

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Greece

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Wine Annual 2014

Report Categories:

Wine

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Report Highlights:

Greece's CY 2013 wine production is estimated to increase by 17.5 percent to 3.7 Million Hectoliters (Mhl), thanks to favorable weather. Per capita consumption stands at 25 liters. Greece's wine exports reached \$78.4 Mln in 2013. Germany and the United States remain the main destinations for Greek wines. Greece's imports reached \$36 Mln in 2013, thanks to the increased supply from France and Spain. Italy, France, and Spain remain the main suppliers to the Greek market.

Wine

Production

Greece's CY 2013 wine production is estimated to increase by 17.5 percent to 3.7 Million Hectoliters (Mhl), thanks to favorable weather. Quality is estimated to be excellent. Greece's wine producing areas include Northern Greece, Central Greece, Peloponnese and the Ionian Islands, the Aegean islands, and Crete. In Greece, there are two categories of VQPRD: Wines with Appellation of Superior Quality (Οίνοι Ονομασίας Προελεύσεως Ανωτέρας Ποιότητας, or ΟΠΑΠ) and Wines with Appellation of Controlled Origin (Οίνοι Ονομασίας Προελεύσεως Ελεγχόμενης, or ΟΠΕ). ΟΠΑΠ wines include *Amyntaio, Anchialos, Archanes, Dafnes, Goumenissa, Lemnos, Mantinia, Naoussa, Paros, Patras, Rhodes, Santorini*, etc. ΟΠΕ wines comprise *Samos, Muscat of Patras, Mavrodaphne of Patras, Mavrodaphne of Cephalonia Muscat of Lemnos, Muscat of Rion of Patras, Muscat of Rhodes, and Muscat of Cephalonia*.

Consumption

According to the Hellenic Statistical Authority (ELSTAT), Greece's economic downturn has led to a 7 percent decline in national wine sales falling to 2.9 Mhl in CY 2012. Per capita consumption stands at 25 liters. Greeks are consuming less and opting for cheaper wine. The most popular varieties of still white wine are *Moschofilero* and *Asirtiko*, while *Ageioritiko* and *Xynomavro* are the leading still red wines. Wine is widely consumed in Greece by both genders and different age groups. White and rosé wine are mostly consumed over the summer months, whereas red wine gains ground in the winter.

Trade

Greece's wine exports reached \$78.4 Mln in 2013. Germany and the United States remain the main destinations for Greek wines. Greece's imports reached \$36 Mln in 2013, thanks to the increased supply from France and Spain. Italy, France, and Spain remain the main suppliers to the Greek market.

Table 1: Greece's Leading Wine Exports

Greece Export Statistics

Commodity: wines, wine and sparkling wine

Year Ending: December							
Partner Country	Unit	2011		2012		2013	
		USD	Quantity	USD	Quantity	USD	Quantity
World	L	89,388,440	37,626,596	82,839,053	28,309,611	78,435,292	24,277,512
Germany	L	39,948,913	16,917,719	34,894,776	14,452,518	34,765,703	12,457,170
United States	L	9,952,883	5,532,285	11,292,803	2,388,681	10,582,461	1,937,339
Canada	L	4,008,734	969,140	5,358,097	1,123,081	4,260,302	896,420
Cyprus	L	4,134,612	802,931	3,711,511	886,508	3,937,397	899,328
France	L	7,146,233	3,410,570	6,687,940	3,476,187	3,887,579	1,835,722
Belgium	L	3,560,969	1,233,495	3,177,258	1,006,256	3,325,249	948,360
United Kingdom	L	2,119,406	366,681	3,517,042	380,721	2,743,854	508,080
Netherlands	L	2,458,035	946,592	2,332,390	851,876	2,374,800	833,765
China	L	2,823,406	805,104	1,925,531	417,402	2,217,129	350,117
Austria	L	1,558,555	366,738	1,380,962	336,781	1,312,521	305,298

Source: GTA

Table 2: Greece's Leading Wine Imports

Greece Import Statistics							
Commodity: wines, wine and sparkling wine							
Year Ending: December							
Partner Country	Unit	2011		2012		2013	
		USD	Quantity	USD	Quantity	USD	Quantity
World	L	34,999,814	18,899,456	32,972,084	16,990,767	36,154,730	17,688,288
Italy	L	13,865,381	12,128,759	14,697,203	11,361,196	13,720,067	8,069,165
France	L	11,346,982	1,240,230	10,287,327	888,388	11,400,456	1,031,850
Spain	L	2,208,649	3,056,021	1,276,746	1,321,005	3,372,167	4,107,726
Germany	L	2,781,076	1,084,609	2,744,577	1,048,670	2,732,132	929,471
Bulgaria	L	396,268	437,548	567,098	1,051,523	1,651,640	2,619,070
Netherlands	L	559,513	49,279	550,039	39,563	816,483	62,144
United Kingdom	L	242,615	10,608	244,844	12,525	363,916	60,553
Chile	L	354,073	100,779	223,566	63,431	355,624	85,662
Belgium	L	481,584	160,706	396,910	133,795	342,097	114,633
Portugal	L	318,415	38,660	166,426	30,388	237,275	34,704

Source: Global Trade Atlas (GTA)

Promotion

On July 30, 2013, the Greek Minister for Rural Development and Food, Athanasios Tsiftaris signed a Ministerial Decision to allocate €72 Mln over the next five years (2014-2018) to promote Greek wine in the United States, Canada, Russia, China, and Switzerland. Half of the budget will be provided by the European Union (EU), 30 percent by the State budget, and the remaining 20 percent will come from industry. The co-funded activities will range from public relation campaigns to participation in events or trade shows. Improving the competitiveness of the Greek wine market and promoting exports of quality wine to third countries is part of Greece's National Strategy Plan for Rural Development.

Abbreviations and definitions used in this report

Harmonized System (HS) codes:

Grape wine total: 2204

Sparkling wine: 220410

Bottled wine: 220421

Bulk wine: 220429

HL = Hectoliter = 100 liters

Mhl = Million Hectoliters

L = Liters

Ha = Hectares

CY = Calendar Year; wine production of a specific CY refers to the wine made from the wine grapes harvested in that CY. I.e. 2013 production refers to wines made from grapes harvested in Fall 2013.