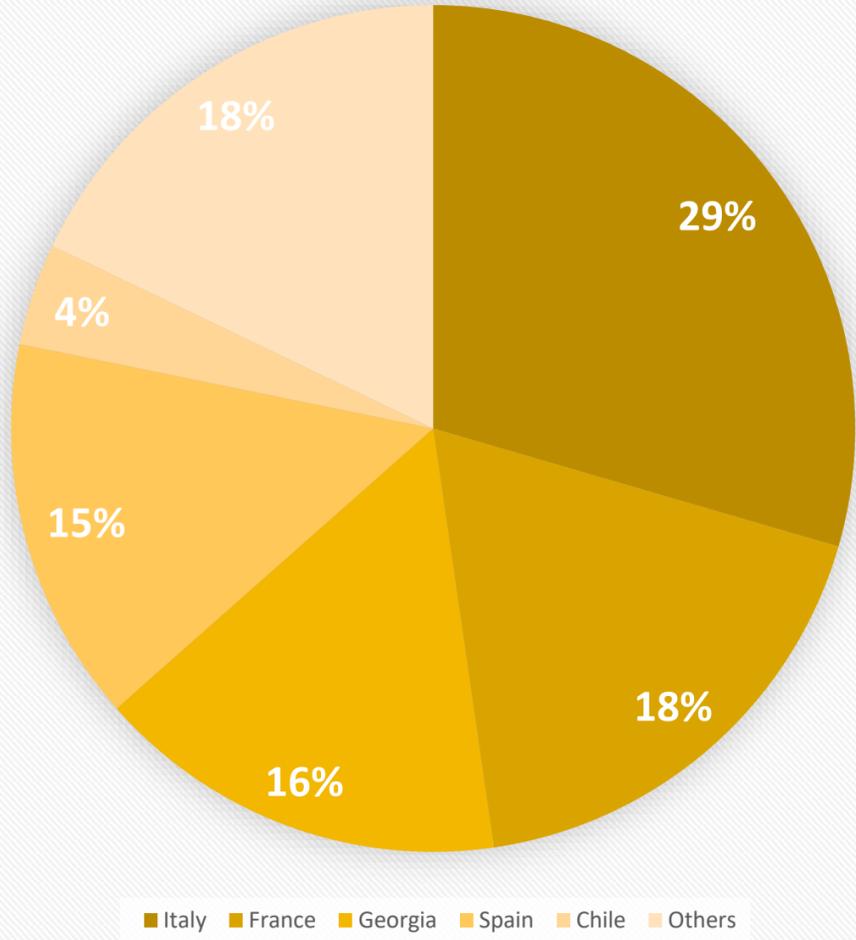
Analysis of Norway:

- France and Italy are major exporters of wine to Norway accounting for 32% of share of Norway's import each.
- **These are followed by Spain, Germany and the U.S. with contributions of 10%, 8% and 3% respectively in Norway's import.**
- The other countries account for 3% of Norway's import.





Russian Federation's Import Trade Share



Russian Federation:

Analysis of Russian Federation:

- Italy and France are major exporters of wine to Russian Federation accounting for 29% and 18% of share of Norway's import respectively.
- These are followed by Georgia, Spain and Chile with contributions of 16%, 15% and 4% respectively in Russian Federation's import.
- The other countries account for 18% of Russian Federation's import.





The Indian wine industry is going through structural changes with mergers and acquisitions. This year, the grapes processed at Sula was **55% red variety and 45% white variety** grapes. Most of the grapes are crushed and processed in Nashik and southern parts of Maharashtra, though some harvesting and crushing is also done in Karnataka for the wines to be made and sold in Karnataka by Sula Vineyards under its brand 'Kadu'.

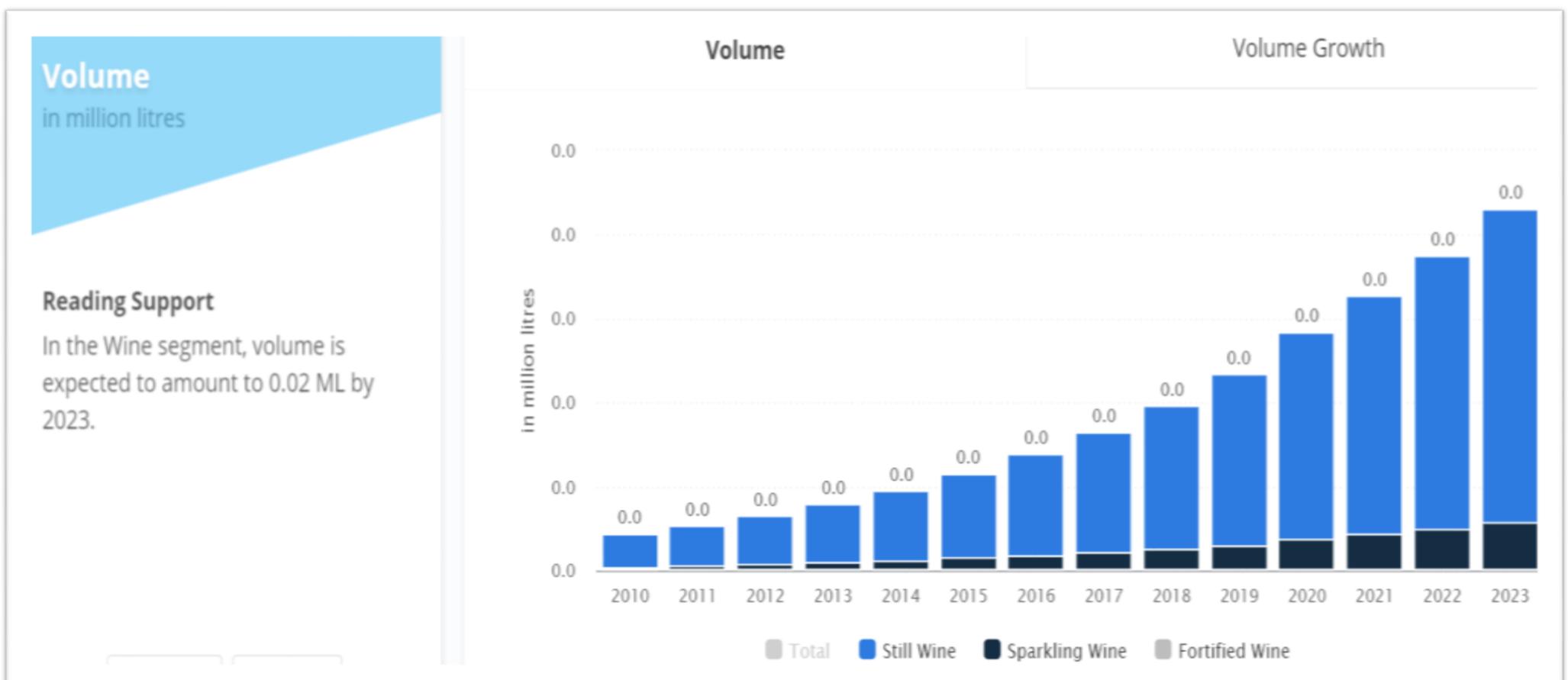
While 2019 was positive for grape-growing conditions, the weather may be indicative of the impact of climate change. The harvest was slightly delayed this year, starting in mid-December and continuing into the first week of April.

"Wine-making is such an old process, the challenges will always be the weather," said Sula Vineyards founder Rajeev Samant.

Sula is also cultivating additional land across Maharashtra and Karnataka. It planted 360 acres in 2018 and plans to plant **an additional 340 in 2019**. "This will take our total area under wine grape plantations to about 3000 acres. Today, almost 510 farmers from Maharashtra and Karnataka are working with Sula," company executives said.

Maharashtra saw a bumper grape harvest this season, with production in Nashik district, the heart of India's grape region, crossing 143,000 tonnes.

About 2% of these grapes are wine grapes. However, except for 2017, when the highway liquor ban was put into force, the Indian wine industry has recorded a steady growth in CAGR. Just touching on these three growth categories within the global wine market reveals how diverse the wine industry is and how it reflects prevailing culture.





Other areas to watch out for are luxury brands, which continue to grow at a steady rate alongside other luxury goods, and the varietal pinot noir continues its boom since more than displacing merlot after the Sideways moment in 2004 (pinot noir plantings in California have nearly doubled since the film was released, while merlot plantings have decreased by 23%).

With so many great wines being made today and causing unprecedented competition, is it a good time to enter the wine market? That depends on how much you like wine—one of the industry's charms is that it draws people in because of passion rather than profit. Unfortunately, this also causes uneconomic actors to distort the market (such as Brangelina, for example).

As the saying goes, the way to make a small fortune in the wine business is to start out with a large fortune and open a winery. But there are interesting pockets of growth and it suits those with a long-term vision: There will always be a demand for good quality wine. It has been part of civilization for over 8,000 years and although society may not be using Uber or even driving cars in twenty or thirty years, we will assuredly be drinking wine.



World's Top 20 Wine Importing Countries

United States of America	Country	% Share	CIF	Duty	FLP
	France	33.5%		12,4802.7%	12,817
	Italy	32.1%		6,1132.7%	6,278
	New Zealand	7.1%		6,3022.7%	6,472
	Australia	6.0%		2,3900.0%	2,390
	Spain	5.9%		5,3452.7%	5,489
United Kingdom	Country	% Share		CIFDuty	FLP
	France	30.6%		7,7820.0%	7,782
	Italy	21.5%		3,0820.0%	3,082
	Australia	7.7%		1,4844.9%	1,557
	Spain	7.5%		2,4150.0%	2,415
	New Zealand	7.3%		4,0054.9%	4,201
Germany	Country	% Share		CIFDuty	FLP
	Italy	36.7%		2,1810.0%	2,181
	France	26.7%		3,9740.0%	3,974
	Spain	16.2%		1,3790.0%	1,379
	South Africa	3.8%		1,2103.0%	1,246
	United States Of America	2.7%		2,4474.9%	2,567
China	Country	% Share		CIFDuty	FLP
	France	37.4%		5,95314.7%	6,828
	Australia	27.3%		4,7550.0%	4,755
	Chile	13.2%		2,25114.7%	2,582
	Spain	5.9%		2,43414.7%	2,792
	Italy	5.9%		4,67514.7%	5,362
Canada	Country	% Share		CIFDuty	FLP
	France	21.9%		7,0970.0%	7,097
	Italy	20.9%		5,3950.0%	5,395
	United States Of America	20.7%		6,5630.0%	6,563
	Australia	9.4%		2,5880.0%	2,588
	Spain	6.3%		3,4730.0%	3,473
Japan	Country	% Share		CIFDuty	FLP
	France	55.1%		15,5080.0%	15,508
	Chile	12.0%		2,4110.0%	2,411
	Italy	11.6%		4,9300.0%	4,930
	United States Of America	7.7%		7,81916.7%	9,125
	Spain	5.9%		3,1300.0%	3,130
Hong Kong,China	Country	% Share		CIFDuty	FLP
	France	32.4%		42,5530.0%	42,553
	China	22.8%		75,2440.0%	75,244
	United Kingdom	14.3%		1,15,7530.0%	1,15,753
	United States Of America	6.8%		14,8930.0%	14,893
	Australia	6.1%		10,3400.0%	10,340
Netherlands	Country	% Share		CIFDuty	FLP
	France	28.8%		3,9880.0%	3,988
	Italy	13.1%		3,8290.0%	3,829
	Germany	12.0%		2,4510.0%	2,451
	Spain	8.4%		3,0670.0%	3,067
	Chile	8.2%		2,9622.2%	3,027
Switzerland	Country	% Share		CIFDuty	FLP
	Italy	36.1%		6,08118.5%	7,206
	France	35.6%		11,27418.5%	13,360
	Spain	12.2%		5,81218.5%	6,887
	Germany	3.4%		6,48518.5%	7,685
	Portugal	3.4%		3,68418.5%	4,366
Belgium	Country	% Share		CIFDuty	FLP
	France	54.7%		4,3020.0%	4,302
	Spain	10.7%		2,8490.0%	2,849
	Italy	8.9%		3,9200.0%	3,920
	Netherlands	4.7%		3,7970.0%	3,797
	Germany	4.7%		1,8170.0%	1,817



France	Country	% Share	CIFDuty	FLP
	Spain	34.0%	7980.0%	798
	Italy	17.1%	2,3230.0%	2,323
	Portugal	10.5%	3,2920.0%	3,292
	United States Of America	8.8%	5,7124.9%	5,992
	France	8.2%	9,008	9,008
Russian Federation	Country	% Share	CIFDuty	FLP
	Italy	29.5%	2,25012.5%	2,531
	France	18.2%	3,12812.5%	3,519
	Georgia	15.8%	1,7050.0%	1,705
	Spain	14.7%	1,36912.5%	1,540
	Chile	3.9%	1,76212.5%	1,982
Sweden	Country	% Share	CIFDuty	FLP
	France	28.3%	9,2280.0%	9,228
	Italy	24.4%	9,2130.0%	9,213
	Spain	10.6%	5,3560.0%	5,356
	South Africa	5.6%	2,2283.0%	2,295
	Germany	5.1%	3,7720.0%	3,772
Denmark	Country	% Share	CIFDuty	FLP
	France	23.8%	4,2540.0%	4,254
	Italy	22.5%	3,1430.0%	3,143
	Spain	8.9%	2,6990.0%	2,699
	Germany	6.9%	3,1760.0%	3,176
	Chile	6.3%	2,1812.2%	2,229
Singapore	Country	% Share	CIFDuty	FLP
	France	72.1%	0.0%	-
	Australia	10.8%	0.0%	-
	Italy	3.9%	0.0%	-
	United States Of America	3.6%	0.0%	-
	New Zealand	2.4%	0.0%	-
Australia	Country	% Share	CIFDuty	FLP
	New Zealand	40.2%	4,3590.0%	4,359
	France	38.9%	12,0115.0%	12,612
	Italy	11.8%	5,3335.0%	5,600
	Spain	2.4%	4,4595.0%	4,682
	Singapore	1.4%	15,6300.0%	15,630
Norway	Country	% Share	CIFDuty	FLP
	France	32.0%	7,9500.0%	7,950
	Italy	31.7%	5,2200.0%	5,220
	Spain	9.8%	4,3970.0%	4,397
	Germany	8.1%	5,0820.0%	5,082
	United States Of America	3.1%	2,6670.0%	2,667
Italy	Country	% Share	CIFDuty	FLP
	France	61.4%	10,9700.0%	10,970
	Spain	26.1%	7030.0%	703
	Portugal	1.8%	2,9710.0%	2,971
	Germany	1.7%	3,3050.0%	3,305
	South Africa	1.4%	5673.0%	584
Brazil	Country	% Share	CIFDuty	FLP
	Chile	38.9%	2,8400.0%	2,840
	Argentina	14.7%	3,4710.0%	3,471
	Portugal	14.3%	3,01525.1%	3,772
	Italy	10.9%	3,31725.1%	4,150
	France	9.4%	4,01425.1%	5,022
Poland	Country	% Share	CIFDuty	FLP
	Italy	21.7%	3,4500.0%	3,450
	United States Of America	12.6%	3,2784.9%	3,439
	Germany	12.1%	2,9730.0%	2,973
	France	10.5%	3,3490.0%	3,349
	Spain	6.7%	2,2920.0%	2,292