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**Date:** 2/11/2015

**GAIN Report Number:** GM150010

## Germany

**Post:** Berlin

### Overview on the German Wine Sector

**Report Categories:**

Product Brief

Wine

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**Report Highlights:**

Germany is the fourth largest wine producer in the EU28 after France, Italy, and Spain. German wine production from the 2014 harvest for marketing in CY 2015 is estimated at 9.3 million hl. Nonetheless, Germany is the world's biggest importer of wine based on volume. On a value basis, Germany ranks third after the United States and the United Kingdom. In 2013, Germany imported 1.5 billion liters of wine at a value of 3.4 billion U.S. dollars. Imports from the United States amounted to 44 million liters at a value of 105 million U.S. dollars.

**General Information:****Abbreviations and definitions used in this report**

CY	Calendar year
EU	European Union
GTA	Global Trade Atlas
Ha	hectare; 1 ha = 2.471 acres
hl	hectoliter = 100 Liters = 26.42 gallons
MT	Metric ton = 1000 kg
MMT	Million metric tons
USD	U.S. Dollar

**Introduction**

Germany is the fourth largest wine producer in the EU28 after France, Italy, and Spain.

Germany is one of the most Northern wine growing countries in the world and not all of its territory is suitable for wine production. For climatic reasons wine production is concentrated in 13 designated wine regions that are located either in the South of Germany or around river valleys and thus offer high enough temperatures.

**Map of German Wine Growing Regions**



Source: German Wine Institute, [www.deutscheweine.de](http://www.deutscheweine.de)

German Wine Region	Area in ha
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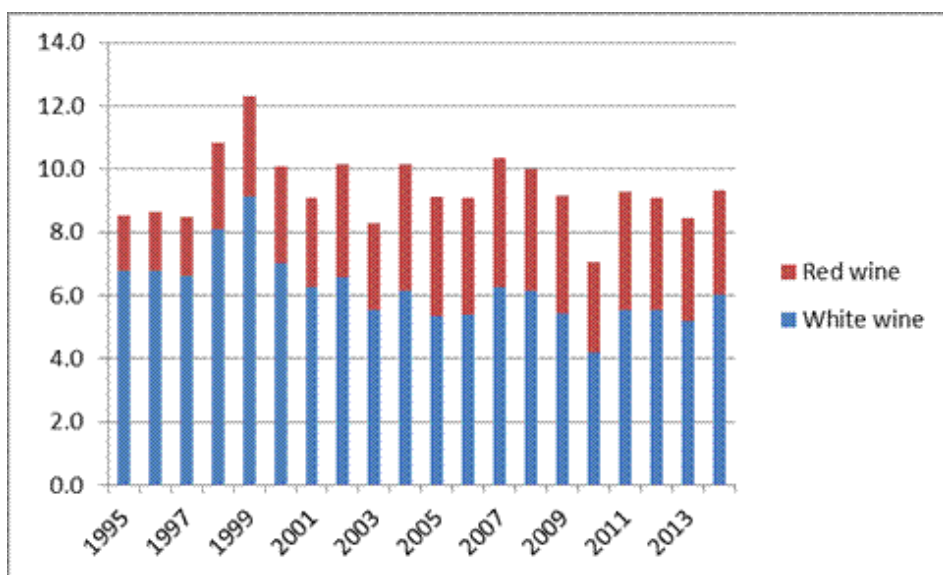
Rheinhessen	26 582
Pfalz	23 567
Baden	15 822
Wuerttemberg	11 373
Mosel	8 776
Franken	6 125
Nahe	4 187
Rheingau	3 166
Saale-Unstrut	765
Ahr	563
Sachsen	499
Mittelrhein	469
Hessische Bergstrasse	450

Source: DWI Statistik 2013-14, page 7-8

### Production:

German wine production from the 2014 harvest for marketing in CY 2015 is estimated at 9.3 million hl. This is an increase of 11 percent compared to the previous year and mostly due to a rebound in white wine production (plus 16 percent) while red wines only increased by 2 percent. The quality of the 2014 wines is considered good albeit does not reach the exceptionally great quality of 2013. 48 percent of the harvested grapes qualify for “Praedikatswein” (premium wine) compared to 35 and 49 percent in 2013 and 2012, respectively. More than 99 percent qualify for controlled appellation wines.

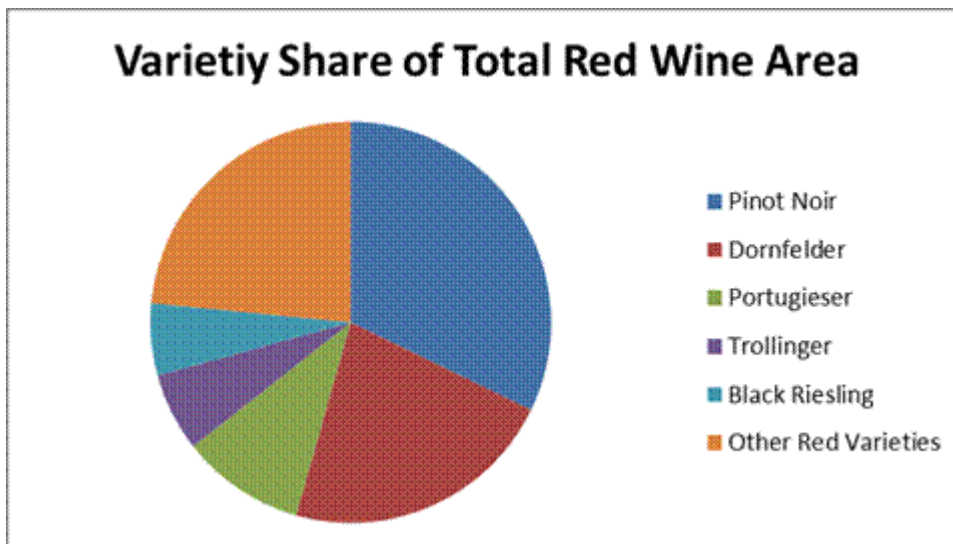
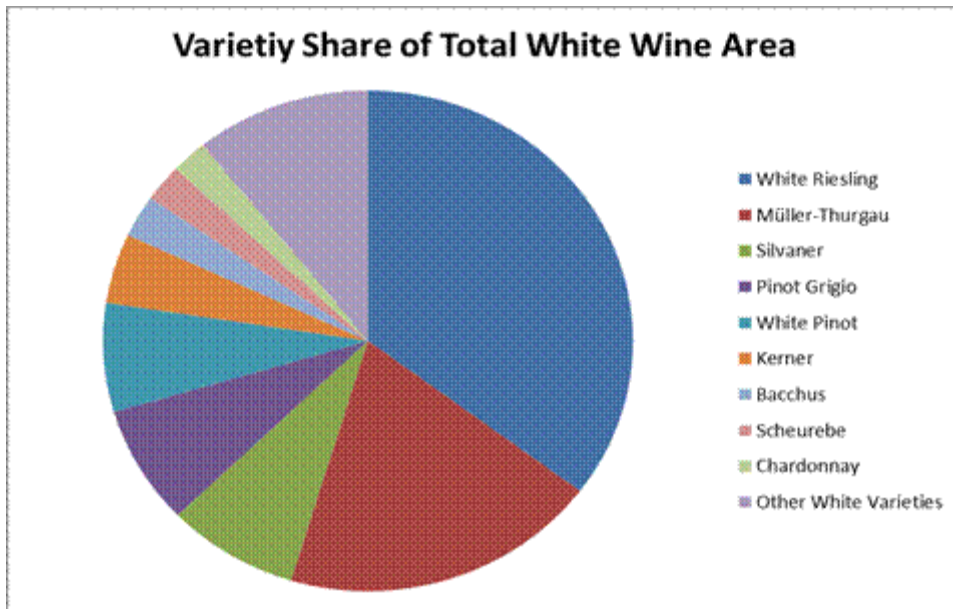
### German Wine Production by Year in million hl



Source: FAS Berlin based on data from German Federal Office of Statistics

In Germany, 102,425 ha are currently planted with grapes for wine production. Of this area 65 percent are planted with white wine varieties and 35 percent with red varieties. However, when looking at the wine production, the relation is 60 percent white and 40 percent red wines as red varieties generally have a slightly higher yield. The top five white wine varieties: Riesling, Mueller-Thurgau, Silvaner, Pinot Grigio, and Pinot Blanc. Together these five varieties account for 77 percent of the planted white wine area. Pinot Noir, Dornfelder, Portugieser, Trollinger, and Black Riesling are the most popular red varieties and account for 77 percent of the red wine area.

**Chart: Share of white and red wine grapes at total white /red wine area in Germany in 2013**



Source: FAS Berlin based on data from German Federal Office of Statistics

**Consumption:**

While Germany is a large wine producing country, it cannot satisfy its consumers' demand for wine in volume as well as in taste. Total consumption of still and sparkling wines in recent years fluctuated between 19.3 and 20.2 million hl. Similarly, per capita consumption undulated between 23.8 and 25.1 liters. For comparison, per capita consumption of beer has been steadily decreasing and currently amounts to 106 liters. In 2013, German households spent 11.2 billion Euro on alcoholic beverages. Within this category, wine and sparkling wine together accounted for 39 percent of expenditures, followed by beer at 28 percent and spirits with 25 percent.

When looking at imported wine, German households tend to favor red wines over white wine. In 2013, 60 percent of household purchases of imported wines at retail stores consisted of red wine, 31 percent of white wines and 9 percent of rosé wines. The situation was reversed for German wines with 51 percent white wines, 38 percent red, and 11 percent rosé wines, a reflection of the high production share of white wines in Germany.

### **Trade:**

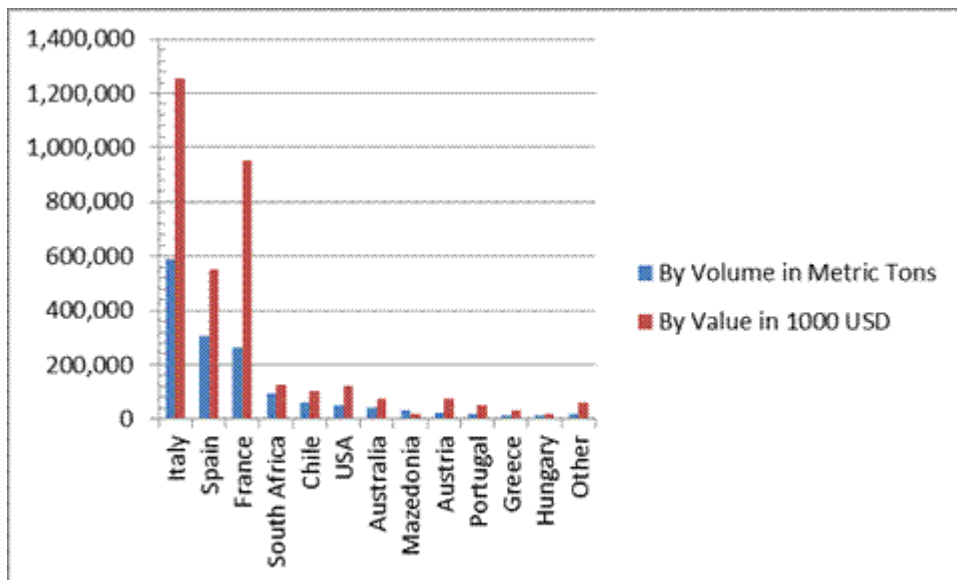
According to Global Trade Atlas database (GTA) and based on volume, Germany is the world's biggest importer of wine. On a value basis, Germany ranks third after the United States and the United Kingdom.

Trade data for 2014 is not yet available. However, the first 10 months of 2014 show stable imports with only marginal decreases of one percent for total imports and four percent for imports from the United States. On a value basis (USD), German total imports decreased by 1 percent while imports from the United States increased by 7 percent.

In 2013, Germany **imported** 1.5 billion liters of wine. Of these, 55 percent were bulk wines, 40 percent bottles wines, and 5 percent sparkling wines. The top five origins by volume were Italy, Spain, France, South Africa, and Chile with 37, 20, 17, 6, and 4 percent of total imports, respectively. Imports from the United States amounted to 44 million liters. This was a decrease of 0.5 percent compared to 2012. Traditionally, the majority of U.S. wine imported into Germany is shipped as bulk wine and bottled locally. However, the share of wine that is imported from the United States in bottles has increased from 21 percent in 2006 to 43 percent in 2013.

On a value basis, the top five origins were Italy, France, Spain, South Africa, and the United States with 35, 28, 15, 3, and 3 percent of total import value.

### **German Wine imports by Country, Volume, and Value**



Source: FAS Berlin based on data from the German Federal Office of Statistics

German **exports** of wine amounted to 400 million liters in 2013, of which 76 percent were exported in bottles and only 17 percent in bulk. The remaining 7 percent consisted of sparkling wine. Top destinations according to GTA were the Netherlands, the UK, Sweden, the United States, and Belgium with 19, 14, 7, 6, and 5 percent of total exports, respectively. However, it is more than likely, that a substantial share of the German exports to the Netherlands consist of trans-shipments, many of which are destined for the United States.

### Marketing:

Most of the generic marketing for German wines, both domestically and abroad, is carried out by the German Wine Institute (Deutsches Weininstitut, DWI). The DWI is funded through a mandatory check-off program. The concept of a mandatory check-off program was challenged at the German Constitutional Court but ruled as legitimate in June 2014. For details see GAIN report [GM14031](#). The fee for wine grape growers is based on the acreage and amounts to 67 Euro/ha. The fee for wineries is 0.67 Euro per 100 liters of domestically produced wine that they sell. DWI export marketing is aided by offices in nine European countries (Belgium, Denmark, Finland, The Netherland, Norway, Poland, Sweden, Switzerland, and the UK), as well as three overseas offices in Canada (Toronto), China, and the United States (New York City). The office in Poland (Warsaw) was re-opened after five years of absence, while the office and China (Shanghai) was newly opened in January 2015.

In addition, the German Ministry of Food and Agriculture (BMEL) supports pavilions on selected trade shows abroad. In 2014, BMEL supported a German pavilion at the VINEXPO Hongkong and the Wine & Spirits Fair Hongkong.

The largest German trade show for wine and spirits is the annual **ProWein** show, which is held in Duesseldorf from March 15-17, 2015, and March 13-15, 2016. For more information please visit: [www.prowein.com](http://www.prowein.com)

**Related reports:****Constitutional Court Supports Wine Check-off Program|Wine Competitor|Berlin|Germany|10/14/2014**

The German Federal Constitutional Court (Bundesverfassungsgericht -BVerfG) rejected a constitutional complaint by 16 German wine-growers against a check-off program called "German Wine Fund" (Deutscher Weinfonds - DWF). The wine-growers took initial legal action against the DWF in June 2009, because they considered compulsory contributions and mandatory payments as unconstitutional.

The BVerfG's decision ended a long-term conflict between both parties.

[Constitutional Court Supports Wine Check-off Program Berlin Germany 9-26-2014](#)