Overview of the German wine market

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List of abbreviations

B2B	Business for business
B2C	Business for the consumer
billion	billion
CAGR	Compound annual growth rate
CIF	Price, insurance and freight
EU	European Union
GI	geographical designation
l	litre
million	million
PDO	protected designation of origin
PGI	protected geographical indication

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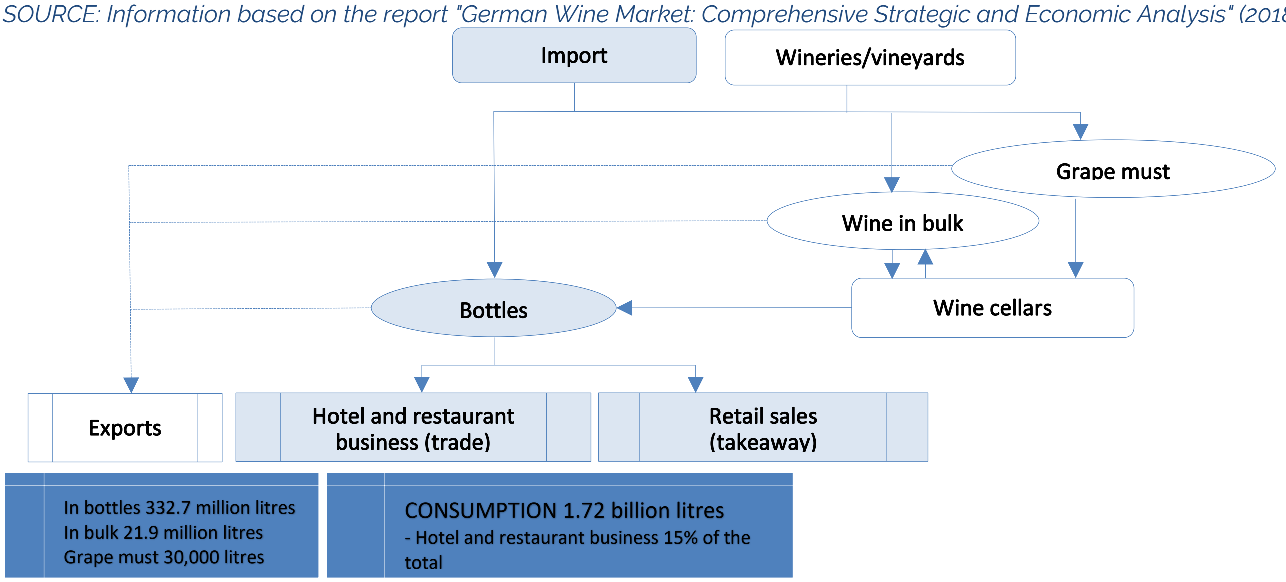
1. Structure of the German wine market

General overview

The consumer wine market in Germany in 2022[1] was valued at EUR 15.72 billion with a demand of 1.72 billion litres. The market is estimated to grow to €23.27bn by 2027 (based on a projected CAGR of 6.83% in 2023-2027).

Figure. 1: Structure of the German wine market (2022)

SOURCE: Information based on the report "German Wine Market: Comprehensive Strategic and Economic Analysis" (2018)



by Mark Dressler and Eurostat COMEXT database (updated for 2023)

Production

The German bottled wine production[2] is formed from national production from grapes grown in Germany, which is estimated at 894 million litres[3] of wine, imported bottled wines, as well as national and imported grape must. In turn, German cellars and wineries export grape must, draft wines and bottled wines around the world. The rest of the bottled and imported wines produced in Germany are consumed domestically: around 85% in retail (1.462 billion litres in 2022) and 15% in the hospitality sector (258 million litres), which amounts to 20.4 litres per capita per year.
There are more than 7,000 registered business entities in the country: independent wine producers[4] and 43,389 winegrowers. Independent producers are mostly family businesses that sell branded wine with an average production volume of 150,000 bottles per year, while the largest wineries and wine cellars produce around 2.5 million bottles.

Export and import

German wine exports totalled 354.5 million litres (excluding grape must), with wine in packaging of less than 10 litres (bottles and other retail packaging) accounting for 93.8% of exports and only

[1] Statistical data (2023)
[2] Wine in glass accounts for 96.8% of consumption in Germany [Research&Markets.com (2023)
[3] Eurostat production database (2023).
[4] Germany Wine Market Size by Category, Distribution Channels, Market Share and Forecast, 2021-2026 (2022) Globaldata

21.9 million litres of bulk wines for further packaging. Part of these exports may include imports of bottled bulk wines and wines produced from imported grape must.
In 2022, wine imports totalled almost 1.4 billion litres and total German wine exports (excluding grape must) were 355 million litres. German imports of grape must amounted to 7.2 million litres, which, at a factor of 1.18[5] , translates into 8.5 million litres of wine produced from imported must.

Current consumption

The calculation shows that the consumption of wine from grape must in Germany is 219 million litres.

Figure 2: Structure of wine consumption in Germany

Total consumption		National production		Import		Exports		Pure national production of wine from must
1720 million litres	=	894 million litres	+	1400 million litres	-	355 million litres	+	219 million litres

SOURCE: Author's calculation

In terms of imports to Germany, the vast majority (86%) originate from the EU. Bottled wine accounts for 53.6% of Germany's wine imports, of which 78.0% originate in the EU.

Table 1: Wine imports to Germany from EU and non-EU countries, litres

	From non-EU countries	From EU countries	Total imports
Sparkling wine	436 819	69 880 715	70 31 534
Wine in containers <2 litres	26 960 668	504 543 918	531 504 586
Wine in containers of 2-10 litres	377 556	29 311 200	29 688 756
Bulk wine	160 729 184	569 204 105	729 933 289
TOGETHER	**188 504 227**	1 172 939 938	

SOURCE: extract from Eurostat for December 2023.

Sparkling wines and bottled wines account for 95% to 99% of total imports, with the majority of this wine coming in containers of less than 2 litres (bottles), amounting to almost 27 million litres.

That is why Ukraine should pay maximum attention to imports of bottled wine (with a bottle capacity of < 2 litres) to Germany and direct most of them (85%) to the retail sector.

2. Distribution channels for imports

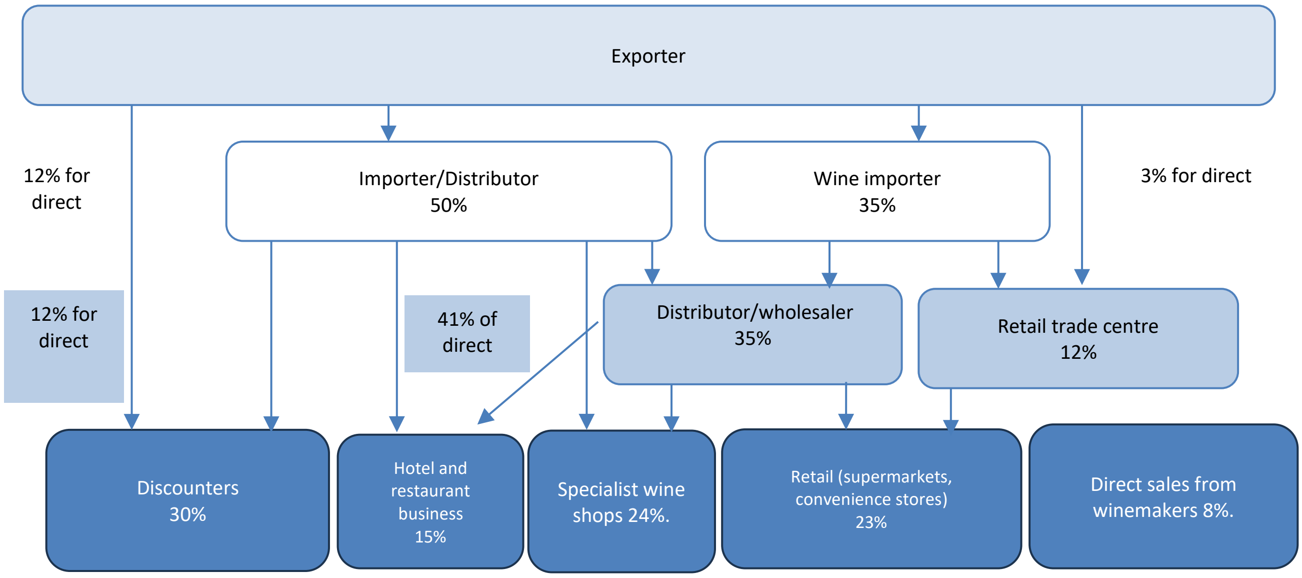
General structure

Wine importers and importers-distributors, of which there are more than 600 in Germany[6] , account for 85% of the import volume. The remaining 15% goes directly to large discounters or supermarket retailers. At the wholesale and retail/hotel and restaurant level, another 1,100 companies sell wine. This makes the market relatively fragmented with a large number of buyers.

[5] https://www.awri.com.au/wp-content/uploads/2011/07/Technical_Review_Issue_227_Cowey.pdf
[6] German Wine Institute (2023)

Importers are also divided[7] into large importers/distributors that handle significant volumes and a diversified product range (such as Hawesko, Schenk, Mack & Schühle, Owen/Teck, Tophi and Racke, Eggers & Franke), and smaller, highly specialised importers that usually deal with premium products.

Figure 3: Distribution channels for wine imported to Germany



Source: based on major reports by Marc Dressler (2018) "German Wine Market: Comprehensive strategic and economic analysis" and Emerald Insights (2020) "Analysis of German consumers' preferences for organic and non-organic wines"

The retail wine market

Germany is dominated by high-volume retailing,[8] with discounters and supermarkets accounting for 50% of sales, with discounters such as Aldi and Lidl having the largest share (35% of total retail sales), and large supermarkets such as Kaufland, Marktkauf, Rewe Group (Penny supermarkets), Edeka Group (Netto supermarkets) and Metro Group (Real supermarkets) account for around 18% (the rest of the retail turnover is accounted for by independent and small convenience stores).

Specialist wine shops, which include both large chains (e.g. Jacques' Weindepot) with 270 wine shops and smaller independent retailers specialising in wines from specific regions, account for 28% of retail sales. However, these speciality wine shops are working hard to find new customers by offering a wider range of wines, especially compared to supermarkets, and are increasingly investing in online distribution. For example, Hawesko[9] initially had a 55+ customer base that focused mainly on Bordeaux wines, but then managed to attract new and younger customers by expanding its range and increasing its online presence.

Wine importers

Most German wine shops import only a small part of their foreign assortment directly. The majority of non-German wines come from the portfolios of large importers. The largest representative of the ultra-premium segment is Lobenbergs Gute Weine in Bremen, which buys

[7] CBI (2016) CBI Channels and segments of the wine market in Germany
[8] Wine analytics (2022)
[9] CBI (2016) CBI Channels and segments of the wine market in Germany

some of its wine directly, followed by Pinard de Picard, Weinhandlung Kreis and K&U, the fourth in the line of premium retailers.
Thus, to enter the premium market in Germany, an exporter will probably have to find several importers, some of whom operate on a regional level[10] .

- Jens Gardthausen is the largest importer in Germany, but it focuses on importing global brands and starter wines for supermarkets, and uses its smaller subsidiaries to actively source and import premium and fine wines, such as those from the Eggers & Franke Group.
- Reidemeister und Ulrichs, together with its sister company Eggersohn, sells major brands, but also has niche wineries in its assortment. The group also includes two B2C companies, Ludwig von Kapff (10 stores plus online) and Club of Wine (online only). Schlumberger imports well-known brands for the speciality trade (Segnitz) and B2C (Bremer Weinkolleg) through subsidiaries, covering premium and speciality brands.
- The third largest German importer is Mack & Schühle, but unlike its competitors, it does not separate import and distribution into subsidiaries and supplies 120 million bottles of wine a year.
- Riegel Wein is a speciality organic wine company founded by Peter Riegel in 1985, which currently sells around 20 million bottles and is the largest organic wine distributor in Europe.
- Vinaturel, founded in 1995, also specialises in organic wines, but more in the ultra-premium segment.
- Ardau Weinimport focuses on the Iberian Peninsula, but in recent years it has added French wines to its range.
- Vin sur Vin (B2B) and Passion Vin (B2C) in Berlin are fully focused on France.
- A list of Kontor's speciality stores can be obtained through the chief buyer, Vitus Steinhorst.

3. Consumer demand

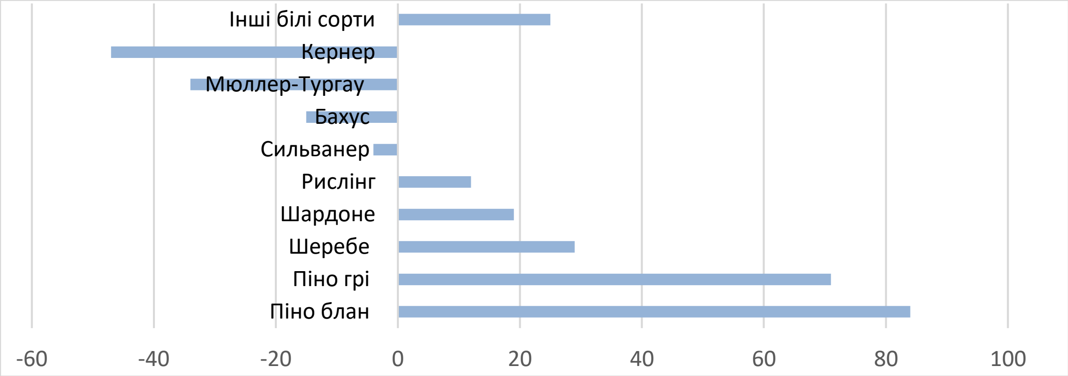
General trends

According to the German Wine Institute, the volume of domestically produced wine in Germany accounts for 45% of total household consumption. In contrast to the overall preference for red wine on the German market, consumers have a much more balanced demand in the domestic wine segment: 46% of retail demand is for red wine, 44% for white wine, and 10% for rosé wine.
Furthermore, glass is the preferred packaging material, accounting for 96.8% of all retail purchases in 2021[11] . While online sales are more popular among younger German consumers (currently estimated at 15% of all sales), middle-aged and older consumers prefer to visit stores in person. However, for both age groups of German consumers, the grape variety is of great importance in the premium wine category[12] .

[10] Wine Business International and Meininger Verlag (2022) "Who's Who in Germany - the basic guide
[11] Research&Markets.com (2023)
[12] Wine Intelligence (2023) Vinaty database of wine importers

This can be clearly seen in the chart below, which shows that white grape varieties such as pinot blanc, pinot gris, chauvre and chardonnay are gaining in popularity in Germany:

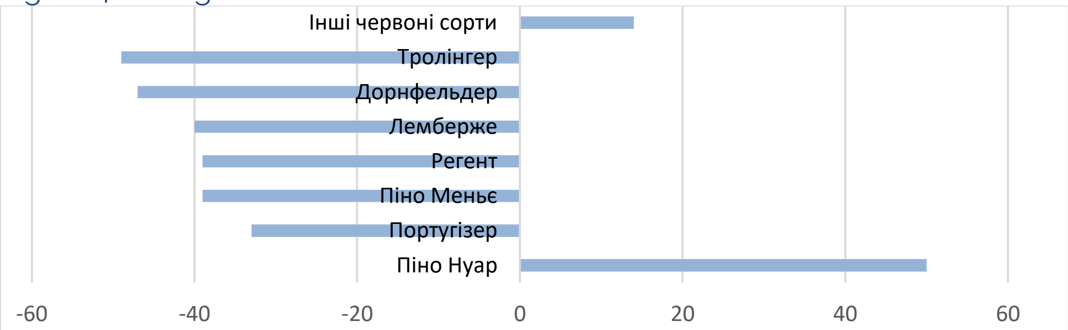
Figure 4: Changes in demand for white wines



Source: Agricultural markets at the end of the year (2019) State of the German and international wine markets.

German consumer demand has seen a similar shift from traditional red wines to pinot noir and other red varieties.

Figure 4: Changes in demand for red wines



Source: Agricultural markets at the end of the year (2019) State of the German and international wine markets.

Sparkling wine is a specific segment in the German market and differs in terms of supply and consumption from non-sparkling wine. The market is dominated by a few suppliers with strong brands. 80% of[13] sparkling wine purchases are driven by brand recognition. Accordingly, significant investments in advertising, communication and additional marketing activities are required. In addition, consumption of sparkling wine has declined due to a shift to sparkling mixes and soft drinks.

Demand for organic wines

Sustainability is high on the list of consumer priorities in the German market, and the absence of pesticides and herbicides is a major attraction for German consumers, especially among young people, including in the wine sector. It is estimated that organic wines account for around 5.8% of demand[14] , or 99.76 million litres, of which 53% is imported.

[13] Mark Dressler (2018) "The German Wine Market: A comprehensive strategic and economic analysis"

[14]t Heisenheim University (2021)

Table 2: Prevalence of organic wines in German retail

	Average number of wines in the range	Number of organic wines	Share of German organic wines	Share of imported organic wines
Discounters	98	4	25%	75%
Supermarkets	751	44	40%	60%
Specialised wine shops (regular)	183	10	15%	85%
Specialised online wine stores	635	30	15%	85%
Organic food stores	50	50	5%	95%

Source: Emerald Insights (2020) Analysis of German consumers' preferences for organic and non-organic wines

Retail prices by segment

In 2022, average prices for German wines rose by more than 6%[15] to €4.18 per litre. This is more than in the previous year.

- Low-cost supermarkets and discounters account for 50% of the retail wine market with a retail price of €3.50 per bottle (0.75 litres); the average price at discounters is €2.45 per bottle.
- In the German market, 40% of consumers are willing to pay €6-15 per bottle at retail, primarily in speciality wine shops.
- Only 10% of consumers on the German wine market are willing to pay more than €15 per bottle.
- The average price in retail (hotel and restaurant business) is 25 euros per bottle.

However, the market for prestige wines, which accounts for only 10% of the total German market, is large in value and is estimated to have been worth more than €1.5 billion in 2022.

4. Detailed import analysis

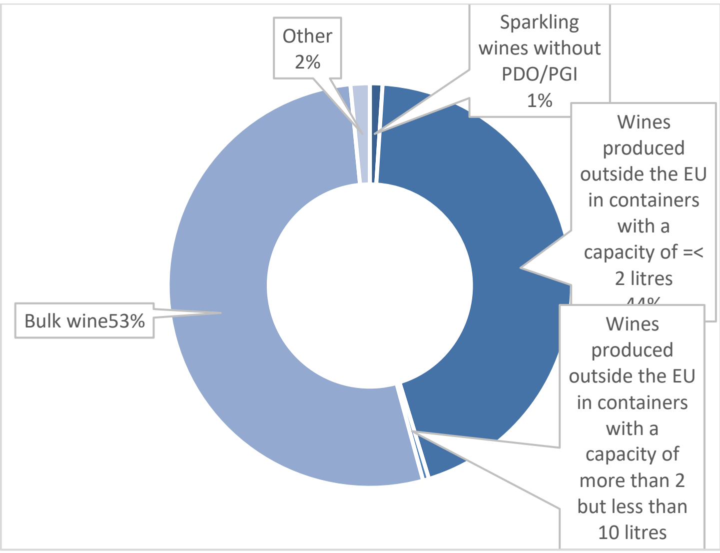
Structure of German wine imports

German wine imports are estimated at around EUR 2.8 billion (3-year average for 2020-2022), with the majority of these imports (89%) coming from other EU countries. This means that imports to Germany from outside the EU amount to €294.3 million per year.

[15] Vinaty wine importers database (2023)

The vast majority of German imports from outside the EU (53%) are bulk wines in containers of more than 10 litres, intended for further processing or bottling. Wines produced outside the EU without PDO/PGI in containers of less than 2 litres account for another 44%, and non-vintage sparkling wines for 2%. Wine in bulk, wine in bottles of up to 2 litres and sparkling wines together account for more than 97% of Germany's additional imports from outside the EU. Wines in bottles with a capacity of more than 2 litres and less than 10 litres account for less than 1% of imports, varietal sparkling wines without a geographical indication for only 0.3% (less than EUR 0.5 million) and other wines for less than 2%.

Figure 6: German imports of wine from non-EU countries



Thus, considering imports of bottled wines worth an average of EUR 139.3 million, we can conclude that 7 items account for 96.5% of imports.

Table 3: German imports of wine from outside the EU, in bottles of less than 2 litres

Harmonised system code	General description	Import value, euros	Share in imports of bottled wines
22041098 Sparkling wines made from fresh grapes (except for varietal wines)	Sparkling non-vintage wines without GI	2 512 836	1.8%
22042193 White wines, not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling and semi-sparkling wines)	White wines with GI	4 811 549	3.5%
22042195 White varietal wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling and semi-sparkling wines)	Varietal white wines	22 226 670	16.0%
22042197 White wines not produced in the EU in containers of <= 2 litres (except sparkling, semi-sparkling and varietal wines)	White non-vintage wines without GI	10 537 909	7.6%
22042194 Wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling, semi-sparkling and white wines)	Red/rosé wines with GI	11 442 449	8.2%
22042196 Varietal wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling, semi-sparkling and white wines)	Red/pink varietal wines without GI	50 419 108	36.2%
22042198 Non-EU wines in containers with a capacity of <= 2 litres (except for sparkling, semi-sparkling, white and varietal wines)	Red/pink non-vintage wines without GI	30 838 328	22.2%

Source: extract from Eurostat COMEXT (2023)

Imports of red/rose wine in bottles of less than 2 litres account for the largest share of imports at €92.7 million, followed by white wine at €37.6 million and non-varietal sparkling wines without geographical indications at €2.5 million. Imports of varietal wines (white and red/rose) dominate imports from outside the EU, accounting for 78.3% or 72.6 million euros per year, respectively.

Prices for imported wines

Average prices in 2022 were higher than the average for the last 3 years, with wines with a geographical indication (protected name) having much higher average prices than varietal and non-varietal wines.

Table 3: Average prices for imported wine in Germany

	Average price, EUR/l (2022) CIF terms	Average price, EUR/l (2020 - 2022) CIF terms
Sparkling wine		
22041098 Sparkling wine made from fresh grapes (except for varietal wines)	6,96	5,87
White wine		
22042193 White wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling and semi-sparkling wines)	6,11	5,14
22042195 Varietal white wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling and semi-sparkling wines)	3,52	3,34
22042197 White wines, not produced in the EU, in containers of <= 2 litres (except sparkling, semi-sparkling and varietal wines)	3,69	3,79
Red/rosé wine		
22042194 Wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling, semi-sparkling and white wines)	6,72	5,21
22042196 Varietal wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling, semi-sparkling and white wines)	4,44	4,01
22042198 Non-EU wines in containers with a capacity of <= 2 litres (except for sparkling, semi-sparkling, white and varietal wines)	4,72	4,52

Source: extract from Eurostat COMEXT (2024)

Unsorted sparkling wines (without GI) have higher import prices than still wines. Red/rose wines have higher prices than white wines. Prices for still wines with a protected GI name in the EU are higher than for other unprotected wines. It is surprising that non-varietal wines (both white and red/rosé) have higher average import prices than varietal wines, despite the fact that market research suggests that German consumers buy wines by grape variety; i.e., the latter statement is probably true for GI wines but not for imported non-Industrial wines.

5. Possible strategies by segment

Ways to enter the market

There are more than 600 importers and importers/distributors/retailers in Germany, making it a highly fragmented market. International comparative analyses confirm the low level of wine prices in Germany and the high price sensitivity of German consumers, which indicates the difficulty of penetrating the German market. The way to the market depends on the segment and strategy pursued by the exporter. For example, the mass market of retailers or discounters is in the lower price range with an average price of EUR 2.92 per litre. This market segment requires large volumes, and due to its market weight, supermarkets/discounters negotiate discounts of 25% to 50% or demand shelf space fees to cover costs and maintain their margins. Specialist wine shops, on the other hand, offer higher prices and require smaller volumes, but the competition is higher (fewer customers) and the route to market is more difficult, as many small importers and retailers are spread across different regions of Germany.

Table 4: Import volumes and prices

	Imports from outside the EU, euros	Average price, EUR/l, CIF (2022)
22041098 Sparkling wine made from fresh grapes (except for varietal wines)	2 512 836	6,96
White wine		
22042193 White wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling and semi-sparkling wines)	4 811 549	6,11
22042195 Varietal white wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling and semi-sparkling wines)	22 226 670	3,52
22042197 White wines, not produced in the EU, in containers of <= 2 litres (except sparkling, semi-sparkling and varietal wines)	10 537 909	3,69
Red/rosé wine		
22042194 Wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling, semi-sparkling and white wines)	11 442 449	6,72
22042196 Varietal wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling, semi-sparkling and white wines)	50 419 108	4,44
22042198 Non-EU wines in containers with a capacity of <= 2 litres (except for sparkling, semi-sparkling, white and varietal wines)	30 838 328	4,72

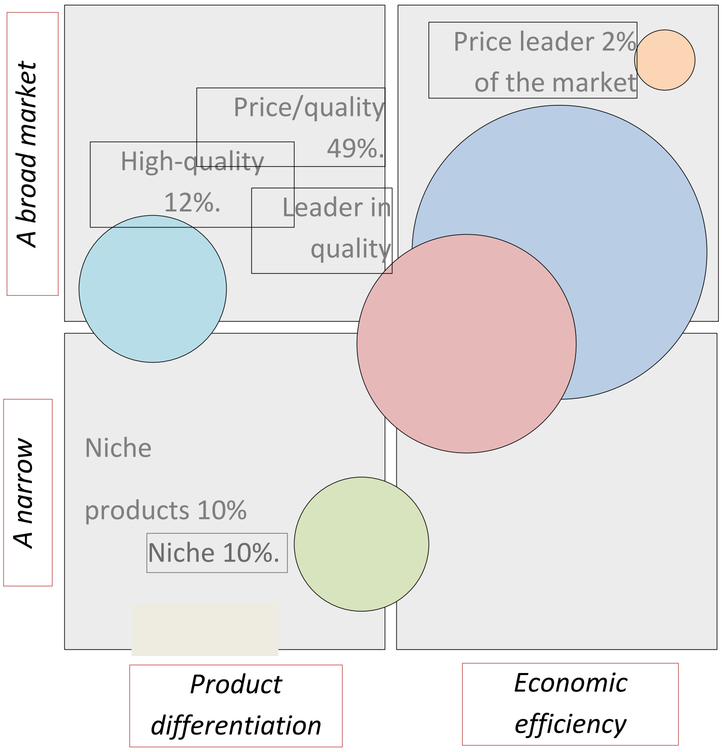
Source: Calculated according to Eurostat data

Average import prices for wines originating from outside the EU are higher than average retail prices, indicating that most imported bottled wine is destined for the speciality or online market segment. In terms of price/demand ratio, red/rose non-vintage wine ranks second in terms of demand against the backdrop of relatively high import (on-delivery) prices. Thus, the optimal strategy is to target the 40% of the German market that is willing to pay a retail price of EUR 6-15 per bottle of red/rose varietal or non-varietal wine, mainly in speciality wine shops (imports amount to over EUR 81 million per year at an average price of EUR 4.44-4.72 per litre on CIF terms). It should be noted that these are average prices, and therefore there is room for further differentiation, as 10% of German consumers are willing to pay a retail price of more than EUR 15 per bottle.

Strategic approach

Differentiation/innovation plays a crucial role in competitive, fragmented markets such as the German wine market. Hence, Ukrainian exporters need to develop strategies that are appropriate for their chosen market entry route. The German wine market overview provides insights into which strategies work in different segments of the German market, based on a survey of winemakers and distributors.

Figure 7: Strategies common in the German wine market



Source: "The German Wine Market: A comprehensive strategic and economic analysis" (2018) by Mark Dressler

A number of observations can be made:

- Strategies that present high-end/premium products that are above market averages require product differentiation rather than price, and are successful in both broader and narrower specialised markets.
- Strategies that present niche products with differentiation show the best results in attracting new customers.
- Premium and niche clusters require the highest level of differentiation, successfully turning value-added offerings into profitable businesses, especially for regional niche players.
- Price leaders concentrate on simple offerings, but they rely on cost efficiency to increase profits. However, this strategy is proving to be less promising in attracting new customers in the fiercely competitive German market.
- The studied classification of strategies shows that the focus on a product with a profile similar to competitors still prevails (it is important to compare and contrast with existing market offers, and in the case of premium wines, this strategic behaviour ensures higher prices due to quality awareness).
- Awareness of sustainability enables strategic profiling that integrates environmental, economic and social objectives and provides a growing niche in a competitive wine market.

Sparkling wine segment (operational features)

Sparkling wines are sold primarily by supermarkets and discounters, which use sparkling wines as the main teaser to attract customers to their stores. As a result, almost half of the volume of sparkling wines is sold through intensive promotions aimed at suppliers. The sparkling wine market segment consists of 80% German and 20% imported products, with German brands being formed from wine imported in bulk. Although the German sparkling wine market is served by more than 1,300 suppliers, the seven largest producers together have more than 85% of the market share. This high concentration contrasts with the fragmented still wine market.

Means of differentiation

Therefore, it is important to promote new wines on the German market through competitions, media and influencers, which can be a relatively cheap way (compared to advertising and retail) to raise awareness of them on the German market.

Mundus Vini, organised by Meininger (publisher of Meininger's Wine Business International), is one of the two most important international wine awards recognised by German consumers. The other is the Berlin Wine Trophy. Meininger's also organises a number of specialised competitions for specific varieties, such as riesling, sparkling wine and rosé.

In Germany, Jens Prieve is a successful online publisher with his platform Weinkenner.de. The wine magazine Fine is very relevant for showcasing high-quality wine brands. Weinwirtschaft is the most important industry magazine and Sommelier Magazine can provide direct access to important multipliers.

Influencers from Germany often post in English, which makes it difficult to estimate the actual reach in German-speaking countries. The three most successful German-language Instagram accounts have about 27,500 followers: Daniel Bayer (@wein_verstehen), Tony Asktis (@asktoni.de) and Luisa Maria Schmidt (@bringflavorhome).

The most successful YouTube channel is Webweinschule (11,000 subscribers), and the blog with the widest reach is originalverkorkt.de by Christoph Raffelt, who also runs a successful podcast. Another important podcast is Terroir & Adiletten by Austrian sommelier Willi Schlögl, who runs the famous Freundschaft wine bar in Berlin. Positioning Ukrainian wines on these platforms in parallel with (or before) market B2B approaches will help to support negotiating positions, which may be weak at the moment, as little is known about Ukrainian wines in Germany.

Annex 1: Additional imports of wine into the EU by type > 50,000 euros per year

PRODUCT/PERIOD	2017 p.	2018 p.	2019 p.	2020 p.	2021 p.	2022 p.	Average value (2020-22)	Share in imports
22041011 Champagne, with PDO	1135909	799482	418771	269547	759139	841001	623,229	0.2%
22041093 Sparkling wine made from fresh grapes with a protected designation of origin "PDO" (except for Asti spumante, champagne, cava and prosecco)	191511	476915	25547	38298	80659	98977	72,645	0.0%
22041094 Sparkling wine made from fresh grapes with a protected geographical indication "PGI	179235	104546	80496	49828	54129	211736	105,231	0.0%
22041096 Varietal sparkling wines made from fresh grapes without PDO and PGI	348032	382586	264478	604001	370237	403098	459,112	0.2%
22041098 Sparkling wines from fresh grapes (except for varietal wines)	946949	1511470	1588271	2050874	3031566	2456068	2,512,836	0.9%
22042112 White wines produced in Bordeaux, in containers of <= 2 litres, with an actual alcohol content of <= 15% vol. with PDO (excluding sparkling and semi-sparkling wines)	19131	15948	18227	11532	293856	7432	104,273	0.0%
22042113 White wines produced in Burgundy, in containers of <= 2 litres, with an actual alcohol content of <= 15% vol., with PDO (excluding sparkling and semi-sparkling wines)	93505	169270	62696	22866	139189	402908	188,321	0.1%
22042142 Wines produced in Bordeaux, in containers of <= 2 litres, with an actual alcohol content of <= 15% vol., with PDO (except sparkling, semi-sparkling and white wines)	420221	412683	626214	558227	735106	1197691	830,341	0.3%
22042143 Wines produced in Burgundy, in containers with a capacity of <= 2 litres and an actual alcohol content of <= 15% vol. with PDO (except sparkling, semi-sparkling and white wines)	575007	693331	397872	316438	385777	586378	429,531	0.1%
22042146 Wines produced in the Rhône Valley, in containers of <= 2 litres with an actual alcohol content of <= 15% vol. and labelled PDO (except sparkling, semi-sparkling and white wines)	28818	44844	9094	3021	45274	110499	52,931	0.0%
22042166 Wines produced in Tuscany, in containers with a capacity of <= 2 litres and an actual alcohol content of <= 15% vol. with PDO (except sparkling, semi-sparkling and white wines)	128058	102329	102959	30432	132461	62061	74,985	0.0%
22042178 Wines produced in the EU, in containers with a capacity of <= 2 litres and an actual alcohol strength of <= 15% vol, from PDOs (except Bordeaux, Burgundy, Beaujolais, Rhône Valley, Languedoc-Roussillon, Loire Valley, Sicily, Piedmont, Tuscany, Trentino, Alto Adige, Veneto, Dao, Bayrada, Douro, Navarre, Penedès, Rioja, Valdepenas, sparkling, semi-sparkling and white wines).	123846	160683	209791	284454	237722	487003	336,393	0.1%
22042179 White wine produced in the EU, in containers with a capacity of <= 2 litres and an actual alcohol content of <= 15% vol. with PGI (except sparkling and semi-sparkling wines)	77995	58960	26577	40014	3611	111610	51,745	0.0%
22042180 Wines produced in the EU, in containers with a capacity of <= 2 litres and an actual alcohol content of <= 15% vol. with PGI (except sparkling, semi-sparkling and white wines)	165576	257045	350930	130045	189829	96317	138,730	0.0%
22042181 Varietal white wines without PDO and PGI produced in the EU, in containers of <= 2 litres and actual alcohol content <= 15% vol. (except sparkling and semi-sparkling wines)	75416	97727	75196	80791	108395	216707	135,298	0.0%
22042182 Varietal wines without PDO and PGI produced in the EU, in containers with a capacity of <= 2 litres and actual alcohol content <= 15% vol. (except sparkling, semi-sparkling and white wines)	468911	461881	476627	621195	449462	355765	475,474	0.2%
22042183 White wines produced in the EU, in containers with a capacity of <= 2 litres and an actual alcohol content of <= 15% vol. (except sparkling, semi-sparkling and varietal wines)	3425	7605	60633	98977	126280	105353	110,203	0.0%
22042184 Wines produced in the EU, in containers with a capacity of <= 2 litres and an actual alcohol content of <= 15% vol. (except for sparkling, semi-sparkling, white and varietal wines)	120211	71956	229673	227156	221743	168971	205,957	0.1%
22042186 Sherry, in containers of <= 2 litres and actual alcohol content > 15% vol. with PDO or PGI	131023	129036	104163	33506	49800	71150	51,485	0.0%
22042189 Port wine, in containers of <= 2 litres and actual alcohol content > 15% vol. with PDO or PGI	24879	47798	63888	88121	72140	60732	73,664	0.0%
22042193 White wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling and semi-sparkling wines)	4289727	7105726	8382892	10563810	1730965	2139872	4,811,549	1.6%
22042194 Wines not produced in the EU, in containers of <= 2 litres, with PDO or PGI (except sparkling, semi-sparkling and white wines)	16240042	18391346	20468991	21812644	6677624	5837080	11,442,449	3.9%

PRODUCT/PERIOD	2017 p.	2018 p.	2019 p.	2020 p.	2021 p.	2022 p.	Average value (2020-22)	Share in imports
22042195 White varietal wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling and semi-sparkling wines)	25592075	23737638	19643796	24746065	20978076	20955868	22,226,670	7.6%
22042196 Varietal wines without PDO and PGI, not produced in the EU, in containers of <= 2 litres (except sparkling, semi-sparkling and white wines)	66361267	60730125	46453627	58156101	46639711	46461513	50,419,108	17.1%
22042197 White wines not produced in the EU in containers of <= 2 litres (except sparkling, semi-sparkling and varietal wines)	20667096	12886614	12340769	6578145	13572217	11463365	10,537,909	3.6%
22042198 Non-EU wines in containers with a capacity of <= 2 litres (except for sparkling, semi-sparkling, white and varietal wines)	55129772	33495599	33369169	22748491	41611668	28154825	30,838,328	10.5%
22042222 Wines produced in Bordeaux, in containers of > 2 litres but <= 10 litres, with an actual alcohol content of <= 15% by volume, with PDO (except sparkling and semi-sparkling wines)	24606	4865	24092	12750	82340	78281	57,790	0.0%
22042295 White varietal wines without PDO and PGI, not produced in the EU, in containers of > 2 litres but <= 10 litres (except sparkling and semi-sparkling wines)	96460	103242	103993	1856993	150081	94254	700,443	0.2%
22042296 Varietal wines without PDO and PGI, not produced in the EU, in containers with a capacity of > 2 litres but <= 10 litres (except sparkling, semi-sparkling and white wines)	316305	314320	451855	445217	504982	403332	451,177	0.2%
22042298 Non-EU wines in containers with a capacity of > 2 litres but <= 10 litres (except sparkling, semi-sparkling, white and varietal wines)	484249	343467	439925	258606	194878	164607	206,030	0.1%
22042993 White wines not produced in the EU, in containers of > 10 litres, with PDO or PGI (except sparkling and semi-sparkling wines)	14658775	18397860	9006570	178732	385474	104861	223,022	0.1%
22042994 Wines not produced in the EU, in containers of > 10 litres, with PDO or PGI (except sparkling, semi-sparkling and white wines)	20413529	27188361	21521701	2676791	1859634	3550831	2,695,752	0.9%
22042995 Varietal white wines without PDO and PGI, not produced in the EU, in containers of > 10 litres (except sparkling and semi-sparkling wines)	38021706	43355603	59923143	64332179	59501256	60748784	61,527,406	20.9%
22042996 Varietal wines without PDO and PGI, not produced in the EU, in containers of > 10 litres (except sparkling, semi-sparkling and white wines)	45086587	47500141	56373944	73613277	59799797	59729098	64,380,724	21.9%
22042997 White wines, not produced in the EU, in containers with a capacity of > 10 litres (except sparkling, semi-sparkling and varietal wines)	1431180	5748483	4155458	7768322	6772681	3837554	6,126,186	2.1%
22042998 Wines not produced in the EU in containers with a capacity of > 10 litres (except for sparkling, semi-sparkling, white and varietal wines)	14293390	22518416	21358801	20872408	20720655	18854181	20,149,081	6.8%