

From:

Think Pink: Still More 2018 Italian Rosatos

by Ian d'Agata

World Rosé Facts and Figures

According to the most recent data from France Agrimer, the grape varieties most used to make rosés worldwide are Grenache (28%), Syrah (15%) and Cinsault (13%). Apparently, rosés account for only about 10% of global wine production, so white and red wines still rule the roost. However, consumption is rising, and sales have been steadily increasing in most major markets over the last few years, often by double-digit percentages, which is unheard of for the other wine categories. And this is despite the fact that difficult weather in 2017 led to a worldwide 9% decrease in rosé production (and an 11% reduction in all still wine production) compared with 2016 – as well as a short-term 3% dip in rosé consumption. Even with the 2017 outlier, world rosé consumption has reportedly risen from 21.9 million hectoliters in 2007 to 23.4 million hectoliters in 2017 (Nomisma data, 2018), roughly a 6.8% increase compared to the essentially stable consumption numbers for the still wine category as a whole. That climb becomes an even more impressive 17% increase if one takes the analysis back to 2002 instead of 2007.

Broken down by country, France boasts 28% of the world's total rosé wine production, and is therefore the runaway leader in this category (the French region of Provence alone accounts for 5.5% of global production), followed by the US (17%), Spain (15%), Italy (10%) and South Africa (6%). The latter country has recorded the largest annual percentage increases of rosé production in recent years (as much as 12% total volume per year). By contrast, the world's biggest exporter is Spain (42%), followed by Italy (16%) and France (14%). However, France is number one in the export category as well

if value, not volume, is the parameter being considered (4.44 euros per bottle on average).

But it's not just production and export figures that are interesting to analyze; consumption figures are also fascinating. Did you know, or even imagine, that rosés account for an amazing 33% of all the still wine consumed in France? And the rosé slice of the consumption pie is noteworthy in other countries as well: 18% in Belgium (although, Belgium being a small country, it accounts for only 2% of global demand), 11% in Germany (but still 7% of the world total), and, incredibly, almost 50% of all wine consumed in Uruguay. Two countries where the success of rosés appears to be faltering slightly are Germany and the United Kingdom (but a drop in consumption was perhaps unavoidable in the latter country after years of boom-like rosé sales).

