

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Chile

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Latin America and Asia Double Imports of Chilean Wine Since 2003

Report Categories:

Wine

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Report Highlights:

Brazil and China are taking the lead in their continents in the exportation of Chilean wine. Combined, these two countries import around US\$ 155 million in wine from Chile.

General Information:

Latin America and Asia are both gaining a big share of Chile's wine export market. Led by Brazil and China, the two continents doubled their imports of Chilean wine between 2003 and 2011.

Eight years ago, the two continents combined were responsible for 16 percent of Chilean wine exports and now they are responsible for 32 percent, split evenly at 16 percent each.

Brazil now ranks eighth among countries that import Chilean wine, up from tenth position in 2003. China was not even ranked in 2003, and now currently ranks fourth.

Of Chile's US\$ 1.5 billion-industry, Brazil imported US\$ 71 million and China imported US\$ 83.5 million last year. According to the Santa Carolina vineyard in Santiago, Chile, the increased demand in Latin America and Asia has been boosted by "bad performances in England and the complexity of exporting to the United States, the opening of China, the free trade agreement with Japan and the boom in Brazil."

Another Chilean winery, Viña Montes, expressed the importance of both Asia and Latin America, since these markets are buying what is being grown. "They are growing at double digit rates!"

Given the relevance of these growing markets, Wines of Chile, a private company that represents Chilean vineyards, is planning to open an office in Asia by the first half of 2012.

The Chilean vineyards that export most wine to Asia and Latin America are Santa Helena, Concha y Toro, San Pedro, and Santa Rita.

Although growing at a much slower rate (less than 1 percent annually), U.S. is the greatest importer of Chilean wine, purchasing US\$ 243 million in 2010.