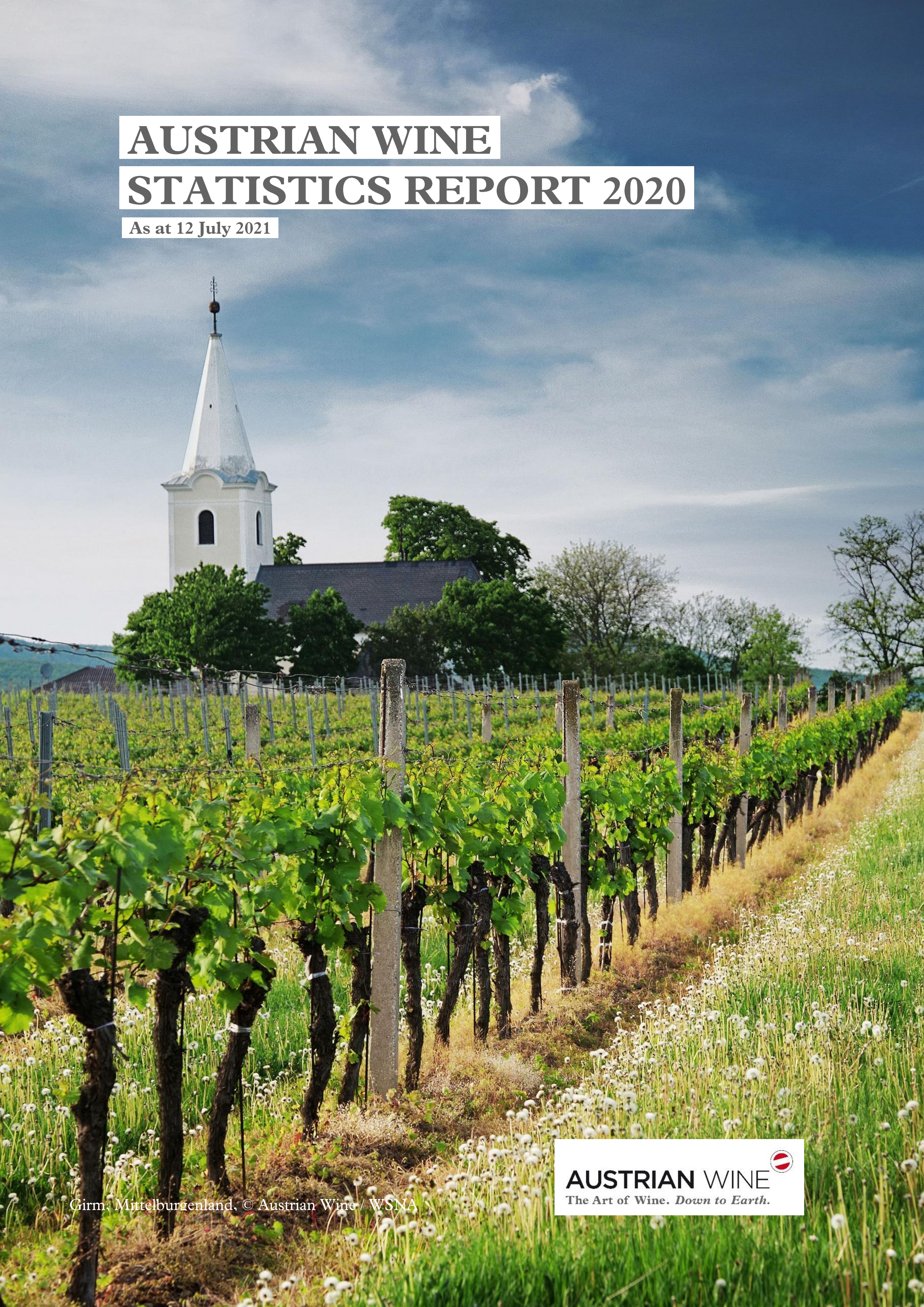
AUSTRIAN WINE STATISTICS REPORT 2020

As at 12 July 2021



Girm, Mittelburgenland, © Austrian Wine / WSNA

AUSTRIAN WINE
The Art of Wine. *Down to Earth.*

Contents

Preface

Wine plays a key role within the Austrian economy. Analyses of the Austrian wine industry and statistical data are of interest to stakeholders from many sectors. This information enables the media to provide detailed insights about the industry, food and beverage traders use it as a basis for informed decision-making, and key training and education organisations are able to keep abreast of the latest facts and figures. Last but not least, it is a comprehensive source of information for Austrian winegrowers, enabling them to make the best decisions for their business.

The Austrian Wine Marketing Board has made it their mission to regularly research all available data and facts about wine in Austria and present these findings in a clear manner. To achieve this, Austrian Wine draws on the latest data from diverse companies and bodies such as Statistics Austria, the Austrian Ministry of Agriculture, the Bundeskellereiinspektion, GfK, AC Nielsen and the OIV.

In order for us to minimise the delay in publishing this data – which is released by these institutions on different dates throughout the year – we also provide individual chapters for download as and when these have been updated. The date on which a chapter has been updated enables the reader to instantly recognise which chapters contain new data. Full statistics reports from past years can be found in the statistics archive.

This methodology ensures that the Austrian Wine Statistics Report contains the latest and most comprehensive data on the Austrian wine industry, making it an indispensable reference tool for all stakeholders involved in the sector.

If you have any feedback or would like any further details, please send an email to s.heidinger@austrianwine.com

We wish all readers of this report continued enjoyment with Austrian wine and its evolution.

This report was compiled by Simone Heidinger.

Legal information

1. Vineyard areas and areas under vine by grape variety[1]

Land-related statistics, based on IACS (Integrated Administration and Control System) data, has only been available in Austria since 2021. IACS is a control system for enforcing a standardised agricultural policy across the EU member states and primarily serves to control the EU's agricultural expenditure. One of the IACS' most important components is the system used for identifying parcels of land used for agricultural purposes. In the wine industry, all land-related payments are processed on the basis of land recorded in the IACS, which is why the vineyard register in Austria is now also maintained in line with IACS data. In contrast to the previous vineyard register, which was based on plots of land, the IACS-based register now contains precise data reflecting actual areas under vine.

Austria recorded a total of 44,913 hectares under vine in 2021. More than 30,300 hectares (almost 70%) of this is planted with white grape varieties, which means that Austria maintains its reputation of being a typical white wine-growing country.

Grüner Veltliner is the undisputed flagship variety grown in Austria, representing 14,614 hectares – or 32.5% – of total area under vine. The red wine variety Zweigelt ranks second with 6,230 hectares (13.9%) of total area under vine, while third place is held by Welschriesling with 2,943 hectares (6.6%) of total area under vine.

An analysis of the distribution of grape varieties by winegrowing region reveals that Grüner Veltliner dominates white wine varieties in Niederösterreich (13,325 hectares), Burgenland (1,139 hectares) and Wien (134 hectares). In Steiermark, Sauvignon Blanc is the most prevalent white wine variety, grown on 908 hectares.

An analysis of red wine varieties by winegrowing region shows that Zweigelt is the dominant variety in Niederösterreich (3,526 hectares) and Wien (35 hectares). In Burgenland, Blaufränkisch leads the way in terms of area (2,476 hectares) with Zweigelt following closely behind (2,378 hectares). In Steiermark, Blauer Wildbacher is the most prevalent red wine variety, grown on 519 hectares. This grape variety is used to produce the well-known Schilcher wine in Weststeiermark.

[1] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.1. Area under vine and number of producers in 2021 by winegrowing region

Winegrowing regions	Number of producers	Area
Weinland	8,884	39,643
Steiermark	1,937	5,054
Bergland	201	215
Burgenland	**2,475**	**11,904**
Eisenberg	654	505
Leithaberg	556	2,878
Mittelburgenland	237	2,041
Neusiedlersee	928	6,239
Rosalia	100	241
Niederösterreich	**6,227**	**27,160**
Carnuntum	206	836
Kamptal	606	3,582
Kremstal	602	2,256
Thermenregion	553	1,901
Traisental	381	851
Wachau	462	1,291
Wagram	660	2,439
Weinviertel	2,752	14,001
No specific wine region	5	2
Steiermark	**1,937**	**5,054**
Südsteiermark	591	2,744
Vulkanland Steiermark	1,092	1,671
Weststeiermark	252	639
No specific wine region	2	0
Wien	**182**	**580**
Other federal states	**201**	**215**
Kärnten	86	125
Oberösterreich	74	73
Salzburg	1	0
Tyrol	31	12
Vorarlberg	9	5
Total Austria	**11,022**	**44,913**

1.2. Planted vineyard areas by age of vine

Winegrowing regions	Less than 3 years old	3 to 9 years	10 to 29 years	30 years or more
Weinland	1,765	5,980	18,673	13,225
Steirerland	279	1,158	2,519	1,099
Bergland	36	107	67	4
Burgenland	**456**	**1,534**	**6,209**	**3,704**
Eisenberg	42	97	214	152
Leithaberg	76	343	1,417	1,042
Mittelburgenland	74	175	927	865
Neusiedlersee	260	884	3,566	1,530
Rosalia	5	36	86	115
Niederösterreich	**1,288**	**4,374**	**12,182**	**9,315**
Carnuntum	30	142	516	148
Kamptal	150	448	1,558	1,426
Kremstal	98	353	940	866
Thermenregion	52	267	922	660
Traisental	44	169	316	322
Wachau	47	184	491	569
Wagram	111	364	1,018	946
Weinviertel	755	2,445	6,421	4,380
No specific wine region	0	2	0	0
Steiermark	**279**	**1,158**	**2,519**	**1,099**
Südsteiermark	115	556	1,508	564
Vulkanland Steiermark	115	410	784	362
Weststeiermark	48	192	227	172
No specific wine region	0	0	0	0
Wien	**20**	**72**	**282**	**206**
Other federal states	**36**	**107**	**67**	**4**
Kärnten	14	69	41	1
Oberösterreich	17	33	21	1
Salzburg	0	0	0	0
Tirol	5	5	2	0
Vorarlberg	0	1	3	2
Total Austria	**2,080**	**7,246**	**21,260**	**14,328**

1.3. Distribution of grape varieties in Austria[2]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	71.13	0.2%	Blauburger	483.12	1.1%		
Bouvier	211.77	0.5%	Blauer Burgunder (Pinot Noir)	587.24	1.3%		
Chardonnay (Morillon)	1,925.80	4.3%	Blauer Portugieser	522.14	1.2%		
Frühroter Veltliner (Malvasier)	252.59	0.6%	Blauer Wildbacher	521.66	1.2%		
Furmint	25.69	0.1%	Blaufränkisch	2,632.18	5.9%		
Goldburger	38.97	0.1%	Cabernet Franc	89.95	0.2%		
Goldmuskateller	30.10	0.1%	Cabernet Sauvignon	569.99	1.3%		
Grauer Burgunder (Pinot Gris)	300.75	0.7%	Merlot	787.44	1.8%		
Grüner Veltliner	14,614.12	32.5%	Rathay	47.39	0.1%		
Jubiläumsrebe	2.77	0.0%	Roesler	267.31	0.6%		
Müller-Thurgau (Rivaner)	1,311.32	2.9%	Rosenmuskateller	7.99	0.0%		
Muscaris	80.97	0.2%	St. Laurent	621.15	1.4%		
Muskateller	1,397.41	3.1%	Syrah	148.37	0.3%		
Muscat-Ottonel	317.64	0.7%	Zweigelt	6,230.17	13.9%		
Neuburger	259.61	0.6%					
Roter Veltliner	188.08	0.4%					
Rotgipfler	114.20	0.3%					
Sauvignon Blanc	1,648.28	3.7%					
Scheurebe (Sämling 88)	307.02	0.7%					
Souvignier Gris	54.76	0.1%					
Sylvaner	24.51	0.1%					
Traminer	262.75	0.6%					
Weißer Burgunder (Pinot Blanc)	1,884.11	4.2%					
Riesling	2,023.04	4.5%					
Welschriesling	2,942.82	6.6%					
Zierfandler (Spätrot)	61.61	0.1%					
Total white Qualitätswein varieties	30,351.84	67.6%	Total red Qualitätswein varieties	13,516.09	30.1%	**43,867.93**	**97.7%**
Total other varieties						**882.04**	**2.0%**
Total white variety-labelled wine*	131.19	0.3%	Total red variety-labelled wine*	31.4	0.1%	**162.59**	**0.4%**
Total area under vine (in ha)						**44,912.56**	**100.0%**

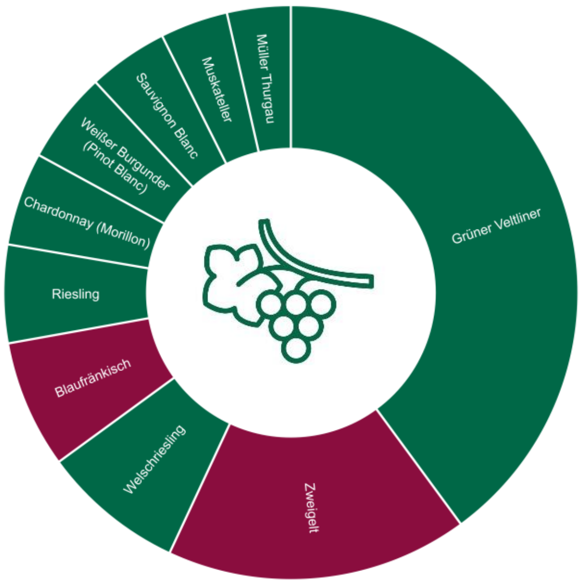


Figure 1: The top 10 grape varieties in Austria by area

[2] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)
* Varietal wine: wine that has no protected designation of origin or geographic specification but lists the grape varieties or vintage on the label.

1.4. Area under vine by generic winegrowing region[3]

White grape varieties	Niederösterreich	Burgenland	Steiermark	Wien	Total	Share
Blütenmuskateller	43.12	12.84	11.90	0.80	71.13	0.2%
Bouvier	21.29	185.38	1.72	2.11	211.77	0.5%
Chardonnay (Morillon)	769.99	706.87	381.62	39.91	1,925.80	4.3%
Frühroter Veltliner (Malvasier)	247.09	3.27	0.08	1.59	252.59	0.6%
Furmint	1.22	22.59	1.85	0.04	25.69	0.1%
Goldburger	8.57	16.76	12.97	0.68	38.97	0.1%
Goldmuskateller	11.20	16.93	1.94	0.00	30.10	0.1%
Grauer Burgunder (Pinot Gris)	62.27	79.72	147.81	5.82	300.75	0.7%
Grüner Veltliner	13,325.15	1,139.26	3.43	133.80	14,614.12	32.5%
Jubiläumsrebe	2.52	0.06	0.00	0.19	2.77	0.0%
Müller-Thurgau (Rivaner)	896.06	214.47	182.91	13.24	1,311.32	2.9%
Muscaris	16.23	8.47	49.89	0.31	80.97	0.2%
Muskateller	665.24	177.91	523.19	15.84	1,397.41	3.1%
Muscat-Ottonel	71.83	238.66	4.78	1.55	317.64	0.7%
Neuburger	176.02	78.50	0.00	4.83	259.61	0.6%
Roter Veltliner	185.90	0.42	0.00	1.76	188.08	0.4%
Rotgipfler	113.10	0.79	0.00	0.31	114.20	0.3%
Sauvignon Blanc	391.40	310.69	908.07	12.98	1,648.28	3.7%
Scheurebe (Sämling 88)	39.84	126.60	139.21	1.25	307.02	0.7%
Souvignier Gris	7.28	4.31	40.13	0.11	54.76	0.1%
Sylvaner	15.36	1.06	6.67	1.41	24.51	0.1%
Traminer	101.60	83.53	66.05	8.81	262.75	0.6%
Weißer Burgunder (Pinot Blanc)	698.68	445.44	691.41	36.96	1,884.11	4.2%
Riesling	1,783.95	94.74	68.15	66.45	2,023.04	4.5%
Welschriesling	1,138.17	1,002.53	784.12	14.58	2,942.82	6.6%
Zierfandler (Spätrot)	60.49	0.65	0.00	0.30	61.61	0.1%
Total white Qualitätswein varieties	20,853.55	4,972.41	4,027.90	365.62	**30,351.84**	**67.6%**

Red grape varieties	Niederösterreich	Burgenland	Steiermark	Wien	Total	Share
Blauburger	389.73	75.86	11.74	5.42	483.12	1.1%
Blauer Burgunder (Pinot Noir)	286.92	247.59	20.23	17.52	587.24	1.3%
Blauer Portugieser	516.89	1.08	0.86	2.95	522.14	1.2%
Blauer Wildbacher	0.52	0.26	519.47	0.00	521.66	1.2%
Blaufränkisch	142.82	2,475.73	9.49	3.45	2,632.18	5.9%
Cabernet Franc	16.96	70.92	0.31	1.77	89.95	0.2%
Cabernet Sauvignon	195.79	352.80	12.04	7.69	569.99	1.3%
Merlot	282.70	472.93	21.53	9.43	787.44	1.8%
Rathay	15.89	30.07	1.23	0.04	47.39	0.1%
Roesler	117.29	138.45	7.13	1.94	267.31	0.6%
Rosenmuskateller	2.92	3.73	1.34	0.00	7.99	0.0%
St. Laurent	292.44	311.45	11.17	5.49	621.15	1.4%
Syrah	37.68	105.23	3.08	1.28	148.37	0.3%
Zweigelt	3,525.82	2,378.43	277.30	34.61	6,230.17	13.9%
Total red Qualitätswein varieties	5,824.35	6,664.54	896.91	91.58	**13,516.09**	**30.1%**
Total other varieties					**882.04**	**2.0%**
Total variety-labelled wine					**162.59**	**0.4%**
Total area under vine (in ha)					**44,912.56**	**100.0%**

[3] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5. Areas under vine by grape variety and wine region

1.5.1. Niederösterreich winegrowing regions[4]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order.

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	43.12	0.2%	Blauburger	389.73	1.4%		
Bouvier	21.29	0.1%	Blauer Burgunder (Pinot Noir)	286.92	1.1%		
Chardonnay (Morillon)	769.99	2.8%	Blauer Portugieser	516.89	1.9%		
Frühroter Veltliner (Malvasier)	247.09	0.9%	Blauer Wildbacher	0.52	0.0%		
Furmint	1.22	0.0%	Blaufränkisch	142.82	0.5%		
Goldburger	8.57	0.0%	Cabernet Franc	16.96	0.1%		
Goldmuskateller	11.20	0.0%	Cabernet Sauvignon	195.79	0.7%		
Grauer Burgunder (Pinot Gris)	62.27	0.2%	Merlot	282.70	1.0%		
Grüner Veltliner	13,325.15	49.1%	Rathay	15.89	0.1%		
Jubiläumsrebe	2.52	0.0%	Roesler	117.29	0.4%		
Müller-Thurgau (Rivaner)	896.06	3.3%	Rosenmuskateller	2.92	0.0%		
Muscaris	16.23	0.1%	St. Laurent	292.44	1.1%		
Muskateller	665.24	2.4%	Syrah	37.68	0.1%		
Muscat-Ottonel	71.83	0.3%	Zweigelt	3,525.82	13.0%		
Neuburger	176.02	0.6%					
Roter Veltliner	185.90	0.7%					
Rotgipfler	113.10	0.4%					
Sauvignon Blanc	391.40	1.4%					
Scheurebe (Sämling 88)	39.84	0.1%					
Souvignier Gris	7.28	0.0%					
Sylvaner	15.36	0.1%					
Traminer	101.60	0.4%					
Weißer Burgunder (Pinot Blanc)	698.68	2.6%					
Riesling	1,783.95	6.6%					
Welschriesling	1,138.17	4.2%					
Zierfandler (Spätrot)	60.49	0.2%					
Total white Qualitätswein varieties	20,853.55	76.8%	Total red Qualitätswein varieties	5,824.35	21.4%	**26,677.91**	**98.2%**
Total other varieties						**379.63**	**1.4%**
Total variety-labelled wine						**102.02**	**0.4%**
Total area under vine (in ha)						**27,159.56**	**100.0%**

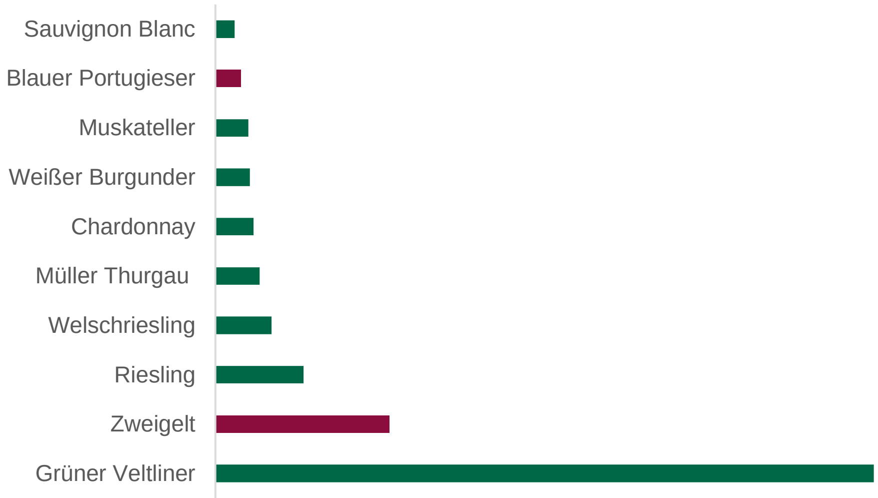


Figure 2: The top 10 grape varieties in terms of area under vine in Niederösterreich

[4] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.1. The Carnuntum[5] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	0.47	0.1%	Blauburger	6.84	0.8%		
Bouvier	1.14	0.1%	Blauer Burgunder (Pinot Noir)	16.54	2.0%		
Chardonnay (Morillon)	49.96	6.0%	Blauer Portugieser	2.96	0.4%		
Frühroter Veltliner (Malvasier)	1.19	0.1%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.19	0.0%	Blaufränkisch	92.10	11.0%		
Goldburger	1.06	0.1%	Cabernet Franc	1.54	0.2%		
Goldmuskateller	0.19	0.0%	Cabernet Sauvignon	15.81	1.9%		
Grauer Burgunder (Pinot Gris)	0.37	0.0%	Merlot	50.90	6.1%		
Grüner Veltliner	167.05	20.0%	Rathay	0.55	0.1%		
Jubiläumsrebe	0.00	0.0%	Roesler	9.57	1.1%		
Müller Thurgau (Rivaner)	5.81	0.7%	Rosenmuskateller	0.17	0.0%		
Muscaris	0.34	0.0%	St. Laurent	17.93	2.1%		
Muskateller	27.15	3.2%	Syrah	10.89	1.3%		
Muskat Ottonel	1.61	0.2%	Zweigelt	234.14	28.0%		
Neuburger	2.26	0.3%					
Roter Veltliner	2.13	0.3%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	26.30	3.1%					
Scheurebe (Sämling 88)	2.29	0.3%					
Souvignier Gris	0.00	0.0%					
Sylvaner	0.30	0.0%					
Traminer	1.43	0.2%					
Weißer Burgunder (Pinot Blanc)	21.02	2.5%					
Riesling	9.45	1.1%					
Welschriesling	40.88	4.9%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	362.58	43.4%	Total red Qualitätswein varieties	459.94	55.0%	**822.52**	**98.4%**
Total other varieties						**12.04**	**1.4%**
Total variety-labelled wine						**1.57**	**0.2%**
Total area under vine (in ha)						**836.13**	**100.0%**

Figure 3: The top 10 grape varieties in terms of area under vine in Carnuntum

[5] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.2. The Kamptal winegrowing region[6]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	4.50	0.1%	Blauburger	32.70	0.9%		
Bouvier	1.60	0.0%	Blauer Burgunder (Pinot Noir)	39.20	1.1%		
Chardonnay (Morillon)	83.16	2.3%	Blauer Portugieser	25.99	0.7%		
Frühroter Veltliner (Malvasier)	47.34	1.3%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.18	0.0%	Blaufränkisch	2.83	0.1%		
Goldburger	0.44	0.0%	Cabernet Franc	3.89	0.1%		
Goldmuskateller	0.00	0.0%	Cabernet Sauvignon	16.73	0.5%		
Grauer Burgunder (Pinot Gris)	9.11	0.3%	Merlot	18.25	0.5%		
Grüner Veltliner	1,967.23	54.9%	Rathay	0.00	0.0%		
Jubiläumsrebe	0.07	0.0%	Roesler	10.64	0.3%		
Müller Thurgau (Rivaner)	157.27	4.4%	Rosenmuskateller	0.46	0.0%		
Muscaris	2.35	0.1%	St. Laurent	28.48	0.8%		
Muskateller	66.02	1.8%	Syrah	2.68	0.1%		
Muskat Ottonel	6.15	0.2%	Zweigelt	462.12	12.9%		
Neuburger	9.51	0.3%					
Roter Veltliner	12.50	0.3%					
Rotgipfler	0.07	0.0%					
Sauvignon Blanc	43.72	1.2%					
Scheurebe (Sämling 88)	3.64	0.1%					
Souvignier Gris	0.73	0.0%					
Sylvaner	1.93	0.1%					
Traminer	6.42	0.2%					
Weißer Burgunder (Pinot Blanc)	78.18	2.2%					
Riesling	359.92	10.0%					
Welschriesling	36.95	1.0%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	2,899.00	80.9%	Total red Qualitätswein varieties	643.96	18.0%	**3,542.96**	**98.9%**
Total other varieties						**29.92**	**0.8%**
Total variety-labelled wine						**9.31**	**0.3%**
Total area under vine (in ha)						**3,582.18**	**100.0%**

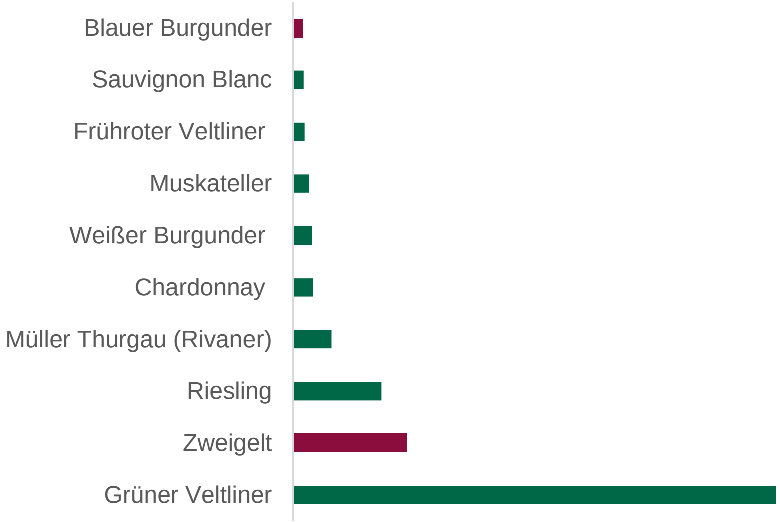


Figure 4: The top 10 grape varieties in terms of area under vine in the Kamptal

[6] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.3. The Kremstal[7] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	2.00	0.1%	Blauburger	10.37	0.5%		
Bouvier	0.34	0.0%	Blauer Burgunder (Pinot Noir)	19.59	0.9%		
Chardonnay (Morillon)	62.90	2.8%	Blauer Portugieser	7.51	0.3%		
Frühroter Veltliner (Malvasier)	16.18	0.7%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.10	0.0%	Blaufränkisch	0.69	0.0%		
Goldburger	0.11	0.0%	Cabernet Franc	0.26	0.0%		
Goldmuskateller	0.00	0.0%	Cabernet Sauvignon	11.93	0.5%		
Grauer Burgunder (Pinot Gris)	4.60	0.2%	Merlot	9.17	0.4%		
Grüner Veltliner	1,329.24	58.9%	Rathay	0.11	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	5.27	0.2%		
Müller Thurgau (Rivaner)	86.79	3.8%	Rosenmuskateller	0.00	0.0%		
Muscaris	1.63	0.1%	St. Laurent	10.49	0.5%		
Muskateller	60.25	2.7%	Syrah	0.41	0.0%		
Muskat Ottonel	3.80	0.2%	Zweigelt	264.19	11.7%		
Neuburger	10.31	0.5%					
Roter Veltliner	9.72	0.4%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	24.98	1.1%					
Scheurebe (Sämling 88)	0.52	0.0%					
Souvignier Gris	0.00	0.0%					
Sylvaner	0.91	0.0%					
Traminer	9.07	0.4%					
Weißer Burgunder (Pinot Blanc)	26.71	1.2%					
Riesling	242.64	10.8%					
Welschriesling	5.47	0.2%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	1,898.29	84.1%	Total red Qualitätswein varieties	340.00	15.1%	**2,238.29**	**99.2%**
Total other varieties						**10.99**	**0.5%**
Total variety-labelled wine						**7.11**	**0.3%**
Total area under vine (in ha)						**2,256.38**	**100.0%**

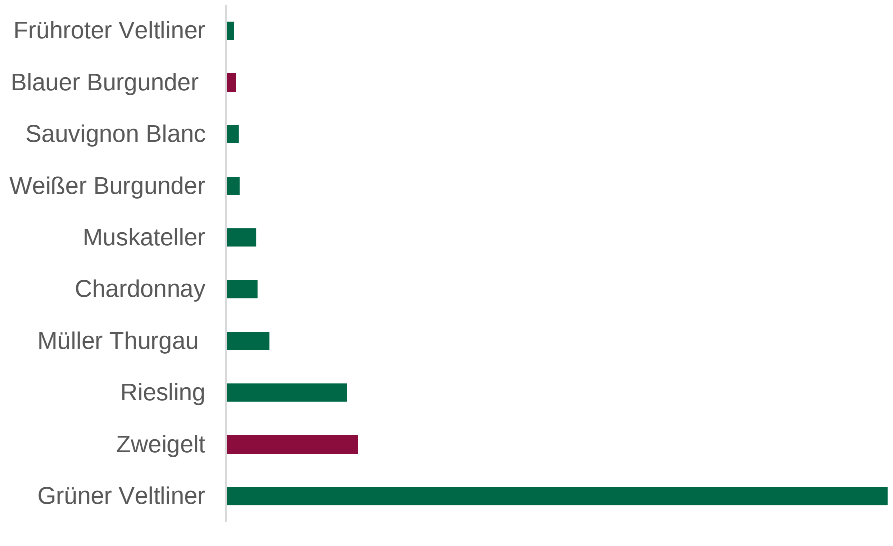


Figure 5: The top 10 grape varieties in terms of area under vine in the Kremstal

[7] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.4. The Thermenregion[8] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	2.99	0.2%	Blauburger	43.68	2.3%		
Bouvier	3.66	0.2%	Blauer Burgunder (Pinot Noir)	109.04	5.7%		
Chardonnay (Morillon)	105.00	5.5%	Blauer Portugieser	109.82	5.8%		
Frühroter Veltliner (Malvasier)	12.91	0.7%	Blauer Wildbacher	0.13	0.0%		
Furmint	0.26	0.0%	Blaufränkisch	13.40	0.7%		
Goldburger	2.50	0.1%	Cabernet Franc	4.19	0.2%		
Goldmuskateller	0.27	0.0%	Cabernet Sauvignon	52.93	2.8%		
Grauer Burgunder (Pinot Gris)	15.06	0.8%	Merlot	57.91	3.0%		
Grüner Veltliner	182.18	9.6%	Rathay	2.47	0.1%		
Jubiläumsrebe	0.42	0.0%	Roesler	13.71	0.7%		
Müller Thurgau (Rivaner)	28.42	1.5%	Rosenmuskateller	0.93	0.0%		
Muscaris	3.06	0.2%	St. Laurent	128.45	6.8%		
Muskateller	41.31	2.2%	Syrah	6.04	0.3%		
Muskat Ottonel	13.52	0.7%	Zweigelt	268.00	14.1%		
Neuburger	103.05	5.4%					
Roter Veltliner	3.17	0.2%					
Rotgipfler	110.11	5.8%					
Sauvignon Blanc	40.22	2.1%					
Scheurebe (Sämling 88)	3.08	0.2%					
Souvignier Gris	1.67	0.1%					
Sylvaner	3.26	0.2%					
Traminer	15.08	0.8%					
Weißer Burgunder (Pinot Blanc)	78.54	4.1%					
Riesling	73.78	3.9%					
Welschriesling	87.15	4.6%					
Zierfandler (Spätrot)	60.16	3.2%					
Total white Qualitätswein varieties	990.85	52.1%	Total red Qualitätswein varieties	810.70	42.6%	**1,801.54**	**94.8%**
Total other varieties						**86.23**	**4.5%**
Total variety-labelled wine						**13.20**	**0.7%**
Total area under vine (in ha)						**1,900.97**	**100.0%**

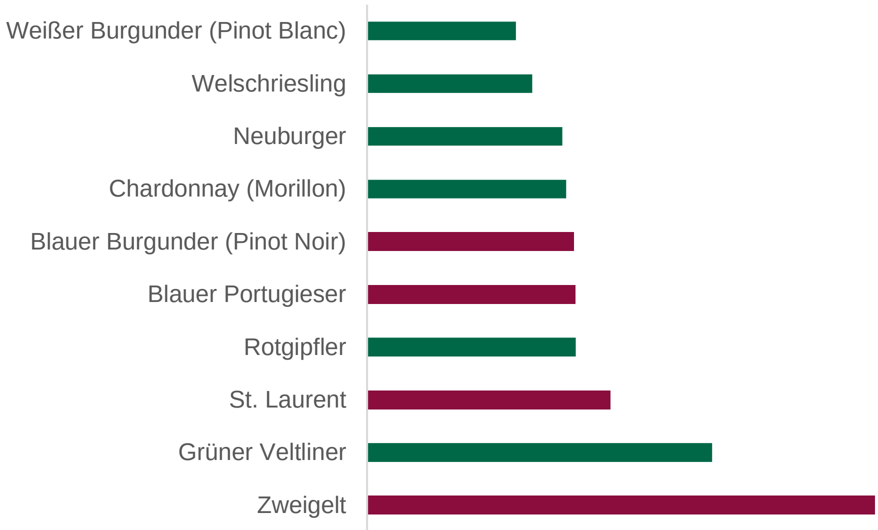


Figure 6: The top 10 grape varieties in terms of area under vine in the Thermenregion

[8] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.5. The Traisental winegrowing region[9]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	1.18	0.1%	Blauburger	6.97	0.8%		
Bouvier	3.04	0.4%	Blauer Burgunder (Pinot Noir)	3.37	0.4%		
Chardonnay (Morillon)	18.80	2.2%	Blauer Portugieser	15.58	1.8%		
Frühroter Veltliner (Malvasier)	11.34	1.3%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.00	0.0%	Blaufränkisch	0.61	0.1%		
Goldburger	0.23	0.0%	Cabernet Franc	0.00	0.0%		
Goldmuskateller	0.00	0.0%	Cabernet Sauvignon	2.86	0.3%		
Grauer Burgunder (Pinot Gris)	1.10	0.1%	Merlot	3.37	0.4%		
Grüner Veltliner	529.07	62.2%	Rathay	0.23	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	2.05	0.2%		
Müller Thurgau (Rivaner)	20.19	2.4%	Rosenmuskateller	0.00	0.0%		
Muscaris	1.14	0.1%	St. Laurent	4.42	0.5%		
Muskateller	27.52	3.2%	Syrah	1.05	0.1%		
Muskat Ottonel	2.76	0.3%	Zweigelt	70.28	8.3%		
Neuburger	4.91	0.6%					
Roter Veltliner	3.39	0.4%					
Rotgipfler	0.59	0.1%					
Sauvignon Blanc	15.11	1.8%					
Scheurebe (Sämling 88)	0.34	0.0%					
Souvignier Gris	0.41	0.0%					
Sylvaner	0.86	0.1%					
Traminer	2.38	0.3%					
Weißer Burgunder (Pinot Blanc)	13.09	1.5%					
Riesling	53.35	6.3%					
Welschriesling	2.14	0.3%					
Zierfandler (Spätrot)	0.09	0.0%					
Total white Qualitätswein varieties	713.03	83.8%	Total red Qualitätswein varieties	110.78	13.0%	**823.81**	**96.9%**
Total other varieties						**21.16**	**2.5%**
Total variety-labelled wine						**5.53**	**0.7%**
Total area under vine (in ha)						**850.50**	**100.0%**

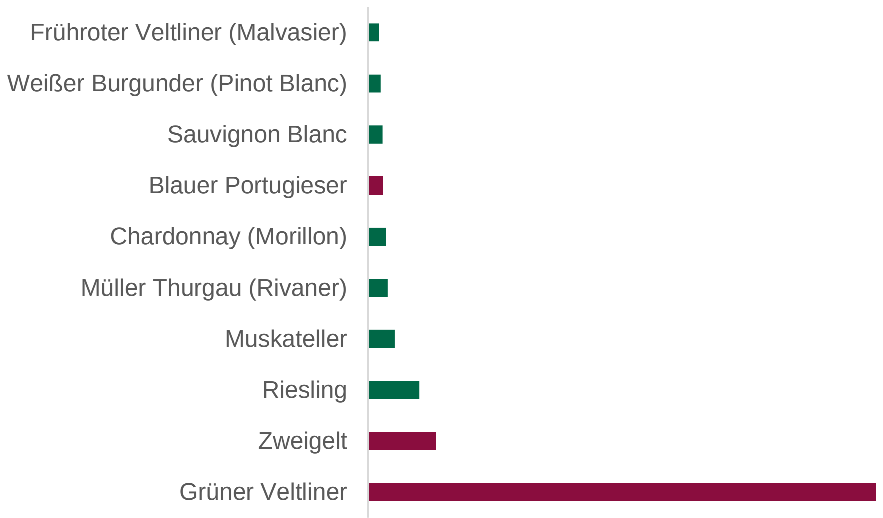


Figure 7: The top 10 grape varieties in terms of area under vine in the Traisental

[9] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.6. The Wachau winegrowing region[10]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	0.39	0.0%	Blauburger	3.69	0.3%		
Bouvier	0.00	0.0%	Blauer Burgunder (Pinot Noir)	5.88	0.5%		
Chardonnay (Morillon)	20.35	1.6%	Blauer Portugieser	3.95	0.3%		
Frühroter Veltliner (Malvasier)	7.50	0.6%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.00	0.0%	Blaufränkisch	0.82	0.1%		
Goldburger	0.29	0.0%	Cabernet Franc	0.06	0.0%		
Goldmuskateller	0.10	0.0%	Cabernet Sauvignon	0.87	0.1%		
Grauer Burgunder (Pinot Gris)	2.45	0.2%	Merlot	1.26	0.1%		
Grüner Veltliner	814.01	63.1%	Rathay	0.16	0.0%		
Jubiläumsrebe	0.25	0.0%	Roesler	1.44	0.1%		
Müller Thurgau (Rivaner)	32.38	2.5%	Rosenmuskateller	0.18	0.0%		
Muscaris	0.14	0.0%	St. Laurent	3.03	0.2%		
Muskateller	30.05	2.3%	Syrah	0.18	0.0%		
Muskat Ottonel	3.87	0.3%	Zweigelt	59.35	4.6%		
Neuburger	16.08	1.2%					
Roter Veltliner	0.85	0.1%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	7.77	0.6%					
Scheurebe (Sämling 88)	0.04	0.0%					
Souvignier Gris	0.00	0.0%					
Sylvaner	0.41	0.0%					
Traminer	2.12	0.2%					
Weißer Burgunder (Pinot Blanc)	21.12	1.6%					
Riesling	228.95	17.7%					
Welschriesling	0.32	0.0%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	1,189.44	92.2%	Total red Qualitätswein varieties	80.87	6.3%	**1,270.31**	**98.4%**
Total other varieties						**18.72**	**1.5%**
Total variety-labelled wine						**1.61**	**0.1%**
Total area under vine (in ha)						**1,290.64**	**100.0%**

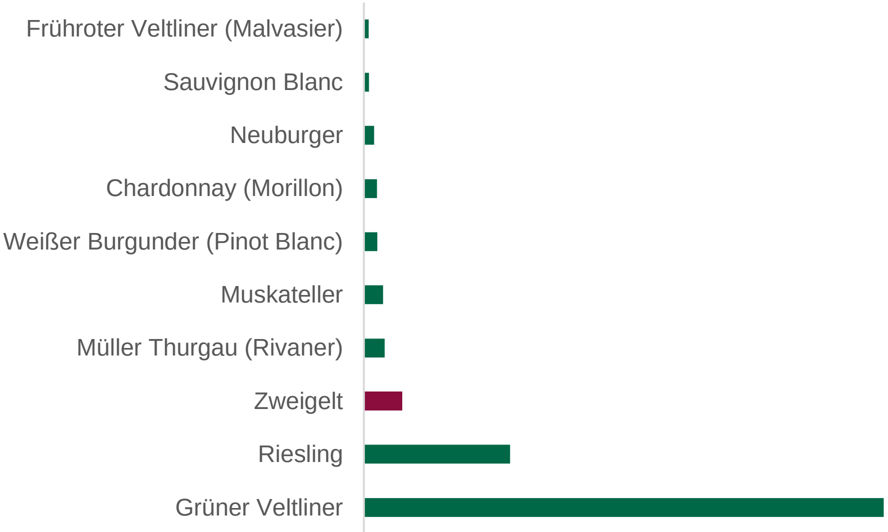


Figure 8: The top 10 grape varieties in terms of area under vine in the Wachau

[10] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.7. The Wagram[11] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	2.51	0.1%	Blauburger	32.49	1.3%		
Bouvier	1.52	0.1%	Blauer Burgunder (Pinot Noir)	22.86	0.9%		
Chardonnay (Morillon)	48.87	2.0%	Blauer Portugieser	13.80	0.6%		
Frühroter Veltliner (Malvasier)	58.44	2.4%	Blauer Wildbacher	0.40	0.0%		
Furmint	0.43	0.0%	Blaufränkisch	3.88	0.2%		
Goldburger	0.50	0.0%	Cabernet Franc	1.17	0.0%		
Goldmuskateller	0.47	0.0%	Cabernet Sauvignon	17.83	0.7%		
Grauer Burgunder (Pinot Gris)	3.43	0.1%	Merlot	8.65	0.4%		
Grüner Veltliner	1,318.12	54.0%	Rathay	1.17	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	9.05	0.4%		
Müller Thurgau (Rivaner)	107.57	4.4%	Rosenmuskateller	0.00	0.0%		
Muscaris	1.61	0.1%	St. Laurent	16.90	0.7%		
Muskateller	34.54	1.4%	Syrah	2.93	0.1%		
Muskat Ottonel	3.35	0.1%	Zweigelt	304.57	12.5%		
Neuburger	3.01	0.1%					
Roter Veltliner	98.86	4.1%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	26.92	1.1%					
Scheurebe (Sämling 88)	2.59	0.1%					
Souvignier Gris	1.23	0.1%					
Sylvaner	2.48	0.1%					
Traminer	9.10	0.4%					
Weißer Burgunder (Pinot Blanc)	61.59	2.5%					
Riesling	132.02	5.4%					
Welschriesling	17.83	0.7%					
Zierfandler (Spätrot)	0.24	0.0%					
Total white Qualitätswein varieties	1,937.22	79.4%	Total red Qualitätswein varieties	435.70	17.9%	**2,372.93**	**97.3%**
Total other varieties						**52.14**	**2.1%**
Total variety-labelled wine						**13.85**	**0.6%**
Total area under vine (in ha)						**2,438.91**	**100.0%**

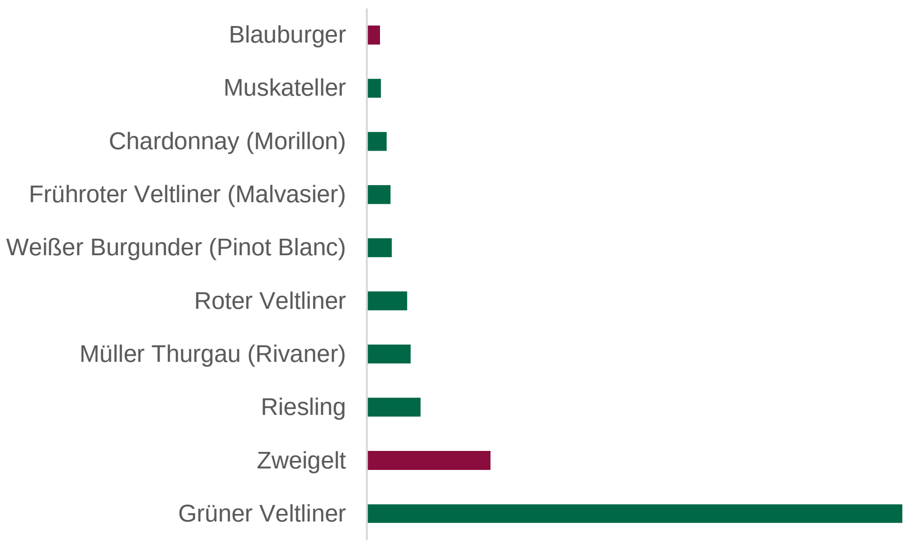


Figure 9: The top 10 grape varieties in terms of area under vine in the Wagram

[11] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.1.8. The Weinviertel[12] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	29.05	0.2%	Blauburger	253.00	1.8%		
Bouvier	9.98	0.1%	Blauer Burgunder (Pinot Noir)	70.43	0.5%		
Chardonnay (Morillon)	380.93	2.7%	Blauer Portugieser	337.28	2.4%		
Frühroter Veltliner (Malvasier)	92.19	0.7%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.07	0.0%	Blaufränkisch	28.49	0.2%		
Goldburger	3.44	0.0%	Cabernet Franc	5.85	0.0%		
Goldmuskateller	10.18	0.1%	Cabernet Sauvignon	76.83	0.5%		
Grauer Burgunder (Pinot Gris)	26.14	0.2%	Merlot	133.20	1.0%		
Grüner Veltliner	7,016.43	50.1%	Rathay	11.21	0.1%		
Jubiläumsrebe	1.78	0.0%	Roesler	65.56	0.5%		
Müller Thurgau (Rivaner)	457.62	3.3%	Rosenmuskateller	1.18	0.0%		
Muscaris	5.96	0.0%	St. Laurent	82.73	0.6%		
Muskateller	378.39	2.7%	Syrah	13.50	0.1%		
Muskat Ottonel	36.77	0.3%	Zweigelt	1,863.16	13.3%		
Neuburger	26.89	0.2%					
Roter Veltliner	55.28	0.4%					
Rotgipfler	2.32	0.0%					
Sauvignon Blanc	206.37	1.5%					
Scheurebe (Sämling 88)	27.33	0.2%					
Souvignier Gris	3.25	0.0%					
Sylvaner	5.22	0.0%					
Traminer	56.01	0.4%					
Weißer Burgunder (Pinot Blanc)	398.43	2.8%					
Riesling	683.77	4.9%					
Welschriesling	947.43	6.8%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	10,861.22	77.6%	Total red Qualitätswein varieties	2,942.41	21.0%	**13,803.63**	**98.6%**
Total other varieties						**147.97**	**1.1%**
Total variety-labelled wine						**49.74**	**0.4%**
Total area under vine (in ha)						**14,001.34**	**100.0%**

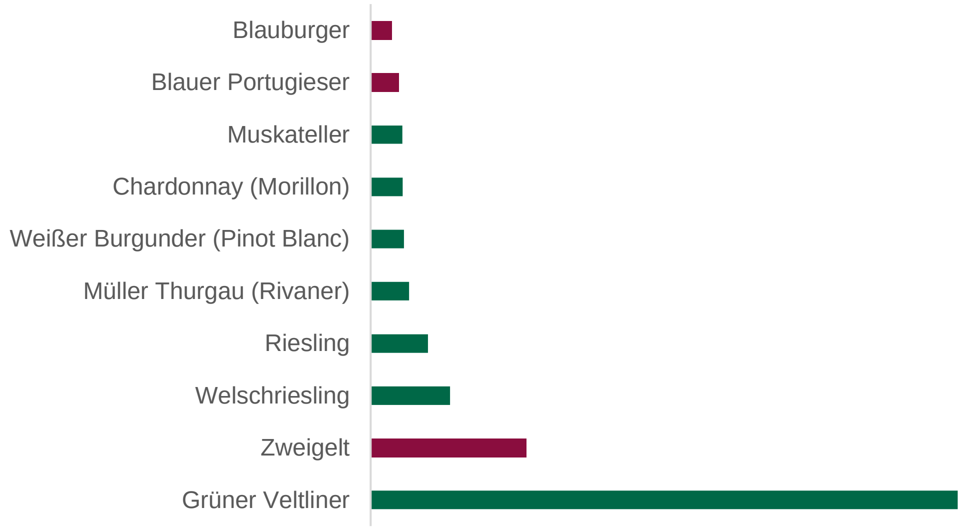


Figure 10: The top 10 grape varieties in terms of area under vine in the Weinviertel

[12] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.2. Burgenland winegrowing regions[13]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	12.84	0.1%	Blauburger	75.86	0.6%		
Bouvier	185.38	1.6%	Blauer Burgunder (Pinot Noir)	247.59	2.1%		
Chardonnay (Morillon)	706.87	5.9%	Blauer Portugieser	1.08	0.0%		
Frühroter Veltliner (Malvasier)	3.27	0.0%	Blauer Wildbacher	0.26	0.0%		
Furmint	22.59	0.2%	Blaufränkisch	2,475.73	20.8%		
Goldburger	16.76	0.1%	Cabernet Franc	70.92	0.6%		
Goldmuskateller	16.93	0.1%	Cabernet Sauvignon	352.80	3.0%		
Grauer Burgunder (Pinot Gris)	79.72	0.7%	Merlot	472.93	4.0%		
Grüner Veltliner	1,139.26	9.6%	Rathay	30.07	0.3%		
Jubiläumsrebe	0.06	0.0%	Roesler	138.45	1.2%		
Müller Thurgau (Rivaner)	214.47	1.8%	Rosenmuskateller	3.73	0.0%		
Muscaris	8.47	0.1%	St. Laurent	311.45	2.6%		
Muskateller	177.91	1.5%	Syrah	105.23	0.9%		
Muskat Ottonel	238.66	2.0%	Zweigelt	2,378.43	20.0%		
Neuburger	78.50	0.7%					
Roter Veltliner	0.42	0.0%					
Rotgipfler	0.79	0.0%					
Sauvignon Blanc	310.69	2.6%					
Scheurebe (Sämling 88)	126.60	1.1%					
Souvignier Gris	4.31	0.0%					
Sylvaner	1.06	0.0%					
Traminer	83.53	0.7%					
Weißer Burgunder (Pinot Blanc)	445.44	3.7%					
Riesling	94.74	0.8%					
Welschriesling	1,002.53	8.4%					
Zierfandler (Spätrot)	0.65	0.0%					
Total white Qualitätswein varieties	4,972.41	41.8%	Total red Qualitätswein varieties	6,664.54	56.0%	**11,636.95**	**97.8%**
Total other varieties						**256.18**	**2.2%**
Total variety-labelled wine						**10.55**	**0.1%**
Total area under vine (in ha)						**11,903.68**	**100.0%**

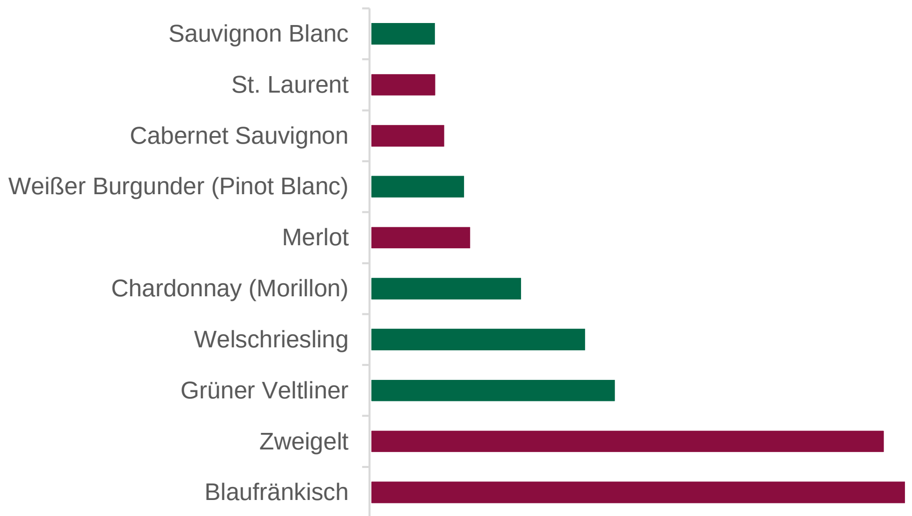


Figure 11: The top 10 grape varieties in terms of area under vine in Burgenland

[13] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.2.1. The Eisenberg[14] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	0.37	0.1%	Blauburger	2.91	0.6%		
Bouvier	0.06	0.0%	Blauer Burgunder (Pinot Noir)	5.41	1.1%		
Chardonnay (Morillon)	11.63	2.3%	Blauer Portugieser	0.18	0.0%		
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	0.00	0.0%		
Furmint	1.56	0.3%	Blaufränkisch	157.94	31.2%		
Goldburger	0.27	0.1%	Cabernet Franc	0.68	0.1%		
Goldmuskateller	0.67	0.1%	Cabernet Sauvignon	9.76	1.9%		
Grauer Burgunder (Pinot Gris)	1.45	0.3%	Merlot	21.15	4.2%		
Grüner Veltliner	12.12	2.4%	Rathay	0.09	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	0.59	0.1%		
Müller Thurgau (Rivaner)	2.97	0.6%	Rosenmuskateller	0.00	0.0%		
Muscaris	4.10	0.8%	St. Laurent	0.23	0.0%		
Muskateller	4.79	0.9%	Syrah	2.57	0.5%		
Muskat Ottonel	1.39	0.3%	Zweigelt	23.63	4.7%		
Neuburger	0.11	0.0%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.25	0.0%					
Sauvignon Blanc	9.63	1.9%					
Scheurebe (Sämling 88)	1.42	0.3%					
Souvignier Gris	0.47	0.1%					
Sylvaner	0.00	0.0%					
Traminer	1.26	0.2%					
Weißer Burgunder (Pinot Blanc)	10.64	2.1%					
Riesling	3.62	0.7%					
Welschriesling	74.24	14.7%					
Zierfandler (Spätrot)	0.08	0.0%					
Total white Qualitätswein varieties	143.12	28.3%	Total red Qualitätswein varieties	225.14	44.5%	**368.26**	**72.9%**
Total other varieties						**134.86**	**26.7%**
Total variety-labelled wine						**2.35**	**0.5%**
Total area under vine (in ha)						**505.47**	**100.0%**

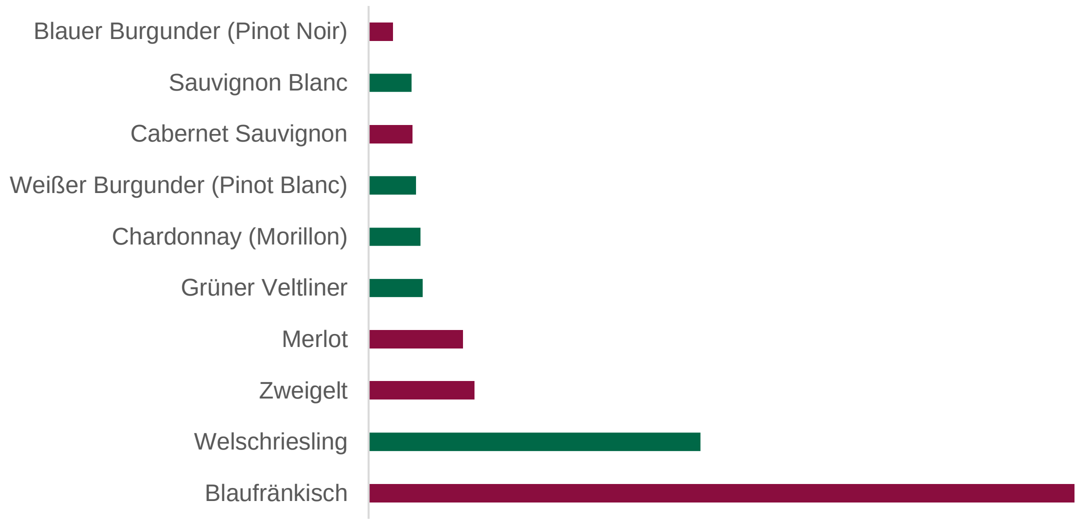


Figure 12: The top 10 grape varieties in terms of area under vine in Eisenberg

[14] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.2.2. The Leithaberg winegrowing region[15]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	0.92	0.0%	Blauburger	21.96	0.8%		
Bouvier	18.40	0.6%	Blauer Burgunder (Pinot Noir)	88.67	3.1%		
Chardonnay (Morillon)	210.15	7.3%	Blauer Portugieser	0.68	0.0%		
Frühroter Veltliner (Malvasier)	1.03	0.0%	Blauer Wildbacher	0.26	0.0%		
Furmint	16.80	0.6%	Blaufränkisch	597.62	20.8%		
Goldburger	7.28	0.3%	Cabernet Franc	14.17	0.5%		
Goldmuskateller	3.91	0.1%	Cabernet Sauvignon	87.73	3.0%		
Grauer Burgunder (Pinot Gris)	18.65	0.6%	Merlot	102.43	3.6%		
Grüner Veltliner	406.67	14.1%	Rathay	2.77	0.1%		
Jubiläumsrebe	0.06	0.0%	Roesler	16.98	0.6%		
Müller Thurgau (Rivaner)	57.45	2.0%	Rosenmuskateller	1.24	0.0%		
Muscaris	1.43	0.0%	St. Laurent	46.31	1.6%		
Muskateller	54.45	1.9%	Syrah	28.79	1.0%		
Muskat Ottonel	59.00	2.1%	Zweigelt	316.68	11.0%		
Neuburger	41.97	1.5%					
Roter Veltliner	0.42	0.0%					
Rotgipfler	0.19	0.0%					
Sauvignon Blanc	106.04	3.7%					
Scheurebe (Sämling 88)	11.70	0.4%					
Souvignier Gris	0.42	0.0%					
Sylvaner	0.43	0.0%					
Traminer	30.60	1.1%					
Weißer Burgunder (Pinot Blanc)	149.65	5.2%					
Riesling	27.53	1.0%					
Welschriesling	280.80	9.8%					
Zierfandler (Spätrot)	0.07	0.0%					
Total white Qualitätswein varieties	1,506.03	52.3%	Total red Qualitätswein varieties	1,326.28	46.1%	**2,832.31**	**98.4%**
Total other varieties						**44.47**	**1.5%**
Total variety-labelled wine						**0.86**	**0.0%**
Total area under vine (in ha)						**2,877.65**	**100.0%**

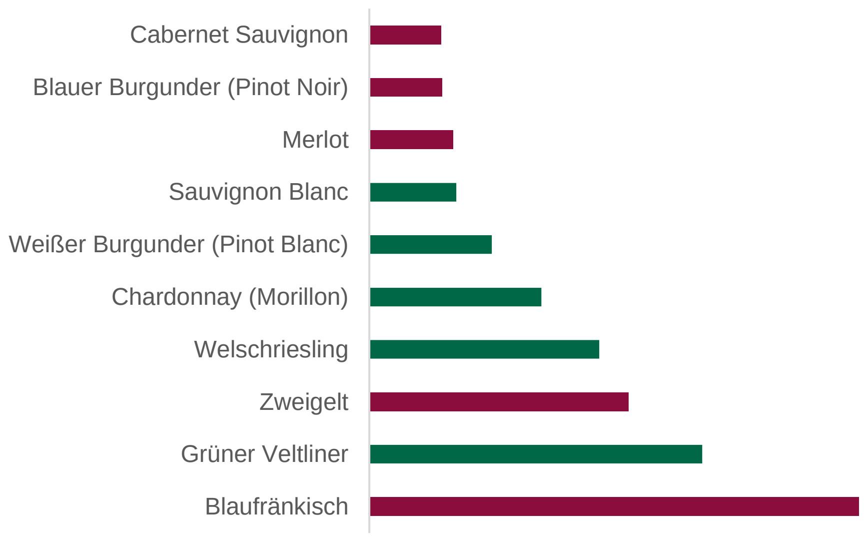


Figure 13: The top 10 grape varieties in terms of area under vine in Leithaberg

[15] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.2.3. The Mittelburgenland winegrowing region[16]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	0.80	0.0%	Blauburger	6.83	0.3%		
Bouvier	0.17	0.0%	Blauer Burgunder (Pinot Noir)	20.42	1.0%		
Chardonnay (Morillon)	24.00	1.2%	Blauer Portugieser	0.05	0.0%		
Frühroter Veltliner (Malvasier)	0.24	0.0%	Blauer Wildbacher	0.00	0.0%		
Furmint	1.50	0.1%	Blaufränkisch	1,056.47	51.8%		
Goldburger	0.79	0.0%	Cabernet Franc	12.16	0.6%		
Goldmuskateller	0.80	0.0%	Cabernet Sauvignon	81.50	4.0%		
Grauer Burgunder (Pinot Gris)	0.71	0.0%	Merlot	126.81	6.2%		
Grüner Veltliner	74.59	3.7%	Rathay	2.15	0.1%		
Jubiläumsrebe	0.00	0.0%	Roesler	22.63	1.1%		
Müller Thurgau (Rivaner)	3.84	0.2%	Rosenmuskateller	0.42	0.0%		
Muscaris	0.70	0.0%	St. Laurent	22.10	1.1%		
Muskateller	3.42	0.2%	Syrah	36.09	1.8%		
Muskat Ottonel	2.80	0.1%	Zweigelt	492.42	24.1%		
Neuburger	0.00	0.0%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.05	0.0%					
Sauvignon Blanc	7.76	0.4%					
Scheurebe (Sämling 88)	0.88	0.0%					
Souvignier Gris	0.96	0.0%					
Sylvaner	0.00	0.0%					
Traminer	0.79	0.0%					
Weißer Burgunder (Pinot Blanc)	6.22	0.3%					
Riesling	2.20	0.1%					
Welschriesling	17.45	0.9%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	150.67	7.4%	Total red Qualitätswein varieties	1,880.05	92.1%	**2,030.72**	**99.5%**
Total other varieties						**9.26**	**0.5%**
Total variety-labelled wine						**0.93**	**0.0%**
Total area under vine (in ha)						**2,040.92**	**100.0%**

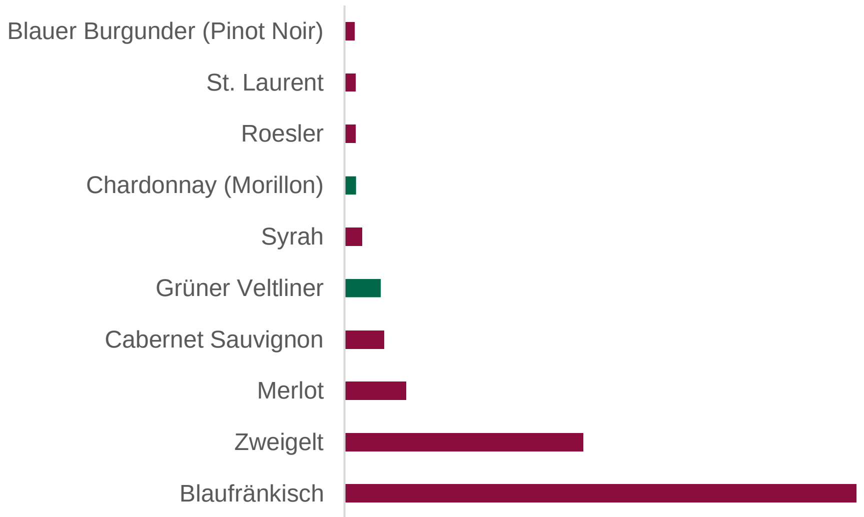


Figure 14: The top 10 grape varieties in terms of area under vine in Mittelburgenland

[16] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.2.4. The Neusiedlersee[17] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	9.60	0.2%	Blauburger	41.96	0.7%		
Bouvier	166.75	2.7%	Blauer Burgunder (Pinot Noir)	128.50	2.1%		
Chardonnay (Morillon)	455.10	7.3%	Blauer Portugieser	0.00	0.0%		
Frühroter Veltliner (Malvasier)	1.99	0.0%	Blauer Wildbacher	0.00	0.0%		
Furmint	2.73	0.0%	Blaufränkisch	552.62	8.9%		
Goldburger	8.32	0.1%	Cabernet Franc	43.18	0.7%		
Goldmuskateller	11.28	0.2%	Cabernet Sauvignon	168.03	2.7%		
Grauer Burgunder (Pinot Gris)	58.84	0.9%	Merlot	213.43	3.4%		
Grüner Veltliner	626.67	10.0%	Rathay	24.18	0.4%		
Jubiläumsrebe	0.00	0.0%	Roesler	97.20	1.6%		
Müller Thurgau (Rivaner)	148.58	2.4%	Rosenmuskateller	1.96	0.0%		
Muscaris	1.09	0.0%	St. Laurent	240.88	3.9%		
Muskateller	112.55	1.8%	Syrah	37.47	0.6%		
Muskat Ottonel	173.81	2.8%	Zweigelt	1,501.31	24.1%		
Neuburger	35.16	0.6%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.30	0.0%					
Sauvignon Blanc	182.14	2.9%					
Scheurebe (Sämling 88)	110.96	1.8%					
Souvignier Gris	2.46	0.0%					
Sylvaner	0.63	0.0%					
Traminer	49.98	0.8%					
Weißer Burgunder (Pinot Blanc)	274.92	4.4%					
Riesling	60.86	1.0%					
Welschriesling	625.05	10.0%					
Zierfandler (Spätrot)	0.49	0.0%					
Total white Qualitätswein varieties	3,120.26	50.0%	Total red Qualitätswein varieties	3,050.72	48.9%	**6,170.98**	**98.9%**
Total other varieties						**62.00**	**1.0%**
Total variety-labelled wine						**6.08**	**0.1%**
Total area under vine (in ha)						**6,239.06**	**100.0%**

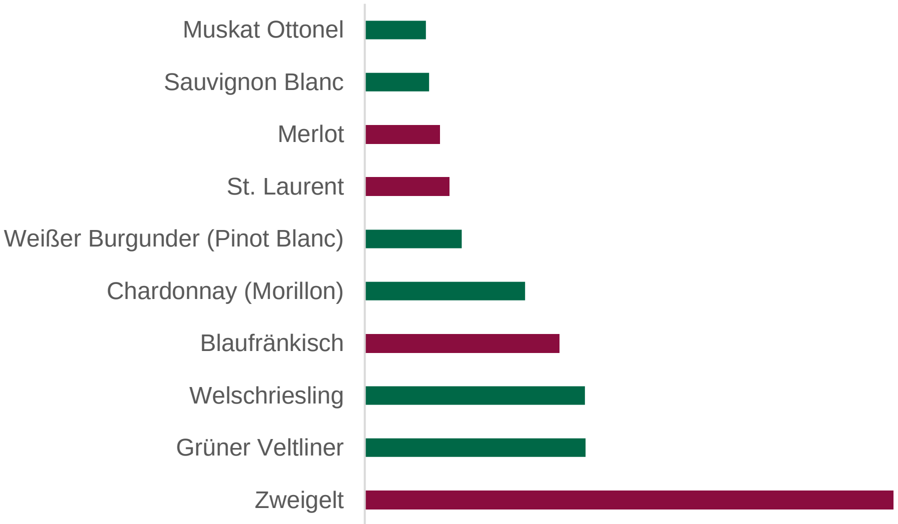


Figure 15: The top 10 grape varieties in terms of area under vine in Neusiedlersee

[17] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.2.5. The Rosalia[18] winegrowing region

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	1.15	0.5%	Blauburger	2.19	0.9%		
Bouvier	0.00	0.0%	Blauer Burgunder (Pinot Noir)	4.59	1.9%		
Chardonnay (Morillon)	6.00	2.5%	Blauer Portugieser	0.16	0.1%		
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	0.00	0.0%		
Furmint	0.00	0.0%	Blaufränkisch	111.08	46.2%		
Goldburger	0.09	0.0%	Cabernet Franc	0.73	0.3%		
Goldmuskateller	0.27	0.1%	Cabernet Sauvignon	5.79	2.4%		
Grauer Burgunder (Pinot Gris)	0.06	0.0%	Merlot	9.11	3.8%		
Grüner Veltliner	19.21	8.0%	Rathay	0.89	0.4%		
Jubiläumsrebe	0.00	0.0%	Roesler	1.05	0.4%		
Müller Thurgau (Rivaner)	1.63	0.7%	Rosenmuskateller	0.11	0.0%		
Muscaris	1.14	0.5%	St. Laurent	1.93	0.8%		
Muskateller	2.71	1.1%	Syrah	0.31	0.1%		
Muskat Ottonel	1.65	0.7%	Zweigelt	44.39	18.5%		
Neuburger	1.26	0.5%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	5.12	2.1%					
Scheurebe (Sämling 88)	1.63	0.7%					
Souvignier Gris	0.00	0.0%					
Sylvaner	0.00	0.0%					
Traminer	0.89	0.4%					
Weißer Burgunder (Pinot Blanc)	4.01	1.7%					
Riesling	0.54	0.2%					
Welschriesling	5.00	2.1%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	52.34	21.8%	Total red Qualitätswein varieties	182.34	75.8%	**234.68**	**97.5%**
Total other varieties						**5.59**	**2.3%**
Total variety-labelled wine						**0.32**	**0.1%**
Total area under vine (in ha)						**240.59**	**100.0%**

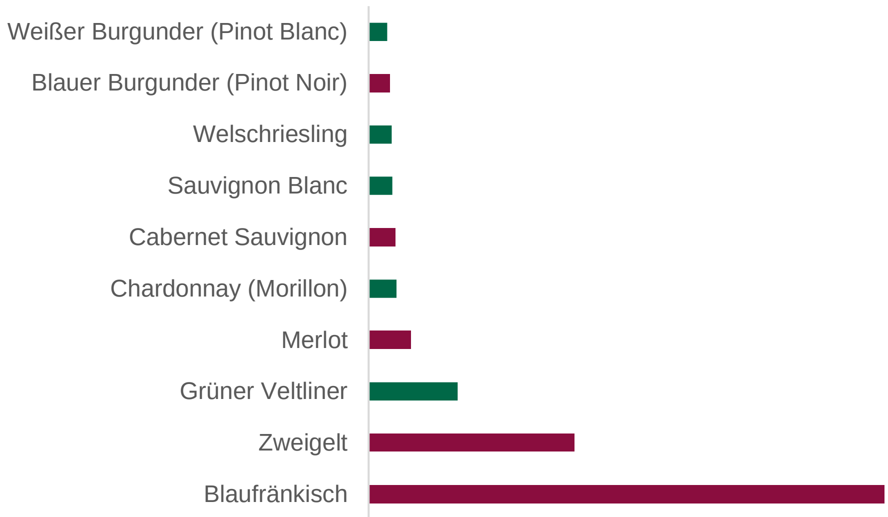


Figure 16: The top 10 grape varieties in terms of area under vine in Rosalia

[18] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.3. Steiermark winegrowing regions[19]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	11.90	0.2%	Blauburger	11.74	0.2%		
Bouvier	1.72	0.0%	Blauer Burgunder (Pinot Noir)	20.23	0.4%		
Chardonnay (Morillon)	381.62	7.6%	Blauer Portugieser	0.86	0.0%		
Frühroter Veltliner (Malvasier)	0.08	0.0%	Blauer Wildbacher	519.47	10.3%		
Furmint	1.85	0.0%	Blaufränkisch	9.49	0.2%		
Goldburger	12.97	0.3%	Cabernet Franc	0.31	0.0%		
Goldmuskateller	1.94	0.0%	Cabernet Sauvignon	12.04	0.2%		
Grauer Burgunder (Pinot Gris)	147.81	2.9%	Merlot	21.53	0.4%		
Grüner Veltliner	3.43	0.1%	Rathay	1.23	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	7.13	0.1%		
Müller Thurgau (Rivaner)	182.91	3.6%	Rosenmuskateller	1.34	0.0%		
Muscaris	49.89	1.0%	St. Laurent	11.17	0.2%		
Muskateller	523.19	10.4%	Syrah	3.08	0.1%		
Muskat Ottonel	4.78	0.1%	Zweigelt	277.30	5.5%		
Neuburger	0.00	0.0%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	908.07	18.0%					
Scheurebe (Sämling 88)	139.21	2.8%					
Souvignier Gris	40.13	0.8%					
Sylvaner	6.67	0.1%					
Traminer	66.05	1.3%					
Weißer Burgunder (Pinot Blanc)	691.41	13.7%					
Riesling	68.15	1.3%					
Welschriesling	784.12	15.5%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	4,027.90	79.7%	Total red Qualitätswein varieties	896.91	17.7%	**4,924.80**	**97.4%**
Total other varieties						**95.10**	**1.9%**
Total variety-labelled wine						**34.37**	**0.7%**
Total area under vine (in ha)						**5,054.28**	**100.0%**

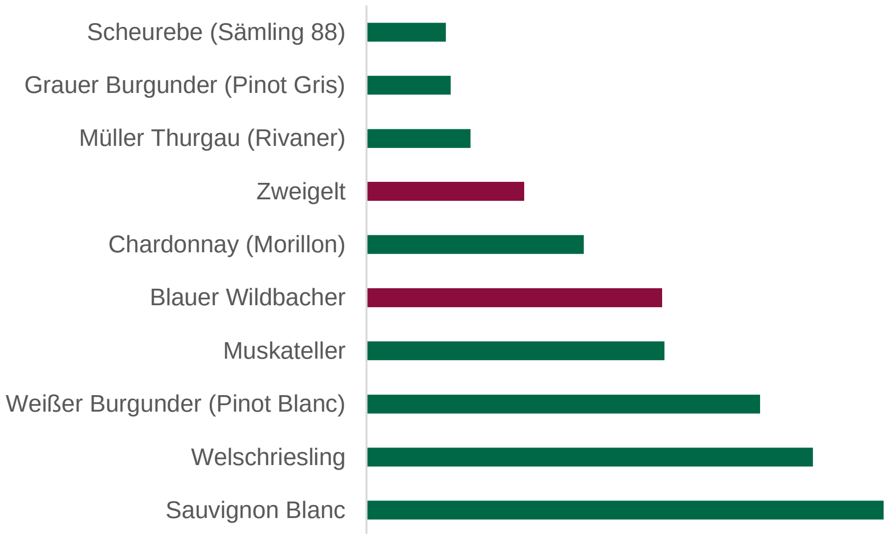


Figure 17: The top 10 grape varieties in terms of area under vine in Steiermark

[19] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.3.1. The Südsteiermark winegrowing region[20]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	5.55	0.2%	Blauburger	4.17	0.2%		
Bouvier	1.29	0.0%	Blauer Burgunder (Pinot Noir)	9.42	0.3%		
Chardonnay (Morillon)	250.64	9.1%	Blauer Portugieser	0.86	0.0%		
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	92.40	3.4%		
Furmint	0.00	0.0%	Blaufränkisch	6.40	0.2%		
Goldburger	0.85	0.0%	Cabernet Franc	0.00	0.0%		
Goldmuskateller	1.53	0.1%	Cabernet Sauvignon	4.96	0.2%		
Grauer Burgunder (Pinot Gris)	85.63	3.1%	Merlot	5.52	0.2%		
Grüner Veltliner	0.00	0.0%	Rathay	0.20	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	1.91	0.1%		
Müller Thurgau (Rivaner)	97.82	3.6%	Rosenmuskateller	0.79	0.0%		
Muscaris	16.69	0.6%	St. Laurent	5.05	0.2%		
Muskateller	366.68	13.4%	Syrah	0.20	0.0%		
Muskat Ottonel	3.25	0.1%	Zweigelt	117.33	4.3%		
Neuburger	0.00	0.0%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	687.53	25.1%					
Scheurebe (Sämling 88)	82.05	3.0%					
Souvignier Gris	11.50	0.4%					
Sylvaner	3.70	0.1%					
Traminer	26.25	1.0%					
Weißer Burgunder (Pinot Blanc)	340.17	12.4%					
Riesling	44.29	1.6%					
Welschriesling	428.33	15.6%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	2,453.75	89.4%	Total red Qualitätswein varieties	249.21	9.1%	**2,702.97**	**98.5%**
Total other varieties						**27.86**	**1.0%**
Total variety-labelled wine						**13.28**	**0.5%**
Total area under vine (in ha)						**2,744.11**	**100.0%**

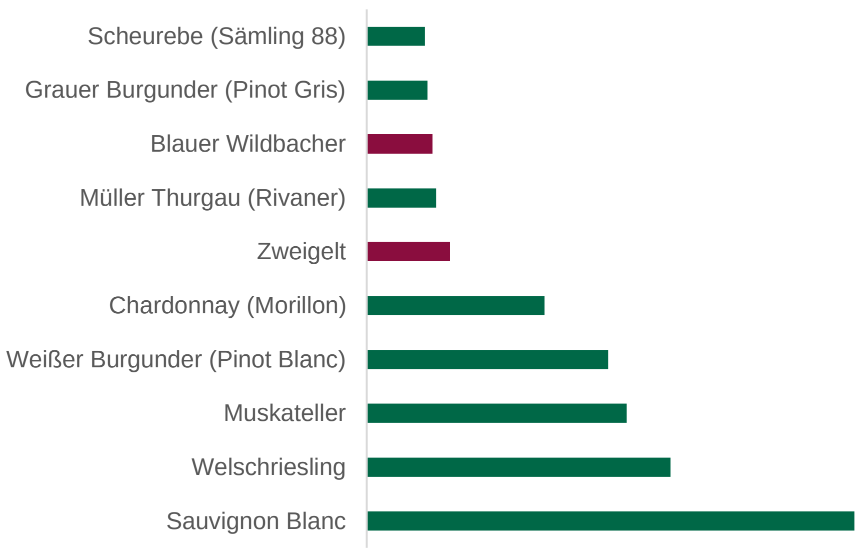


Figure 18: The top 10 grape varieties in terms of area under vine in Südsteiermark

[20] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.3.2. The Vulkanland Steiermark winegrowing region[21]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	5.15	0.3%	Blauburger	7.30	0.4%		
Bouvier	0.43	0.0%	Blauer Burgunder (Pinot Noir)	8.17	0.5%		
Chardonnay (Morillon)	114.21	6.8%	Blauer Portugieser	0.00	0.0%		
Frühroter Veltliner (Malvasier)	0.08	0.0%	Blauer Wildbacher	25.04	1.5%		
Furmint	1.85	0.1%	Blaufränkisch	2.99	0.2%		
Goldburger	11.56	0.7%	Cabernet Franc	0.31	0.0%		
Goldmuskateller	0.28	0.0%	Cabernet Sauvignon	7.08	0.4%		
Grauer Burgunder (Pinot Gris)	57.18	3.4%	Merlot	15.61	0.9%		
Grüner Veltliner	3.33	0.2%	Rathay	1.02	0.1%		
Jubiläumsrebe	0.00	0.0%	Roesler	5.08	0.3%		
Müller Thurgau (Rivaner)	78.94	4.7%	Rosenmuskateller	0.00	0.0%		
Muscaris	26.47	1.6%	St. Laurent	5.86	0.4%		
Muskateller	129.74	7.8%	Syrah	2.55	0.2%		
Muskat Ottonel	1.38	0.1%	Zweigelt	150.96	9.0%		
Neuburger	0.00	0.0%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	167.97	10.0%					
Scheurebe (Sämling 88)	53.27	3.2%					
Souvignier Gris	23.75	1.4%					
Sylvaner	1.93	0.1%					
Traminer	38.63	2.3%					
Weißer Burgunder (Pinot Blanc)	296.74	17.8%					
Riesling	20.80	1.2%					
Welschriesling	328.33	19.6%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	1,362.01	81.5%	Total red Qualitätswein varieties	231.97	13.9%	**1,593.97**	**95.4%**
Total other varieties						**60.01**	**3.6%**
Total variety-labelled wine						**17.35**	**1.0%**
Total area under vine (in ha)						**1,671.33**	**100.0%**

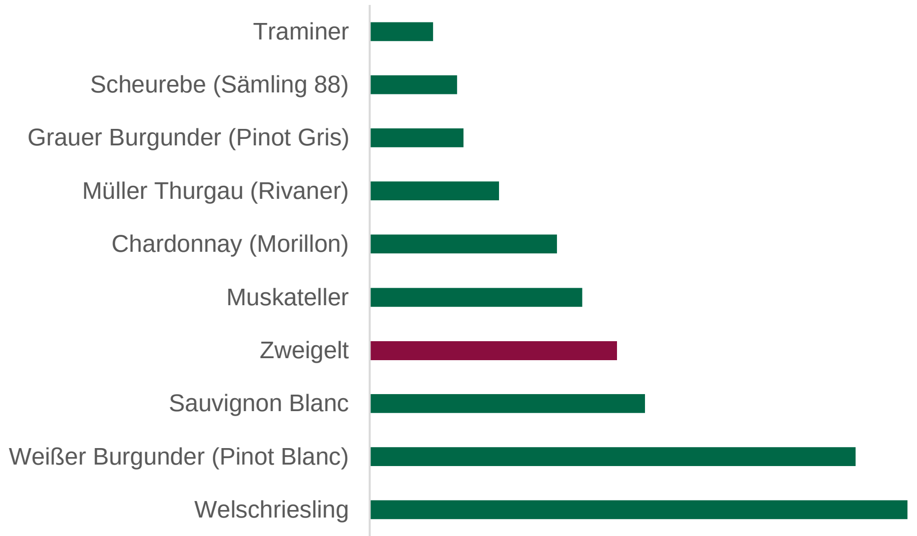


Figure 19: The top 10 grape varieties in terms of area under vine in Vulkanland Steiermark

[21] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.3.3. The Weststeiermark winegrowing region[22]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share	Red grape varieties	ha	Share	Grand totals	Share of total area
Blütenmuskateller	1.20	0.2%	Blauburger	0.27	0.0%		
Bouvier	0.00	0.0%	Blauer Burgunder (Pinot Noir)	2.64	0.4%		
Chardonnay (Morillon)	16.77	2.6%	Blauer Portugieser	0.00	0.0%		
Frühroter Veltliner (Malvasier)	0.00	0.0%	Blauer Wildbacher	402.03	63.0%		
Furmint	0.00	0.0%	Blaufränkisch	0.11	0.0%		
Goldburger	0.57	0.1%	Cabernet Franc	0.00	0.0%		
Goldmuskateller	0.13	0.0%	Cabernet Sauvignon	0.00	0.0%		
Grauer Burgunder (Pinot Gris)	5.01	0.8%	Merlot	0.40	0.1%		
Grüner Veltliner	0.10	0.0%	Rathay	0.00	0.0%		
Jubiläumsrebe	0.00	0.0%	Roesler	0.14	0.0%		
Müller Thurgau (Rivaner)	6.15	1.0%	Rosenmuskateller	0.55	0.1%		
Muscaris	6.56	1.0%	St. Laurent	0.26	0.0%		
Muskateller	26.77	4.2%	Syrah	0.33	0.1%		
Muskat Ottonel	0.15	0.0%	Zweigelt	9.01	1.4%		
Neuburger	0.00	0.0%					
Roter Veltliner	0.00	0.0%					
Rotgipfler	0.00	0.0%					
Sauvignon Blanc	52.58	8.2%					
Scheurebe (Sämling 88)	3.89	0.6%					
Souvignier Gris	4.88	0.8%					
Sylvaner	1.04	0.2%					
Traminer	1.16	0.2%					
Weißer Burgunder (Pinot Blanc)	54.49	8.5%					
Riesling	3.07	0.5%					
Welschriesling	27.45	4.3%					
Zierfandler (Spätrot)	0.00	0.0%					
Total white Qualitätswein varieties	211.96	33.2%	Total red Qualitätswein varieties	415.73	65.1%	**627.69**	**98.3%**
Total other varieties						**7.19**	**1.1%**
Total variety-labelled wine						**3.74**	**0.6%**
Total area under vine (in ha)						**638.62**	**100.0%**

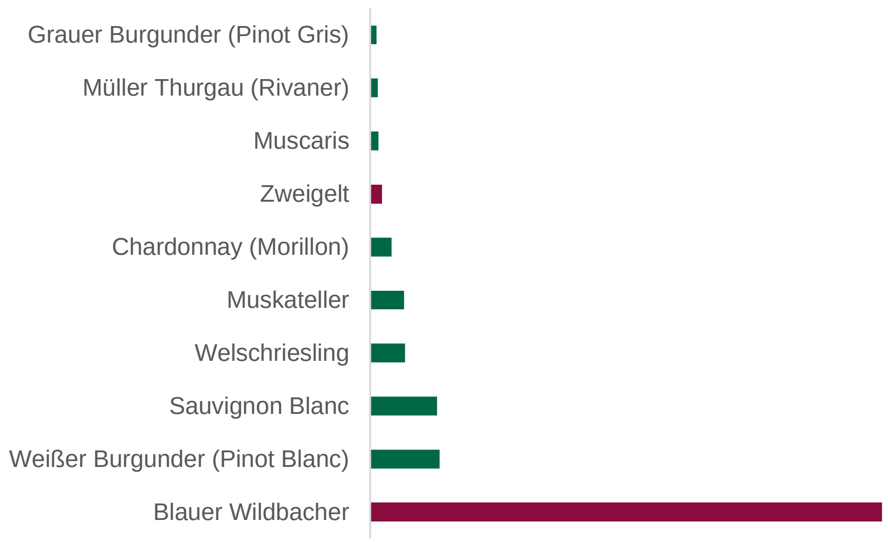


Figure 20: The top 10 grape varieties in terms of area under vine in Weststeiermark

[22] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.5.4. The Wien winegrowing region[23]

Area under vine in hectares in 2021. Qualitätswein grape varieties in alphabetical order

White grape varieties	ha	Share of total	of which is variety-controlled Wiener Gemischter Satz	Red grape varieties	ha	Share of total	Grand totals	Share of total
Blütenmuskateller	0.80	0.1%	0.15	Blauburger	5.42	0.9%		
Bouvier	2.11	0.4%	1.18	Blauer Burgunder (Pinot Noir)	17.52	3.0%		
Chardonnay (Morillon)	39.91	6.9%	13.84	Blauer Portugieser	2.95	0.5%		
Frühroter Veltliner (Malvasier)	1.59	0.3%	0.18	Blauer Wildbacher	0.00	0.0%		
Furmint	0.04	0.0%	0.04	Blaufränkisch	3.45	0.6%		
Goldburger	0.68	0.1%	0.57	Cabernet Franc	1.77	0.3%		
Goldmuskateller	0.00	0.0%	0.00	Cabernet Sauvignon	7.69	1.3%		
Grauer Burgunder (Pinot Gris)	5.82	1.0%	2.89	Merlot	9.43	1.6%		
Grüner Veltliner	133.80	23.1%	36.23	Rathay	0.04	0.0%		
Jubiläumsrebe	0.19	0.0%	0.19	Roesler	1.94	0.3%		
Müller Thurgau (Rivaner)	13.24	2.3%	6.45	Rosenmuskateller	0.00	0.0%		
Muscaris	0.31	0.1%	0.13	St. Laurent	5.49	0.9%		
Muskateller	15.84	2.7%	7.57	Syrah	1.28	0.2%		
Muskat Ottonel	1.55	0.3%	1.10	Zweigelt	34.61	6.0%		
Neuburger	4.83	0.8%	2.37					
Roter Veltliner	1.76	0.3%	1.01					
Rotgipfler	0.31	0.1%	0.07					
Sauvignon Blanc	12.98	2.2%	3.95					
Scheurebe (Sämling 88)	1.25	0.2%	1.07					
Souvignier Gris	0.11	0.0%	0.11					
Sylvaner	1.41	0.2%	0.43					
Traminer	8.81	1.5%	2.33					
Weißer Burgunder (Pinot Blanc)	36.96	6.4%	9.81					
Riesling	66.45	11.5%	19.32					
Welschriesling	14.58	2.5%	4.30					
Zierfandler (Spätrot)	0.30	0.1%	0.16					
Total white Qualitätswein varieties	365.62	63.0%	115.45	Total red Qualitätswein varieties	91.58	15.8%	**457.20**	**78.8%**
Wiener Gemischter Satz (no variety-controlled planting)							**104.30**	**18.0%**
Wiener Gemischter Satz (grand total)							**219.75**	
Total other varieties							**16.80**	**2.9%**
Total variety-labelled wine							**1.88**	**0.3%**
Total area under vine (in ha)							**580.18**	**100.0%**

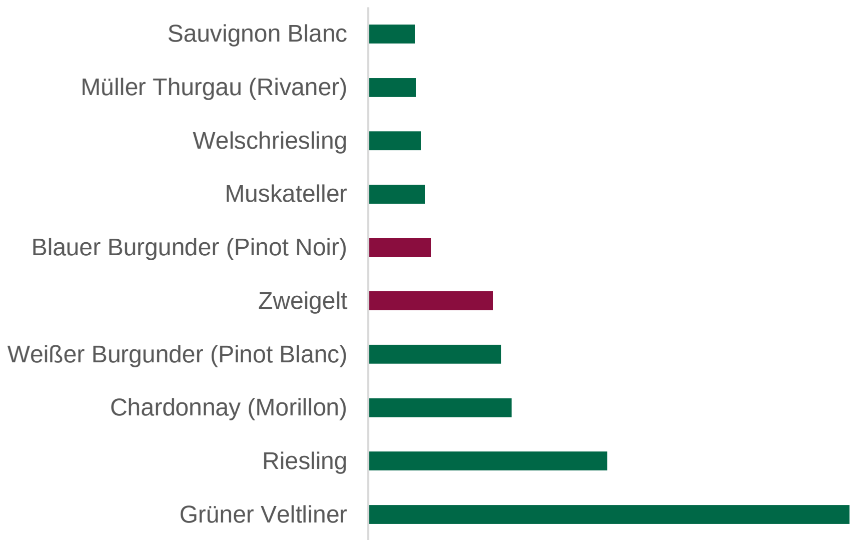


Figure 21: The top 10 grape varieties in terms of area under vine in Wien

[23] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.6. Bergland vineyard areas

The Bergland winegrowing region includes the Austrian federal states that are not typically known as traditional winegrowing areas: Kärnten (Carinthia), Oberösterreich, Tyrol, Vorarlberg and Salzburg. Austria's Bergland has a total of 215 hectares under vine, comprising: 125 hectares in Kärnten, 73 hectares in Oberösterreich, 12 hectares in Tyrol, 5 hectares in Vorarlberg und 0.06 hectares in Salzburg[24].

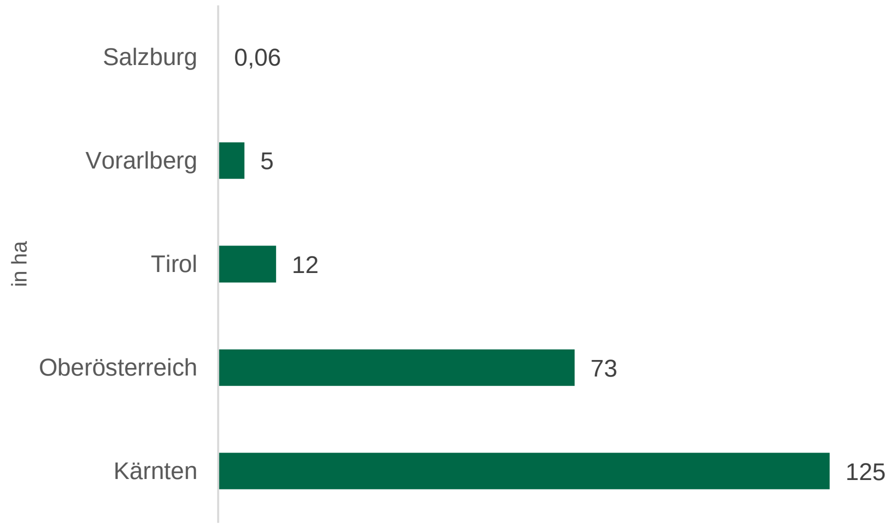


Figure 22 : Area under vine in Bergland in hectares

[24] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

1.7. Organic vineyard areas and producers in Austria

Austria had a total area of 7,242 hectares of organic vineyards in 2020, which represents 15.9% of the total area under vine currently recorded in the IACS.[25] These vineyards are farmed by 958 wine estates.[26]

Organic vineyard area					
in ha	Burgenland	NÖ	STMK	Wien	Austria
2000	246	472	44	1	764
2005	418	807	116	4	1,349
2010	1,333	1,809	235	61	3,453
2015	1,620	2,386	470	131	4,627
2016	1,718	2,727	486	149	5,104
2017	1,835	3,101	578	163	5,716
2018	1,895	3,322	567	174	6,002
2019	1,894	3,891	546	187	6,567
2020	2,050	4,246	680	209	7,242

Figure 23: Evolution of organic areas under vine in hectares according to IACS

Share of organic vineyards*					
in %	Burgenland	NÖ	STMK	Wien	Österreich
2000	1.9	1.7	1.3	0.6	1.8
2005	3.3	3.0	3.1	1.3	3.1
2010	11.6	7.1	5.8	15.5	8.3
2015	15.5	9.6	11.1	26.1	11.5
2016	16.1	10.8	11.1	29.4	12.5
2017	16.8	12.1	12.8	31.9	13.7
2018	17.1	12.9	12.3	33.7	14.2
2019	17.2	15.0	11.7	36.2	15.5
2020	17.5	15.2	13.1	37.3	15.9

Figure 24: Share of organic area under vine compared to total area under vine in percent according to IACS

Organic farms with vineyards					
in total numbers	Burgenland	NÖ	STMK	Wien	Austria
2000	77	106	47	2	236
2005	134	208	82	3	434
2010	204	317	94	8	643
2015	184	305	100	15	632
2016	192	330	102	16	668
2017	199	362	114	18	730
2018	202	383	116	18	758
2019	201	438	116	18	820
2020	223	513	148	20	958

Figure 25: Number of organic producers with vineyards according to IACS

[25] Data only reflects subsidised organic producers up to 2020. System reorganised from 2021; recording of all organic producers currently in progress
[26] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT); as at February 2021

1.8. “Sustainable Austria”-certified areas under vine

in ha	2017	2018	2019	2020	+/- PY in %
Carnuntum	11	39	137	158	15.0%
Kamptal	505	663	695	952	37.1%
Kremstal	233	306	364	462	27.0%
Thermenregion	6	22	74	55	-26.1%
Traisental	98	110	108	113	4.7%
Wachau	5	474	476	511	7.4%
Wagram	341	318	421	442	4.9%
Weinviertel	462	446	865	1,013	17.1%
Niederösterreich	**1,660**	**2,378**	**3,140**	**3,705**	**18.0%**
Leithaberg	212	225	317	338	6.7%
Mittelburgenland	124	152	300	335	11.6%
Neusiedlersee	191	477	1,315	1,182	-10.1%
Eisenberg	6	14	13	44	245.8%
Rosalia				24	n/a
Burgenland	**533**	**868**	**1,945**	**1,948**	**0.2%**
Südsteiermark	150	233	526	758	44.1%
Vulkanland Stmk	9	9	9	196	2060.4%
Weststeiermark	0	0	33	34	2.8%
Steiermark	**159**	**242**	**568**	**988**	**73.9%**
Wien	**135**	**135**	**137**	**176**	**28.1%**
Austria	**2,488**	**3,623**	**5,790**	**6,818**	**17.8%**

Figure 26: “Sustainable Austria”-certified areas under vine in Austria[27]

The “Sustainable Austria”-certified areas under vine in 2020 amounted to almost 6,820 ha. This represents 15.2 % of the total area under vine in Austria (44,913 ha).

1.9. Biodynamic-certified areas

Austria had a total of 1,290 ha of biodynamically farmed vineyards in 2020. This figure is the sum of the areas under vine cultivated by Demeter and respekt-BIODYN members (661 ha[28] and 629 ha respectively)[29]. In other words, around a fifth of Austria’s organic vineyards are already farmed biodynamically.

[27] Source: Weinbauverband Österreich (Austrian Winegrowers Association). As at 30 May 2021
[28] Source: Demeter, as at January 2021
[29] Source: respekt-BIODYN, as at January 2021

2. Wine production in Austria

2.1. The growing season, harvest and inventory 2020

The 2020 vintage: a challenging year in the vineyard pays dividends in the glass

2020 will be remembered as a growing season of opposites, in which rain followed sun and cold followed warmth. Combined with the specific features of the regions, this called for a great deal of intuition and patience from winegrowers. And they have been amply rewarded. We can expect some invigoratingly fresh whites, finely balanced reds and some sweet rarities.

Despite the 2020 growing season varying significantly between the individual winegrowing regions, overall, it produced fresh, lighter white wines with a vibrant structure. In other words, a classic ‘Austrian’ vintage. The picture is a little more nuanced for red wines, as high physiological grape ripeness in some red wine heartlands is raising hopes for very high quality with moderate alcohol content.

Ever-changing weather conditions

After a dry winter that barely earned its name, some areas experienced a slight delay in budding. A very warm and sunny April did little to accelerate development as it was accompanied in many places by extreme dryness that lasted for weeks. A few frosty nights caused damage in inconvenient locations but overall, this was insignificant. May saw great amounts of rainfall and June was also very wet and changeable. Flowering occurred at the usual average time and was generally unproblematic, although there was occasional coulure in some grape varieties.

A good old-fashioned summer followed, characterised by alternating sunny and rainy periods, with neither long heatwaves nor temperature spikes. In any case, the frequent precipitation led to strong plant growth and high disease pressure, so careful pruning work and good aeration of the grape zone were important to combat the spread of fungal diseases. By mid-August, the vineyards were in very good shape. However, some regions then saw localised hailstorms, which caused serious damage in the Wachau, Kremstal and Traisental; some viticultural towns in Burgenland and Steiermark were also affected.

September was also a month of contrasts. On the one hand, there were as many sunshine hours as in a summer month and equally high daytime temperatures, while on the other, many places saw prolonged heavy rain towards the end of the month with record precipitation levels. Winemakers had quite a job on their hands to keep their grapes healthy in the warm, damp weather. Relatively low night-time temperatures had a positive effect on aroma formation and acidity. The main harvest began in early September and mainly continued in very good conditions until late October. Even outside the winegrowing regions affected by hail, meticulous selection and the associated cost-intensive harvesting process was required.

Niederösterreich and Wien: a broad spectrum

In Niederösterreich (Lower Austria) and Wien (Vienna), very fresh and fruity wines are expected with a slightly lower alcohol content and more pronounced acidity than in recent years.

The typical varietal characteristics are expressed as well in the flagship Grüner Veltliner wines as they are in the Rieslings and Pinots. It could be a little more difficult for bouquet wines like Muskateller and Traminer to show off their full potential. Klassik wines and Gebietsweine (regional wines) should turn out to be very pleasant as they combine bold freshness and clear fruitiness with invigorating, non-aggressive acidity. The performance of the white Reserve wines is eagerly anticipated. Due to meticulous selection in 2020, only small volumes of these could be produced. Here, we can hope for Riedenweine (single-vineyard wines) and premium wines with balance, precision, structure and stability for longer storage.

The key red winegrowing regions of Thermenregion and Carnuntum are expecting fruity, somewhat lighter and elegant red wines with all grape varieties and categories represented; the best wines could match the delicate fruitiness of the 2016 vintage. Alongside Zweigelt and Blaufränkisch, Sankt Laurent and Pinot Noir are especially promising.

Burgenland – best of the bunch?

According to numerous reports and initial tastings, Burgenland could be one of the big winners in the current vintage. On the one hand, the heavy autumn rainfall did not reach the wine villages on the Neusiedlersee at all and had precious little effect in central and southern Burgenland. On the other hand, the region was able to reap above-average benefits of early grape ripening caused by the climatic conditions. As a result, the main harvest around the Neusiedlersee was completed before the weather changed in the second half of September. The only downside came in the form of several localised hailstorms.

The 2020 white wines from all grape varieties are characterised by a mature, harmonious flavour, which is enhanced by a zesty acidity, making expectations of Leithaberg and similar wines high.

Expectations are also high in all Burgenland appellations with regard to red wine quality. As is always the case in cooler years, it was important to reduce the yield accordingly in 2020. In the best cases, it should be possible to produce red wines of cool elegance and luscious fruitiness, which may be comparable with those of 2016. Overall, we can expect well balanced Zweigelt and Blaufränkisch of astounding maturity, while the French varieties from suitable locations could also draw attention.

It is still a little early to make any predictions regarding dessert wines. However, although with some delay, even noble sweet rarities like Ruster Ausbruch DAC and Neusiedlersee DAC could be produced, albeit in smaller quantities. Occasional overnight frosts have even enabled the pressing of Eiswein.

Styrian, through and through

Without a doubt, we will find regional typicity in Steiermark’s lighter white Gebietsweine (regional wines). Wine connoisseurs can look forward to crisp, fresh Welschriesling, Muskatellers and Sauvignons that combine pure, varietally typical fruitiness with zest. Just like the denser Ortsweine (village wines) and Riedenweine (single-vineyard wines), these also have those features that make them so distinct.

In Steiermark too, the rainy low-pressure area in September was a turning point and caused interruptions to the harvest. Those who had the nerve to wait a while after the rain before resuming the harvest were rewarded with a wonderfully sunny October, which allowed grapes to ripen to perfection. Of course, precise selection was then essential to bring in a healthy grape harvest, with the associated loss of volume. So, it was possible to harvest those very Riedenweine that are responsible for the high renown of the Steiermark wine producers.

The Steiermark flagship Sauvignon Blanc should turn out to be especially attractive and characteristic as it naturally benefits from a good supply of water. After the wait mentioned previously, the Pinot family has also performed at a good level, and this is also true of the Rieslings in Sausal. In some cases, it may be a little more difficult for the Muskateller, as the appearance of the spotted-wing drosophila occasionally forced an undesirable early harvest. Overall, the Steiermark whites could reach a profile similar to that achieved by the 2013 wines and the 2016 wines that were unfortunately only available in smaller quantities.

The same is also true for Schilcher from Weststeiermark, which after several years characterised by high maturity has returned to featuring somewhat more typical freshness and zest, as well as a lither body.

Surprising Bergland

All-round satisfaction was expressed this year in Bergland, which is comprised of a variety of winegrowing enclaves.

Winegrowers from Oberösterreich (Upper Austria) are reporting an extremely successful vintage, completely unimpaired by the vagaries of the weather. Accordingly, mature and intense wines full of juice and strength are expected.

Similarly pleasing news is also coming from Kärnten, where an equally pleasant autumn followed abundant precipitation in spring and summer to ensure satisfying maturity and distinctive aromatics. With higher acidity, the quantity and sugar gradation are lower than last year, but dynamic wines for easy drinking are assured.

In the Tyrolean and Vorarlberg vineyards in far-west Austria, prudent plant protection was more important than ever to ward off infestation by downy mildew (Peronospora) and powdery mildew (Oidium). Thorough defoliation of the grape zone was required to prevent *Botrytis cinerea*. The Alpine *föhn* winds that are typical here in autumn almost failed to materialise in 2020; however by mid to late October, the harvest of mature grapes of above-average quality could be completed.

2.1.1. Harvest 2020[30]

As at 30 November 2020, the 2020 harvest was recorded at 2.4 million hl. This figure is 2% higher than the five-year average and 3% higher than the 2019 harvest. The white wine harvest was comparable to the previous year at 1.65 million hl (+1% on 2019; +3% above the five-year average), while a total of 751,600 hl of red wine was harvested, which is 7% more than the previous year yet roughly the same as the five-year average (±0%).

The 2020 growing season was characterised by unsettled weather conditions. A mild and fairly dry winter was followed by a sunny and extremely dry April and a very wet May. Despite this, however, flowering generally occurred at the usual time. Summer saw alternating periods of sun and rain, without any significant temperature extremes. Localised hailstorms caused a certain amount of damage, primarily in the Wachau, Kremstal and Traisental winegrowing regions. September proved to be a challenge for vintners. While there was plenty of sunshine, many regions also saw persistent heavy rain, which meant that harvesting lasted from the beginning of September until the end of October.

Burgenland, where weather conditions were favourable, managed to harvest 618,100 hl of wine, which was a 9% increase on 2019 (±0% compared to the five-year average), with all regions showing growth. In Neusiedlersee and Leithaberg, 7% more wine was harvested than in 2019, with 372,900 hl and 114,600 hl respectively. Mittelburgenland harvested 112,300 hl, which represents a 17% increase on the previous year. The red wine harvest (355,300 hl) saw a 14% increase in volume compared to 2019, while the volume of white wine grew by 4% with a harvest of 262,800 hl.

In Niederösterreich, the harvest totalled 1,51 million hl, corresponding to the average of the last five years (±0%), 2% up on the 2019 harvest. This can be broken down into 1,170,900 hl of white wine (+1% on 2019) and 341,400 hl (+4%) of red wine. Whereas the Weinviertel, which is home to around half of the state’s vineyards, managed to harvest 903,600 hl (11% up on 2019), the volumes harvested by most of the other winegrowing regions were down on the

[30] Source: Statistics Austria Final Report on Harvest and Inventory 2020

previous year. A significant decline was recorded in the Wachau region, where only 51,000 hl was harvested – 31% less than the previous year's harvest. The Kremstal (114,200 hl, -11% compared to 2019) and Kamptal (170,600 hl, -8%) also harvested less wine than in the previous year. Having harvested 66,900 hl, the Thermenregion showed a slight increase of 2%.

Steiermark's harvest was almost as high as 2019 (-1%). The total harvest of 238,600 hl represents an increase of 15% on the five-year average. With a harvest of 125,600 hl, the winegrowing region of Südsteiermark recorded a 5% increase on 2019, whereas in Vulkanland (83,400 hl; -5%) and Weststeiermark (29,500 hl; -10%), harvest volumes were slightly lower than in the previous year.

A total of 25,300 hl was harvested in Wien, which compares roughly to the five-year average (-1%) yet represents a slight increase (3%) on the previous year.

In terms of wine products, the volume harvested for Qualitätswein and Prädikatswein (2.21 million hl) was 4% higher than in 2019 (+1% on the five-year average). Red Qualitätswein and Prädikatswein saw a slightly higher increase (685,200 hl; +9% on 2019) than the high-quality white wines (1.53 million hl; +1% on 2019). The Wein and Landwein segments (including single varietal wine and Sturm) represented 151,400 hl, which is a 1% decrease on the previous year (+20% on the five-year average). Within this segment, the volume of white Wein/Landwein grew by 2% to 103,300 hl, whereas the volume of red Wein/Landwein dropped by 8% to 48,100 hl.

2.1.1.1. Harvest by wine region in 2020[31]

	Productive area (in ha)	Harvest (in hl)	Yield (hl/ha)
Burgenland	**13,706**	**618,076**	**45.1**
Neusiedlersee*	7,777	372,881	47.9
Leithaberg (Neusiedlersee-Hügelland)*	2,821	114,581	40.6
Mittelburgenland*	2,554	112,296	44
Eisenberg (Südburgenland)*	554	18,318	33.1
Niederösterreich	**28,495**	**1,512,354**	**53.1**
Thermenregion	1,887	66,887	35.5
Kremstal	2,602	114,181	43.9
Kamptal	3,872	170,634	44.1
Wagram	2,746	127,431	46.4
Traisental	866	39,662	45.8
Carnuntum	914	37,829	41.4
Wachau	1,357	50,953	37.5
Weinviertel	14,224	903,650	63.5
übrige	27	1,127	42
Steiermark	**5,070**	**238,558**	**47.1**
Südsteiermark	2,564	125,611	49
Weststeiermark	680	29,523	43.4
Vulkanland Steiermark (Südoststeiermark)	1,826	83,424	45.7
Wien	**620**	**25,252**	**40.7**
Other federal states	171	4,168	24.4
Austria 2020	**48,062**	**2,398,409**	**49.9**
Austria 2019	48,721	2,324,363	47.7
Austria Ø15-19	47,137	2,356,897	50

Figure 27: 2020 harvests (total) by winegrowing region

[31] Source: Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) as at 30 November 2020. Results by winegrowing region, based on yield estimates by the Statistics Austria's Wine Harvest Experts.
* Since amendments to the BGBl. (Austrian Federal Law Gazette) I No. 47/2016 of the 2009 Wine Act, the entire state of Burgenland represents a single winegrowing region. However, in line with customary practice, it is subdivided into its individual regions.

	Productive area (in ha)	Harvest (in hl)	Yield (hl/ha)
Burgenland	**5,751**	**262,807**	**45.7**
Neusiedlersee*	3,960	185,468	46.8
Leithaberg (Neusiedlersee-Hügelland)*	1,416	63,875	45.1
Mittelburgenland*	194	7,489	38.6
Eisenberg (Südburgenland)*	181	5,974	33.1
Niederösterreich	**22,297**	**1,170,905**	**52.5**
Thermenregion	1,050	35,946	34.2
Kremstal	2,215	92,086	41.6
Kamptal	3,173	138,029	43.5
Wagram	2,236	101,139	45.2
Traisental	747	33,441	44.8
Carnuntum	408	17,815	43.6
Wachau	1,255	47,075	37.5
Weinviertel	11,190	704,473	63
übrige	22	901	40.8
Steiermark	**4,078**	**189,516**	**46.5**
Südsteiermark	2,311	108,668	47
Weststeiermark	232	11,490	49.4
Vulkanland Steiermark (Südoststeiermark)	1,534	69,357	45.2
Wien	**519**	**20,744**	**40**
Other states	127	2,885	22.8
Austria 2020	**32,771**	**1,646,857**	**50.3**
Austria 2019	32,020	1,624,384	50.7
Austria Ø15-19	31,128	1,601,598	51.5

Figure 28: White wine harvest 2020 by winegrowing region[32]

[32] Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) as at 30 November 2020; Results by winegrowing region, based on yield estimates by the Statistics Austria's Wine Harvest Experts. - [1] Areas under vine for white and red wine according to Agrarmarkt Austria (evaluation of the different application forms submitted, as at August 2020).
* Since amendments to the BGBl. (Austrian Federal Law Gazette) I No. 47/2016 of the 2009 Wine Act, the entire state of Burgenland represents a single winegrowing region. However, in line with customary practice, it is subdivided into its individual regions.

	Productive area (in ha)	Harvest (in hl)	Yield (hl/ha)
Burgenland	**7,955**	**355,269**	**44.7**
Neusiedlersee*	3,817	187,413	49.1
Leithaberg (Neusiedlersee-Hügelland)*	1,405	50,706	36.1
Mittelburgenland*	2,361	104,807	44.4
Eisenberg (Südburgenland)*	373	12,344	33.1
Niederösterreich	**6,198**	**341,449**	**55.1**
Thermenregion	836	30,941	37
Kremstal	387	22,095	57.1
Kamptal	699	32,606	46.7
Wagram	510	26,292	51.6
Traisental	119	6,221	52.3
Carnuntum	505	20,014	39.6
Wachau	103	3,878	37.8
Weinviertel	3,034	199,177	65.6
übrige	5	226	47
Steiermark	**992**	**49,042**	**49.4**
Südsteiermark	253	16,943	67.1
Weststeiermark	448	18,033	40.3
Vulkanland Steiermark (Südoststeiermark)	292	14,066	48.2
Wien	**102**	**4,508**	**44.4**
Other states	44	1,283	28.9
Austria 2020	**15,291**	**751,552**	**49.1**
Austria 2019	16,701	699,979	41.9
Austria Ø15-19	16,009	755,299	47.2

Figure 29: 2020 red and rosé wine harvests by winegrowing region[33]

	Wein & Sturm	Varietal wine	Landwein	Qualitäts- & Prädikatswein	Grape must[1]	Other products
Burgenland	32,450	1,350	6,504	570,096	-	7,676
Niederösterreich	62,687	1,758	20,252	1,408,269	240	19,148
Steiermark	14,755	554	9,315	209,146	233	4,554
Wien	519	-	724	23,450	-	559
Other states	319	97	153	3,547	-	52
Austria 2020	**110,732**	**3,759**	**36,948**	**2,214,507**	**473**	**31,989**
Austria 2019	113,601	3,457	35,820	2,138,592	487	32,406
Austria Ø15-19	82,652	2,073	41,077	2,199,589	416	31,089

Figure 30: 2020 harvest by wine product in hectolitres

[33] Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) as at 30 November 2020; Results by winegrowing region, based on yield estimates by the Statistics Austria's Wine Harvest Experts. - [1] Areas under vine for white and red wine according to Agrarmarkt Austria (evaluation of the different application forms submitted, as at August 2020).

* Since amendments to the BGBl. (Austrian Federal Law Gazette) I No. 47/2016 of the 2009 Wine Act, the entire state of Burgenland represents a single winegrowing region. However, in line with customary practice, it is subdivided into its individual regions.

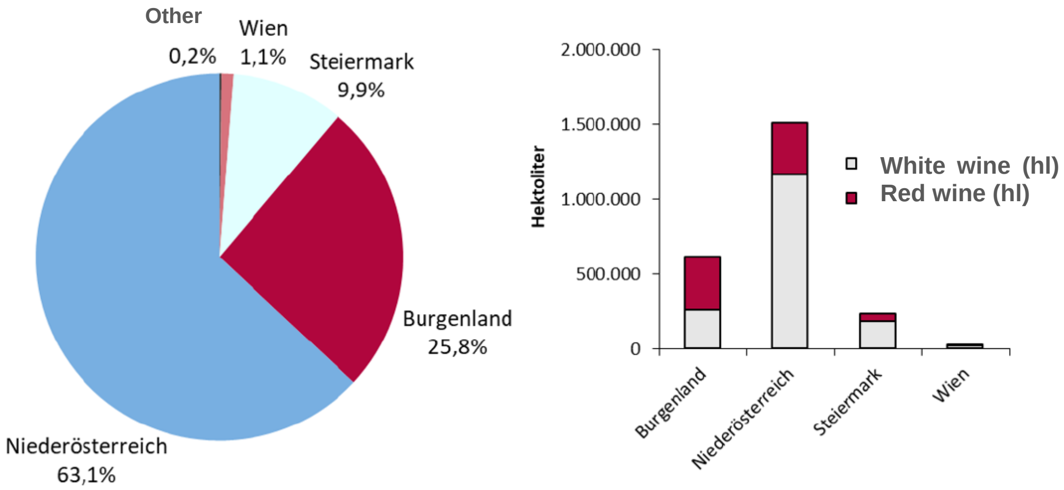


Figure 31: 2020 harvest broken down by state (in hectolitres)

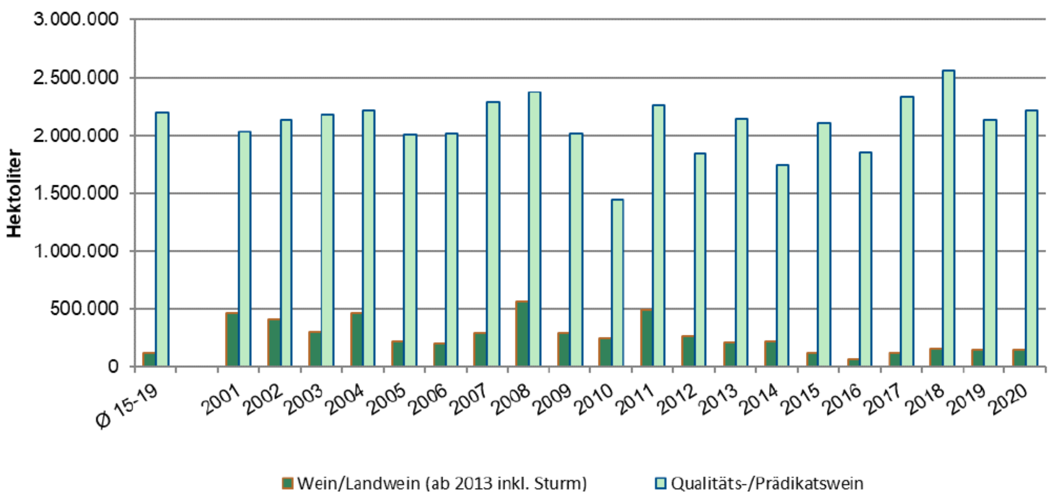


Figure 32: Harvests 2001–2020 in hectolitres by quality level

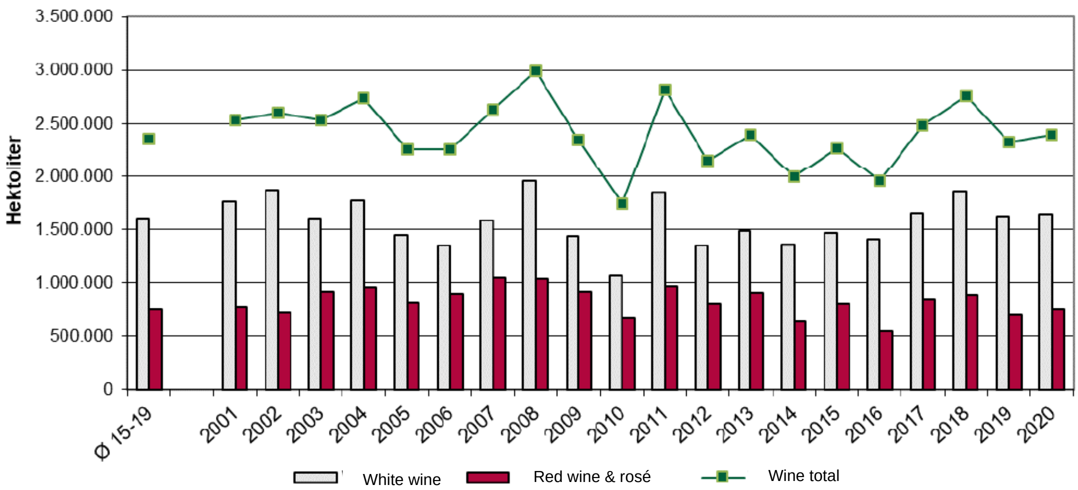


Figure 33: Harvests 2001–2020 in hectolitres

2.1.2. The 2020 inventory[34]

The 2020 inventory (as at 31 July) stood at 2.93 million hl, which is only a slight drop compared to the previous year's figures (-2% on 2019). This is now the second year in a row that inventory remains at a very high level and is a 14% increase on the five-year average. This is probably the result of a lack of sales due to the coronavirus, especially in the on-trade and events sectors. Niederösterreich could lay claim to 61% of the inventory (1.79 million hl), which represents a 2% drop compared to 2019. Burgenland, which accounted for a quarter (25%) of Austria's inventory, recorded a 5% decrease with a total of 729,100 hl. Inventory also saw a decline in Wien (-6% to 120,550 hl; 4% of total inventory), while Steiermark recorded an increase (+8% to 266,600 hl; 9% of total inventory). Austria's inventory of white wine remained at the previous year's level of 1.72 million hl (±0% compared to 2019), while the red wine inventory decreased by 4% to 1.21 million hl.

In the Qualitätswein and Prädikatswein category, inventory reserves decreased to 2.35 million hl (-3% compared to 2019; +15% up on the five-year average). Niederösterreich, which has the highest inventory of Qualitätswein and Prädikatswein (62% of total) at 1.47 million hl, recorded a decrease of 3%. A drop in inventory was also recorded in Burgenland (638,300 hl; -6%) and Wien (30,700 hl; -4%) compared to 2019. Steiermark, however, recorded an 8% increase in Qualitätswein and Prädikatswein inventory, with a total of 204,400 hl. The Austrian inventory of white Qualitätswein and Prädikatswein totalled 1.33 million hl (-2% compared to 2019), while red Qualitätswein and Prädikatswein totalled 1.02 million hl (-5%).

Wein and Landwein (including varietal wine and Sturm) recorded an inventory increase to 313,200 hl (+6% on 2019), this being 17% higher than the five-year average. The Wein/Landwein inventory comprised 212,900 hl of white wine (+9% on 2019) and 100,200 hl of red wine (±0% compared to the previous year).

	White wine	Red wine	Total
Burgenland	229,255	499,879	729,133
Kärnten	2,266	938	3,203
Niederösterreich	1,182,741	607,162	1,789,903
Oberösterreich	2,707	1,126	3,833
Salzburg	9	19	28
Steiermark	202,480	64,155	266,635
Tirol	5,657	4,182	9,839
Vorarlberg	1,418	3,070	4,488
Wien	95,855	24,608	120,463
Austria 2020	**1,722,389**	**1,205,137**	**2,927,526**
Austria 2019	1,728,687	1,256,227	2,984,914
Austria Ø15-19	1,434,081	1,138,104	2,572,186

Figure 34: Inventory 2020

[34] Source: Statistics Austria, inventory and harvest data are final numbers for 2020

	Wein & Landwein*	Qualitäts- & Prädikatswein	Semi-sparkling wine	Grape must**	Wine from 3rd countries	Wine from other EU states and blends
Burgenland	53,613	638,287	31,220	1,424	267	4,322
Kärnten	170	2,503	527	3	-	-
Niederösterreich	196,098	1,468,755	61,051	1,695	3,372	58,932
Oberösterreich	418	1,451	1,375	-	-	588
Salzburg	-	1	27	-	-	-
Steiermark	42,484	204,374	11,964	108	67	7,638
Tirol	2,070	4,284	177	-	210	3,097
Vorarlberg	554	1,095	90	-	2	2,748
Wien	17,768	30,683	52,595	140	5	19,273
Austria 2020	**313,174**	**2,351,431**	**159,027**	**3,370**	**3,924**	**96,599**
Austria 2019	**296,241**	**2,427,284**	**152,059**	**3,367**	**2,890**	**103,072**
Austria Ø15-19	**268,097**	**2,051,401**	**129,469**	**3,378**	**3,890**	**115,950**

Figure 35: 2020 inventory by wine products in hectolitres[35]

[35]Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) as at 31 July 2020. - "0" = value below 0.5; "-" = no inventory. Including natural inventory (wines stored for maturation, not yet able to be sold).
* includes varietal wine and Sturm.
** both concentrated and rectified concentrated grape must.

2.2. Austrian harvests 1950–2020

The table below shows Austrian harvest volumes from 1950 to the present day:

in hl	Volume		Volume		Volume		Volume		Volume
1950	1,291,355	**1965**	1,387,371	**1980**	3,086,422	**1995**	2,228,969	**2010**	1,737,454
1951	1,103,790	**1966**	1,453,588	**1981**	2,085,168	**1996**	2,110,332	**2011**	2,814,754
1952	746,092	**1967**	2,594,384	**1982**	4,905,651	**1997**	1,801,747	**2012**	2,154,755
1953	826,093	**1968**	2,477,241	**1983**	3,697,925	**1998**	2,703,170	**2013**	2,391,948
1954	1,638,762	**1969**	1,465,101	**1984**	2,518,918	**1999**	2,803,383	**2014**	1,998,685
1955	1,164,232	**1970**	1,916,130	**1985**	1,125,655	**2000**	2,338,410	**2015**	2,268,403
1956	390,391	**1971**	1,812,790	**1986**	2,229,845	**2001**	2,530,576	**2016**	1,952,531
1957	1,415,427	**1972**	2,595,615	**1987**	2,183,623	**2002**	2,599,483	**2017**	2,485,708
1958	1,897,077	**1973**	2,404,307	**1988**	3,502,457	**2003**	2,529,846	**2018**	2,753,480
1959	727,952	**1974**	1,664,924	**1989**	2,580,861	**2004**	2,734,561	**2019**	2,324,363
1960	897,487	**1975**	2,704,467	**1990**	3,166,290	**2005**	2,264,018	**2020**	2,398,409
1961	1,328,221	**1976**	2,901,040	**1991**	3,093,259	**2006**	2,256,296		
1962	1,006,661	**1977**	2,594,021	**1992**	2,588,215	**2007**	2,628,020		
1963	1,826,741	**1978**	2,366,278	**1993**	1,865,479	**2008**	2,993,722		
1964	2,840,169	**1979**	2,773,006	**1994**	2,646,635	**2009**	2,351,873		

Figure 36 : Austrian harvest volumes 1950–2020

Austria has harvested an average annual volume of 2.4 million hl over the last 60 years. The average harvest volume has also stabilised over the past 15 years at 2.4 million hl (see red line in the following diagram).

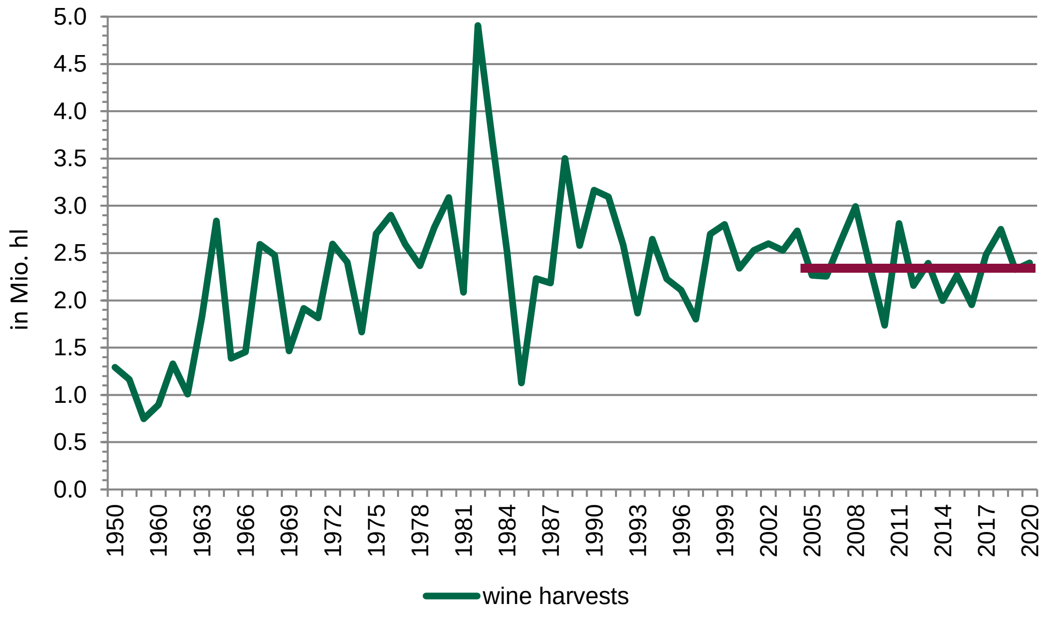


Figure 37: Austrian harvests 1950–2020

2.3. Prices of grapes and bulk wine

The average prices for grapes and bulk Qualitätswein over recent years were as follows:

	2000	2003	2006	2009	2012	2015	2018	2019	2020
Wine									
Grapes, white per kg	0.25	0.27	0.34	0.29	0.82	0.67	0.25	0.29	0.40
Grapes, red per kg	0.37	0.50	0.34	0.22	0.49	0.33	0.25	0.29	0.43
Bulk									
Qualitätswein, white per l	0.35	0.39	0.41	0.42	1.05	0.71	0.56	0.40	0.48
Qualitätswein, red per l	0.61	0.85	0.42	0.38	0.77	0.47	0.57	0.38	0.49
Bottled									
Bottle, white, per 0.75 l	3.04	3.40	*	*	*	*	*	*	*
Bottle, red, per 0.75 l	3.11	3.57	*	*	*	*	*	*	*

Figure 38: Average prices for bulk and bottled wine in euro (excl. VAT)[36]

Austrian Qualitätswein is increasingly sold in bottles, the cost of which is subject to wide variation. Different business and marketing models sometimes lead to significant price differences. This explains why recording a weighted average price for bottled wines for the purposes of the statistics on producer prices in agriculture and forestry became increasingly difficult and had to be discontinued in 2005, in liaison with the Federal Ministry of Agriculture and the Austrian Chamber of Agriculture.

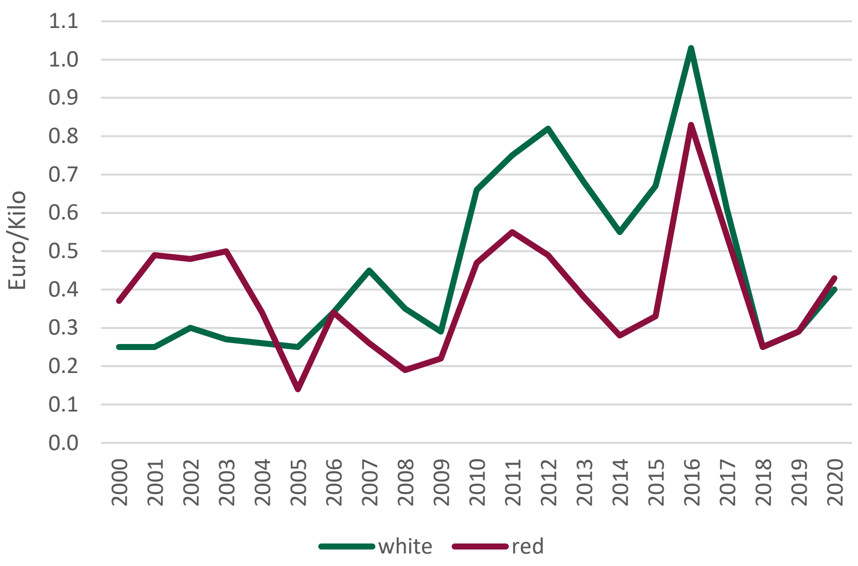


Figure 39: Evolution of bulk wine prices in litres 2000–2020

[36] Source: Statistics Austria, *Land- und Forstwirtschaftliche Erzeugerpreise 2000 bis 2020* (Producer Prices in Agriculture and Forestry between 2000 and 2020)
* data not available

2.4. Climate and climate change

Climate change has occasioned a large number of discussions in the wine industry over recent years. The following climate data from selected wine-producing municipalities shows a continuous increase in temperature, as well as in precipitation and hours of sunshine, at almost all measuring stations since 1961.

Temperatures in selected Austrian wine-producing municipalities

in m/°C	Altitude	Avg. temp. 1961–1990	Avg. temp. 1990–2004	Avg. temp. 2004–2017	Difference 1990–2004 vs 2004–2017
Illmitz (B)	117	10.9	10.3	11.3	**1.0**
Neusiedl am See (B)	154	10.3	10.5	11.4	**0.9**
Deutschkreutz (B)	192	9.9	-	10.5	**-**
Wörterberg (B)	400	9.4	8.8	10.1	**1.3**
Bernstein (NÖ)	600	8.4	9.0	9.2	**0.2**
Eisenstadt (B)	184	10.4	10.3	11.0	**0.7**
Graz (ST)	337	9.5	9.7	10.6	**0.9**
Deutschlandsberg (ST)	353	9.3	9.2	9.8	**0.6**
Leibnitz/Silberberg (ST)	332	9.5	9.2	10.2	**1.0**
Hollabrunn (NÖ)	253	9.0	9.4	9.9	**0.5**
Falkenstein (NÖ)	302	9.2	-	10.2	**-**
Retz (NÖ)	320	9.2	9.6	10.2	**0.6**
St. Pölten (NÖ)	273	9.4	9.6	10.2	**0.6**
Baden, Bad Vöslau, Gumpoldskirchen (NÖ)	230	10.0	10.2	11.1	**0.9**
Schwechat (NÖ)	184	9.9	10.2	11.0	**0.8**
Tulln/Langenlebarn (NÖ)	175	9.5	10.0	10.6	**0.6**
Krems (NÖ)	204	9.6	9.7	10.4	**0.7**
Langenlois (NÖ)	204	9.2	9.6	10.2	**0.6**
Wien - Hohe Warte	198	10.3	10.6	11.1	**0.5**

Figure 40: Average annual temperatures in °C[37]

[37] Source: ZAMG 2018

2.4.1. Maximum and minimum temperatures

in m/°C	Altitude	Avg. max. in August 1961–1990	Avg. max. in August 1990–2004	Avg. max. in August 2004–2017	Avg. difference 1990–2004/ 2004–2017	Avg. min. in January 1961–1990	Avg. min. in January 1990–2004	Avg. min. in January 2004–2017	Avg. difference 1990–2004 / 2004–2017
Illmitz (B)	117	29.0	33.4	34.2	**0.8**	-12.0	-13.0	-11.0	**2.0**
Neusiedl am See (B)	154	32.0	33.6	34.5	**0.9**	-12.0	-12.0	-10.6	**1.4**
Deutschkreutz (B)	192	32.0	-	33.1	**-**	-13.0	-	-12.1	**-**
Wörterberg (B)	400	30.0	29.2	31.5	**2.3**	-12.0	-12.0	-10.9	**1.1**
Bernstein (NÖ)	600	28.0	30.4	29.8	**-0.6**	-12.0	-11.0	-11.0	**0.0**
Eisenstadt (B)	184	32.0	33.1	33.6	**0.5**	-12.0	-11.0	-10.4	**0.6**
Graz (ST)	337	30.0	32.3	32.4	**0.1**	-12.0	-13.0	-9.9	**3.1**
Deutschlandsberg (ST)	353	31.0	32.4	32.3	**-0.1**	-14.0	-15.0	-12.2	**2.8**
Leibnitz/Silberberg (ST)	332	32.0	33.0	33.0	**0.0**	-16.0	-13.0	-12.8	**0.2**
Hollabrunn (NÖ)	253	32.0	32.8	33.0	**0.2**	-15.0	-14.0	-14.1	**-0.1**
Falkenstein (NÖ)	302	33.0	-	33.5	**-**	-14.0	-	-13.1	**-**
Retz (NÖ)	320	32.0	32.5	32.5	**0.0**	-14.0	-12.0	-11.2	**0.8**
St. Pölten (NÖ)	273	33.0	32.9	33.2	**0.3**	-12.0	-13.0	-11.4	**1.6**
Baden, Bad Vöslau, Gumpoldskirchen (NÖ)	230	32.0	33.0	33.8	**0.8**	-11.0	-11.0	-10.7	**0.3**
Schwechat (NÖ)	184	32.0	33.0	33.5	**0.5**	-13.0	-13.0	-10.6	**2.4**
Tulln/Langenlebarn (NÖ)	175	32.0	33.5	33.8	**0.3**	-14.0	-14.0	-12.5	**1.5**
Krems (NÖ)	204	32.0	32.9	33.3	**0.4**	-12.0	-13.0	-12.1	**0.9**
Langenlois (NÖ)	204	32.0	33.0	33.3	**0.3**	-13.0	-13.0	-11.9	**1.1**
Wien - Hohe Warte	198	32.0	33.0	33.5	**0.5**	-10.0	-10.0	-9.7	**0.3**

Figure 41: Average maximum air temperature in August[38] and minimum air temperature in January[39] in °C

2.4.2. Precipitation and sunshine hours

Rainfall in mm Sunshine in hr	Altitude	Rainfall 1961–1990	Rainfall 1990–2004	Rainfall 2004–2017	Difference 1990–2004 vs 2004–2017	Sunshine 1961–1990	Sunshine 1990–2004	Sunshine 2004–2017	Difference 1990–2004 vs 2004–2017
Illmitz (B)	117	595.0	571.0	617.1	**46.1**	1,832.0	2,080.0	2,176.2	**96.2**
Neusiedl am See (B)	154	597.0	550.0	595.4	**45.4**	1,862.0	2,010.0	2,185.2	**175.2**
Deutschkreutz (B)	192	594.0	-	703.1	**-**	1,830.0	-	1,963.2	**-**
Wörterberg (B)	400	754.0	894.0	684.6	**-209.4**	-	1,965.0	2,157.9	**192.9**
Bernstein (NÖ)	600	749.0	771.0	765.0	**-6.0**	-	-	2,048.2	**-**
Eisenstadt (B)	184	619.0	642.0	726.4	**84.4**	1,859.0	2,022.0	2,142.8	**120.8**
Graz (ST)	337	838.0	844.0	892.6	**48.6**	1,844.0	1,880.0	2,126.0	**246.0**
Deutschlandsberg (ST)	353	1153.0	968.0	1,017.1	**49.1**	1,874.0	1,937.0	2,042.2	**105.2**
Leibnitz/Silberberg (ST)	332	917.0	934.0	931.5	**-2.5**	1,639.0	-	2,158.6	**-**
Hollabrunn (NÖ)	253	519.0	490.0	520.9	**30.9**	1,778.0	-	1,997.8	**-**
Falkenstein (NÖ)	302	509.0	-	572.8	**-**	1,655.0	-	2,081.1	**-**
Retz (NÖ)	320	435.0	490.0	488.6	**-1.4**	1,651.0	1,896.0	1,972.7	**76.7**
St. Pölten (NÖ)	273	696.0	660.0	773.4	**113.4**	1,717.0	1,780.0	1,963.8	**183.8**
Baden, Bad Vöslau, Gumpoldskirchen (NÖ)	230	596.0	685.0	676.4	**-8.6**	1,712.0	1,809.0	1,917.9	**108.9**
Schwechat (NÖ)	184	543.0	578.0	554.5	**-23.5**	1,773.0	-	2,056.8	**-**
Tulln/Langenlebarn (NÖ)	175	641.0	594.0	685.1	**91.1**	-	1,755.0	1,959.8	**204.8**
Krems (NÖ)	204	521.0	529.0	544.9	**15.9**	1,721.0	1,780.0	1,815.7	**35.7**
Langenlois (NÖ)	204	481.0	481.0	553.9	**72.9**	1,667.0	1,758.0	1,824.2	**66.2**
Wien - Hohe Warte	198	607.0	648.0	690.8	**42.8**	1,771.0	1,969.0	2,084.4	**115.4**

Figure 42: Average annual rainfall[40] and sunshine[41]

[38] Average maximum air temperature for August, measured in °C; Calculation of monthly maximum = maximum of all daily maximums in the month

[39] Average absolute minimum air temperature for January, measured in °C; Calculation of monthly minimum = minimum of all daily minimums in the month

[40] Average total annual precipitation, unit = mm; Calculation of annual total = total of all daily precipitations

[41] Average total annual sunshine duration, unit = hr; Calculation of total annual sunshine duration = total of all hours with sunshine duration

2.5. The composition of the Austrian wine-producing industry

2.5.1. Average size and number of grape growers

The composition of the wine-producing industry has changed profoundly over the past 30 years, both in terms of size and the number of producers. On the one hand, the significant reduction in the number of producers is due to the fact that a large number of producers that had less than 1 ha under vine have ceased to exist. On the other hand, the average size of producers has increased significantly, due to the increase in the number of producers that have more than 5 ha under vine. There is, therefore, a noticeable shift towards larger business structures along with a decrease in the number of smaller producers. This is also linked to how the business is run. There is a correlation between the size of businesses and businesses that are run on a full-time basis.

	Number of producers	Area in ha	Ha per producer
1987	45,380	58,188	1.28
1999	31,946	48,558	1.52
2009	20,181	45,586	2.26
2015	14,111	45,439	3.22
2021	11,022	44,913	4.07

Figure 43: Evolution of the number and average size of wine producers, 1987–2021[42]

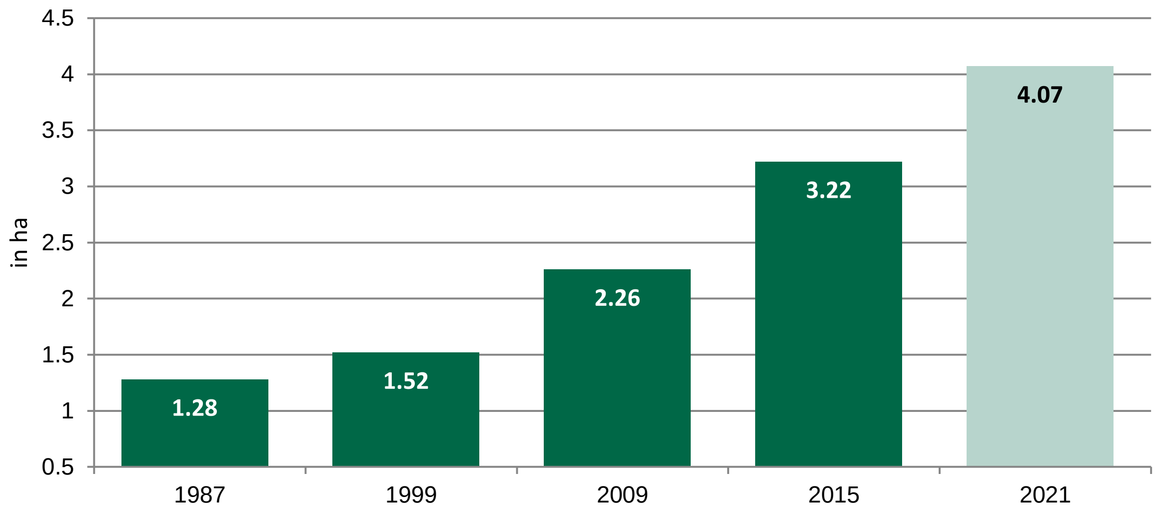


Figure 44: Evolution of the average producer size[43]

[42]Austrian Wine, based on Statistics Austria Survey of Area under Vine from 1987, 1999, 2009 and 2015. Data from 2021 according to the Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)
[43]Austrian Wine, based on Statistics Austria Survey of Area under Vine from 1987, 1999, 2009 and 2015. Data from 2021 according to the Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)

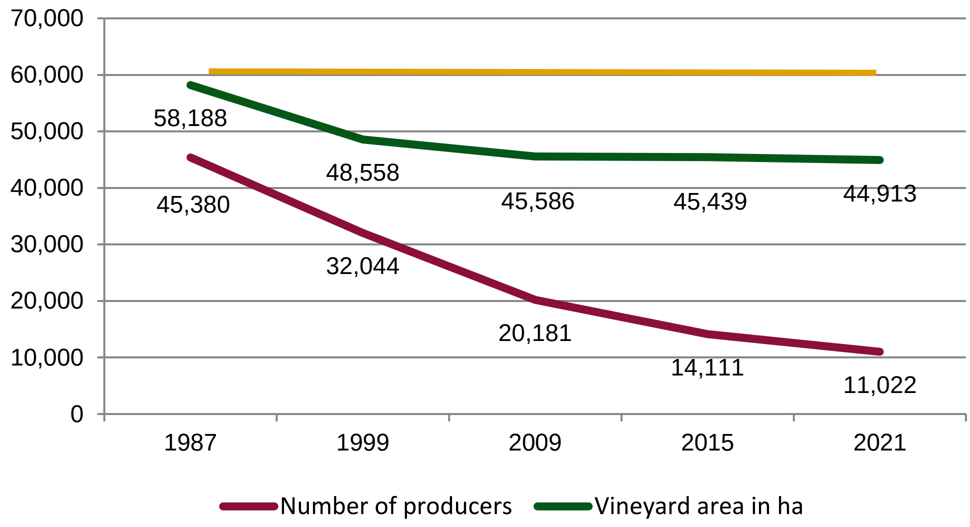


Figure 45: Evolution of the number of producers in relation to vineyard area[44]

According to IACS reports, the area under vine in Austria totalled 44,913 hectares in 2021 (upper potential limit 60,000 ha; see gold line in the diagram above). This represents a decrease of 23% in the area under vine compared to 1987. The number of producers reported in 2021 was 11,022, which corresponds to a decrease of 76% since 1987. As the figure above shows, the area under vine is tended by an increasingly smaller number of winegrowers who, however, tend larger areas of land. The average size of wine estate has increased from 1.28 hectares in 1987 to 4.07 hectares in 2021. This evolution shows a clear trend towards larger wineries, which is accompanied by a decline in small producers.

2.5.2. Bottler capacity

The number of bottlers of Qualitätswein has decreased to around 4,146 businesses, compared to almost 6,500 in 2009. Conversely, the number of businesses with the capacity to bottle over 30,000 litres has increased to 1,789, compared to around 970 in 2009. These bottlers are at the forefront of the Austrian wine industry, and all of them work in close cooperation with Austrian Wine.

	Producers 2009	Producers 2020	Producers +/-
over 1 million litres	**19**	**27**	**8**
500,001 - 1 million litres	**18**	**38**	**20**
100,001 - 500,000 litres	**159**	**399**	**240**
50,001 - 100,000 litres	**340**	**641**	**301**
30,001 - 50,000 litres	**440**	**684**	**244**
10,001 - 30,000 litres	1,653	1,500	-153
5,001 - 10,000 litres	3,852	857	-2,995

Figure 46: Number of bottlers (by quantity of wine bottled) 2009 vs. 2020[45]

[44]Austrian Wine, based on Statistics Austria Survey of Area under Vine from 1987, 1999, 2009 and 2015. Data from 2021 according to the Austrian Ministry of Agriculture, Regions and Tourism (BMLRT) based on IACS data (as at 31 May 2021)
[45] Source: Bundeskellereiinspektion: 2009 and 2020 inventory reports; sales data from businesses with reporting requirements

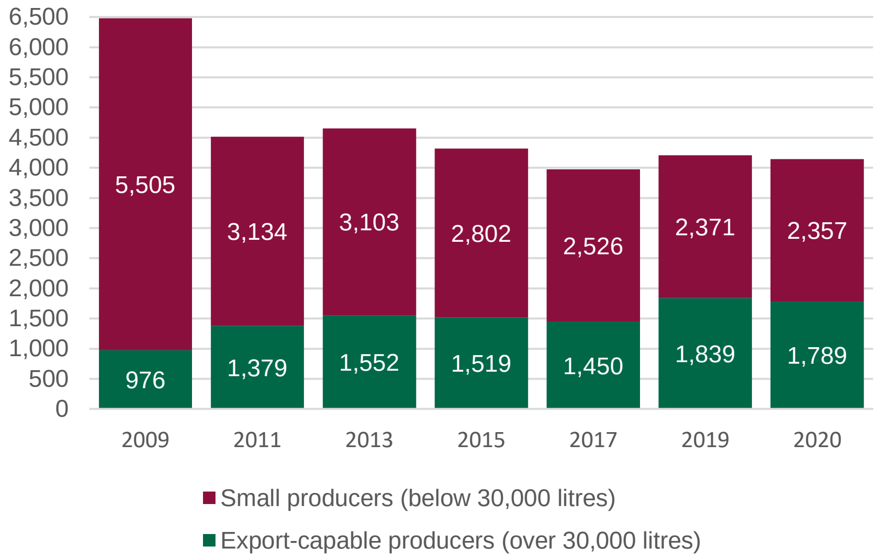


Figure 47: Number of bottlers bottling more than 30,000 litres and less than 30,000 litres[46]

A comparison of the 2009–2020 sales data for those producers subject to reporting requirements shows that the number of export-capable producers (with sales of over 30,000 litres) has grown very sharply since 2009 (from 976 to currently 1,789 businesses), whilst the number of small producers (especially those with sales volumes below 5,000 litres) has more than halved.

Of course, annual influences and harvest volumes play a role in this (e.g. the number of producers was particularly small in 2011 as a result of the low 2010 harvest). However, the overall picture clearly shows the breakneck pace of structural change in the Austrian wine industry. The consequence is ever-increasing levels of predatory competition. In order to ensure that we secure our competitive ability and growth over the long term, it is of vital importance for Austrian Wine, working in partnership with the wine industry, to enter as many export markets as possible.

[46] Source: Bundeskellereiinspektion: Austrian Wine, based on inventory reports 2009–2020

2.6. Qualitätswein – an overview of federal inspection numbers for 2020[47]

Overview of federal inspection numbers	
Total volume in litres	**189,825,195**
Number of issued federal inspection numbers	**32,136**
Number of applications	**36,805**
Number of producers who submitted an application	**4,161**
Cost for evaluation in euros	**2,460,532**
Costs of evaluation passed on in euros	**1,376,860**

Figure 48: Overview of federal inspection numbers 2020

	Total volume submitted	Issued federal inspection numbers	Total volume in litres	Refusals in litres
DAC red	2,676,485	473	2,612,335	54,150
DAC white	30,476,110	6,118	28,293,181	2,182,929
DAC rosé	844,900	178	836,400	8,500
Total	**33,997,495**	**6,769**	**31,741,916**	**2,245,579**

Figure 49: Overview of DAC submissions

Winegrowing region	DAC volume in litres
Niederösterreich	
Carnuntum DAC	1,575,809
Kamptal DAC	6,315,336
Kremstal DAC	3,503,224
Traisental DAC	1,220,295
Wachau DAC	438,985
Weinviertel DAC	7,773,973
Burgenland	
Eisenberg DAC	198,966
Leithaberg DAC	209,730
Mittelburgenland DAC	381,320
Neusiedlersee DAC	1,158,535
Rosalia DAC	95,889
Ruster Ausbruch DAC	8,065
Steiermark	
Südsteiermark DAC	6,861,456
Vulkanland Steiermark DAC	1,603,545
Weststeiermark DAC	1,020,910
Wien	
Wiener Gemischter Satz DAC	816,687

Figure 50: Volume of DAC wines by winegrowing region

Winegrowing region	Total volume of quality wines in litres
Niederösterreich	95,105,664
Burgenland	44,962,169
Steiermark	8,410,289
Wien	1,871,122

Figure 51: Volume of Qualitätswein by generic origin

[47] Austrian Ministry of Agriculture, Regions and Tourism (BMLRT), federal inspection numbers 2020, from 1 January 2020 to 31 December 2020

3. Wine and Sekt consumption in Austria

3.1. The evolution of wine consumption

Wine distribution channels

Unfortunately, due to an inadequate basis for calculation in the coronavirus year, we are neither able to extrapolate wine consumption data to the total market for 2020, nor break this data down into individual distribution channels.

3.1.1. Wine consumption in Austria

In the 2019/20 financial year, wine consumption in Austria totalled 2.3 million hl.[48] This represents a decrease of 5.5% compared to consumption in 2018/19.

Converted to per capita consumption, this represents 26.0 litres per person (-6.5% compared to 2019). As a comparison, the per capita consumption of beer is 107.0 litres (cf. Figure 25). The overall relatively low per capita consumption of wine comes as no surprise to those monitoring the market because they have been feeling a decline for a good number of years. Wine per capita consumption is still declining though, due to several factors: improved health awareness, a change in consumer behaviour (the traditional glass of wine with a meal is dying out), an ageing society (older people drink less) and the immigration of people who abstain from alcohol on religious grounds.

[48] Source: Statistics Austria, Wine Supply Balance Sheet; as at April 2021. Period of reference: 1 August 2019 to 31 July 2020

On average, over the past 15 years, 2.5 million hl of wine were consumed annually in Austria.[49]

	Consumption in hl		Consumption in hl		Consumption in hl
1980/81	2,617,906	**1997/98**	2,460,764	**2014/15**	2,322,028
1981/82	2,594,786	**1998/99**	2,478,349	**2015/16**	2,417,103
1982/83	2,626,493	**1999/00**	2,505,291	**2016/17**	2,359,462
1983/84	2,622,735	**2000/01**	2,476,616	**2017/18**	2,352,596
1984/85	2,596,756	**2001/02**	2,290,740	**2018/19**	2,452,790
1985/86	2,524,356	**2002/03**	2,402,987	**2019/20**	2,318,103
1986/87	2,584,623	**2003/04**	2,262,683		
1987/88	2,612,580	**2004/05**	2,442,753		
1988/89	2,621,115	**2005/06**	2,643,468		
1989/90	2,669,761	**2006/07**	2,679,684		
1990/91	2,654,359	**2007/08**	2,410,223		
1991/92	2,645,399	**2008/09**	2,437,965		
1992/93	2,642,435	**2009/10**	2,664,024		
1993/94	2,542,447	**2010/11**	2,545,749		
1994/95	2,536,706	**2011/12**	2,578,020		
1995/96	2,496,582	**2012/13**	2,476,808		
1996/97	2,425,859	**2013/14**	2,665,893		

Figure 52: Wine consumption from 1980/81 to 2019/20 (in hl)[50]

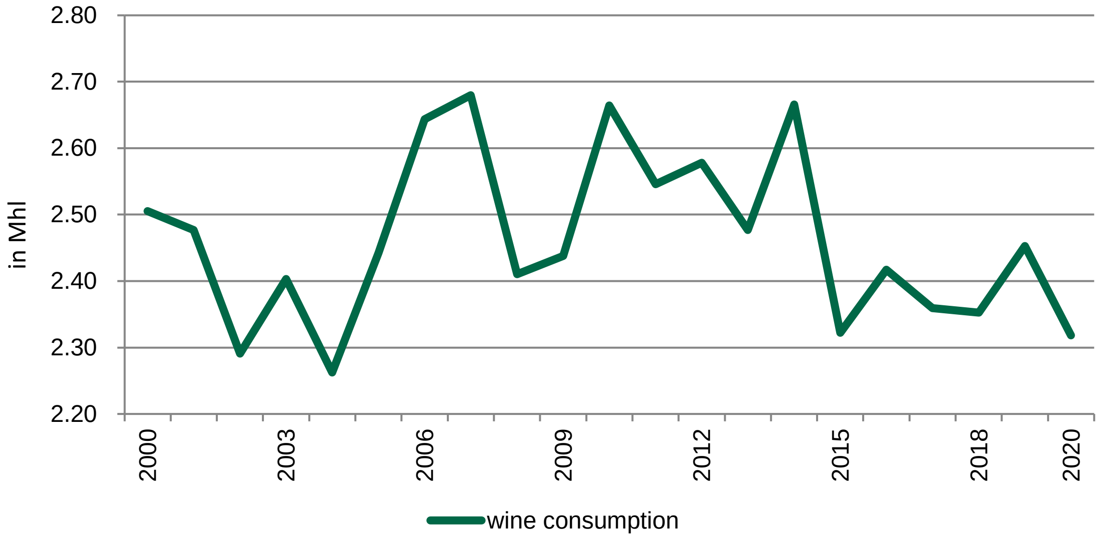


Figure 53: Wine consumption in Austria 2000–2020[51]

[49] Source: Statistics Austria, Wine Supply Balance Sheet 2019/20
[50] Source: Austrian Wine, based on Statistics Austria Wine Supply Balance Sheets from 1980/81 to 2019/20
[51] Source: Statistics Austria, Wine Supply Balance Sheet 2019/20

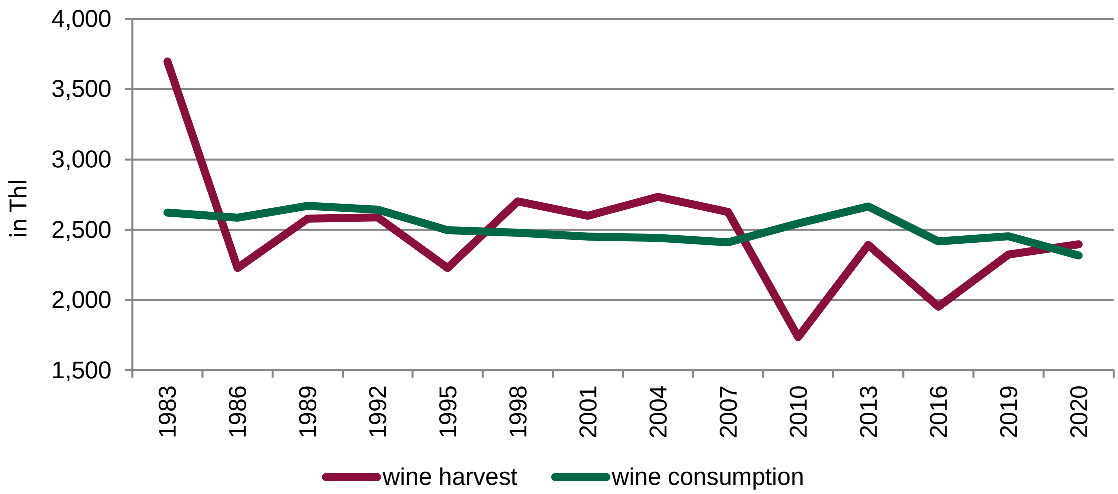


Figure 54: Wine harvest and consumption in thousand hl 1983–2020[52]

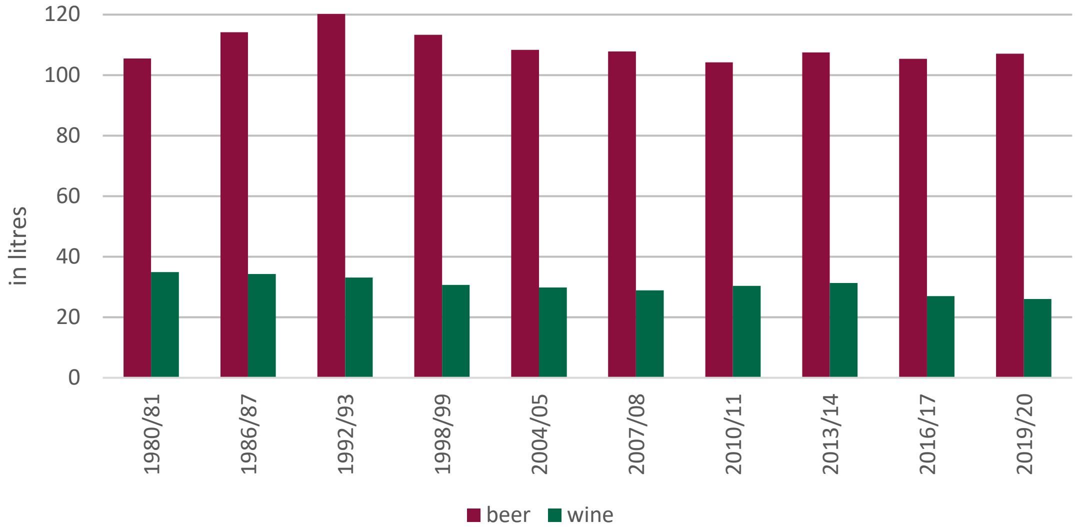


Figure 55: Beer and wine consumption since 1980 in litres per capita[53]

[52] Austrian Wine, based on Statistics Austria Harvest Report and Supply Balance Sheet 2020
[53] Austrian Wine, based on Statistics Austria, Wine and Beer Supply Balance Sheets from 1980/81 to 2019/20

3.2. On-trade and consumption at home

3.2.1. On-trade and cash & carry/wholesale distribution

In the wine trade, the on-trade plays an important role in building image and promoting sales. According to GfK, a total of around 137 million litres were consumed in the on-trade channel in 2019. The average annual consumption in Austria is 238 million litres[54]. In other words, more than half of the wine drunk in Austria is sold through the on-trade and at events (festivals). On-trade sales are forecast to fall in the countryside in wine-producing areas, but further growth is expected in the tourist regions of Western Austria and in areas attracting cultural and city tourism.

The on-trade demand for Austrian wine remains strong. Domestic ranges continue to be expanded and foreign wines continue to lose listings. In 2019, the market share was 91% (compared to 84% in 2003). Table wine by the glass is an exception: cheap imports are becoming increasingly popular, especially in the lowest quality and spritzer segments. These imports are also being sold in multiple grocers and at discounters, where they sell in 2-litre PET bottles for €1.99. This is the only imported wine category with strong growth rates. It is therefore strategically important for the Austrian wine industry to work even harder on the key themes of origin marketing in the on-trade, and to roll it out to table wine by the glass and house wine (from the generic Qualitätswein, Landwein and varietally-labelled categories).

3.2.1.1. Scanning data from cash & carry/wholesale distribution[55]

In contrast to the off-trade, reliable data is difficult to obtain in the on-trade without extensive market research. The Austrian company Gastro-Data GmbH has developed the GastroPanel®, an interesting tool that gives an overview of the wholesale on-trade and cash & carry segment. Like Nielsen IQ, GastroPanel® makes use of scanning data captured in the wholesale segment. This data is summarised in this section. Survey partners are AGM, Eurogast, Kastner, Metro, Transgourmet and Wedl, which represent an estimated coverage of around 90% of total revenue in the C&C delivery and catering wholesale segment.

According to Gastro-Data, total on-trade turnover is split 90–93% direct (ex cellar) and through the specialist drinks trade, 2% through distribution partners (e.g. Brau-Union) or multiple grocers, and approx. 5–8% through cash & carry and wholesale distribution. As purchasing behaviour is similar across all distribution models (whether direct, via specialists or cash & carry), and as they all have unlimited access to the producers (wineries), it is assumed that the Gastro-Data figures are a good reflection of the market situation as a whole, even though they only represent a small proportion of the market.

[54] Calculated from the 5-year average, according to the Statistics Austria Supply Balance Sheet; as at June 2020.
[55] Source: Gastro Data GmbH I-XII 2020

3.2.1.2. Domestic/foreign market shares cash & carry/wholesale distribution

The on-trade was particularly hard hit by the 2020 lockdown imposed by the coronavirus. Annual figures now available reveal that wholesalers sold around a third less wine.

An analysis of sales, however, shows that Austrian wine was still the preferred choice. With a market share of 89% by volume and 85% by value, Austrian wine was the clear favourite in the cash & carry wholesale distribution channel. Foreign wines had a market share of 10.7% by volume and 14.9% by value in 2020.

Volume in l	AUSTRIA			FOREIGN			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2010	3,012,494		84.7 %	543,878		15.3 %	3,556,372		100.0 %
2011	3,532,925	17.3%	87.1 %	521,467	-4.1%	12.9 %	4,054,392	14.0%	100.0 %
2012	4,038,637	14.3%	88.2 %	540,735	3.7%	11.8 %	4,579,372	12.9%	100.0 %
2013	4,145,943	2.7%	88.6 %	533,105	-1.4%	11.4 %	4,679,048	2.2%	100.0 %
2014	3,837,977	-7.4%	88.4 %	502,041	-5.8%	11.6 %	4,340,018	-7.2%	100.0 %
2015	3,890,190	1.4%	89.1 %	478,098	-4.8%	10.9 %	4,368,288	0.7%	100.0 %
2016	4,049,278	4.1%	90.4 %	429,944	-10.1%	9.6 %	4,479,222	2.5%	100.0 %
2017	4,232,858	4.5%	91.1 %	415,857	-3.3%	8.9 %	4,648,715	3.8%	100.0 %
2018*	4,595,583		91.1 %	450,869		8.9 %	5,046,452		100.0 %
2019	4,579,064	-0.4%	90.5 %	480,950	6.7%	9.5 %	5,060,014	0.3%	100.0 %
2020	3,062,169	-33.1%	89.3 %	367,217	-23.6%	10.7 %	3,429,386	-32.2%	100.0 %

Figure 56: Domestic and foreign market shares by volume

Value in €	AUSTRIA			FOREIGN			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2010	13,063,177		84.9 %	2,324,835		15.1 %	15,388,012		100.0 %
2011	14,574,860	11.6%	86.1 %	2,355,052	1.3%	13.9 %	16,929,912	10.0%	100.0 %
2012	17,292,311	18.6%	86.3 %	2,746,550	16.6%	13.7 %	20,038,861	18.4%	100.0 %
2013	19,134,702	10.7%	86.9 %	2,893,046	5.3%	13.1 %	22,027,748	9.9%	100.0 %
2014	19,070,438	-0.3%	87.0 %	2,856,059	-1.3%	13.0 %	21,926,497	-0.5%	100.0 %
2015	19,558,473	2.6%	87.2 %	2,880,963	0.9%	12.8 %	22,439,436	2.3%	100.0 %
2016	20,811,062	6.4%	88.0 %	2,825,885	-1.9%	12.0 %	23,636,946	5.3%	100.0 %
2017	21,794,339	4.7%	87.8 %	3,039,137	7.5%	12.2 %	24,833,476	5.1%	100.0 %
2018*	23,713,486		87.7 %	3,338,522		12.3 %	27,052,008		100.0 %
2019	23,450,372	-1.1%	86.9 %	3,544,693	6.2%	13.1 %	26,995,065	-0.2%	100.0 %
2020	16,836,672	-28.2%	85.1 %	2,957,431	-16.6%	14.9 %	19,794,103	-26.7%	100.0 %

Figure 57: Domestic and foreign market shares by value[56]

[56] Source: GastroPanel I-XII 20120

* Data from 2018 onwards includes EUROGAST figures

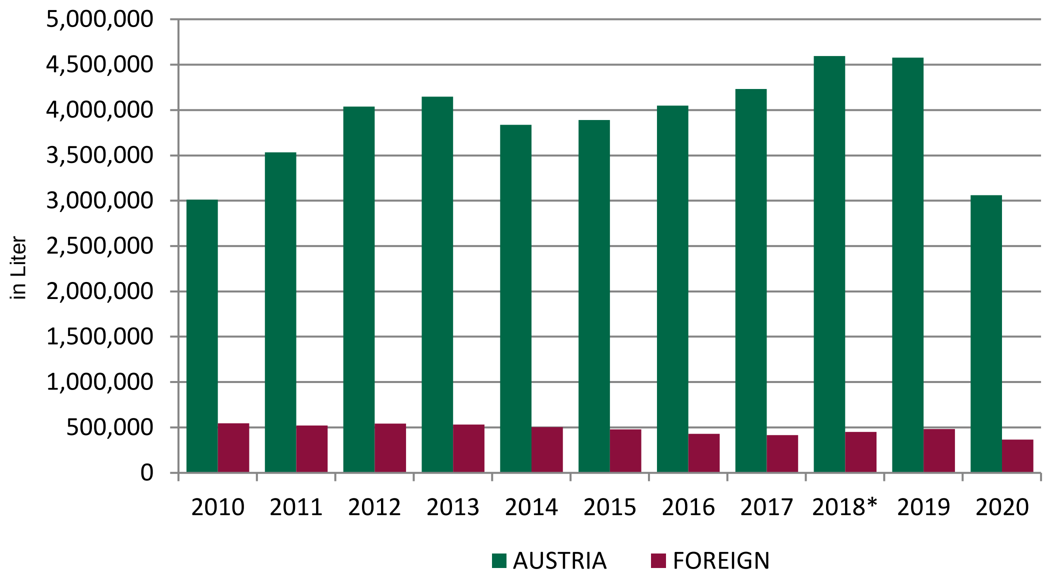


Figure 58: Domestic and foreign market shares by volume[57]

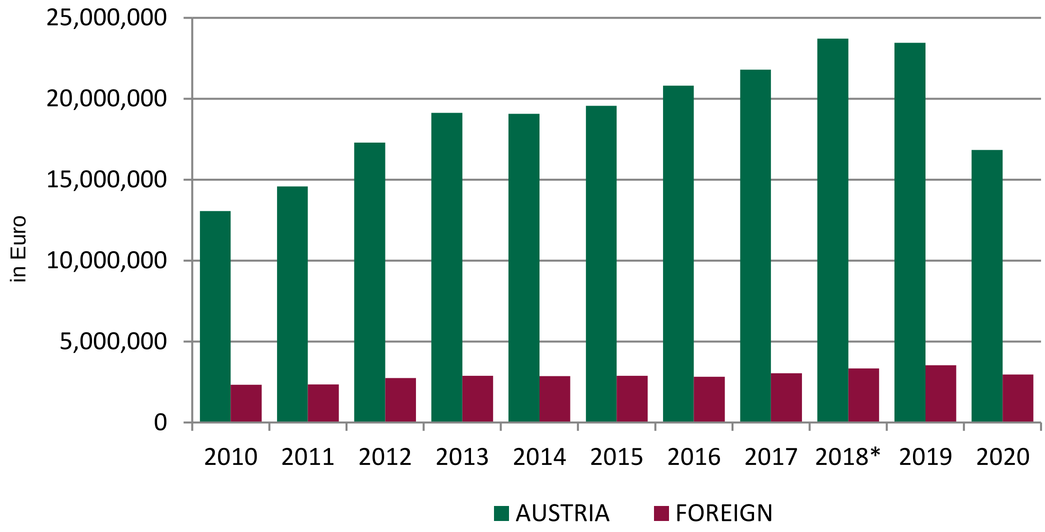


Figure 59: Domestic and foreign market shares by value[58]

[57] Source: GastroPanel I-XII 2020
[58] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

Analysis of the foreign shares shows that Italy is by far the most preferred country of origin for foreign wine in the on-trade channel. 84.7% of all foreign white wines and 75.8% of all foreign red wines come from Italy. Depending on whether volume, value, red or white are considered, France, Spain, overseas and the rest of Europe come in second, third and fourth place.

Volume in l	2012			2018*			2019			2020		
	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %
Italy	130,314		83.7 %	144,491		84.8 %	159,606	10.5%	83.5 %	126,310	-20.9%	84.7 %
France	3,984		2.6 %	5,444		3.2 %	6,776	24.5%	3.5 %	4,694	-30.7%	3.1%
Spain	3,860		2.5 %	1,766		1.0 %	2,195	24.3%	1.1 %	1,668	-24.0%	1.1%
Rest of Europe	10,828		7.0 %	13,621		8.0 %	16,236	19.2%	8.5 %	12,560	-22.6%	8.4%
Overseas	6,630		4.3 %	5,035		3.0 %	6,248	24.1%	3.3 %	3,882	-37.9%	2.6%
Total	**155,616**		**100.0 %**	**170,356**		**100.0 %**	**191,061**	**12.2%**	**100.0 %**	**149,114**	**-22.0%**	**100.0%**

Figure 60: Foreign white wine by volume

Value in €	2012			2018*			2019			2020		
	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %	Total	diff. to PY	MS in %
Italy	484,802		77.0 %	696,606		78.9 %	761,446	9.3%	76.1 %	626,307	-17.7%	75.8 %
France	39,381		6.3 %	58,581		6.6 %	80,355	37.2%	8.0 %	76,058	-5.3%	9.2%
Spain	22,409		3.6 %	11,783		1.3 %	14,582	23.8%	1.5 %	10,719	-26.5%	1.3%
Rest of Europe	44,576		7.1 %	79,421		9.0 %	94,414	18.9%	9.4 %	79,383	-15.9%	9.6%
Overseas	38,727		6.1 %	36,774		4.2 %	49,254	33.9%	4.9 %	34,218	-30.5%	4.1%
Total	**629,895**		**100.0 %**	**883,164**		**100.0 %**	**1,000,050**	**13.2%**	**100.0 %**	**826,686**	**-17.3%**	**100.0%**

Figure 61: Foreign white wine by value[59]

[59] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

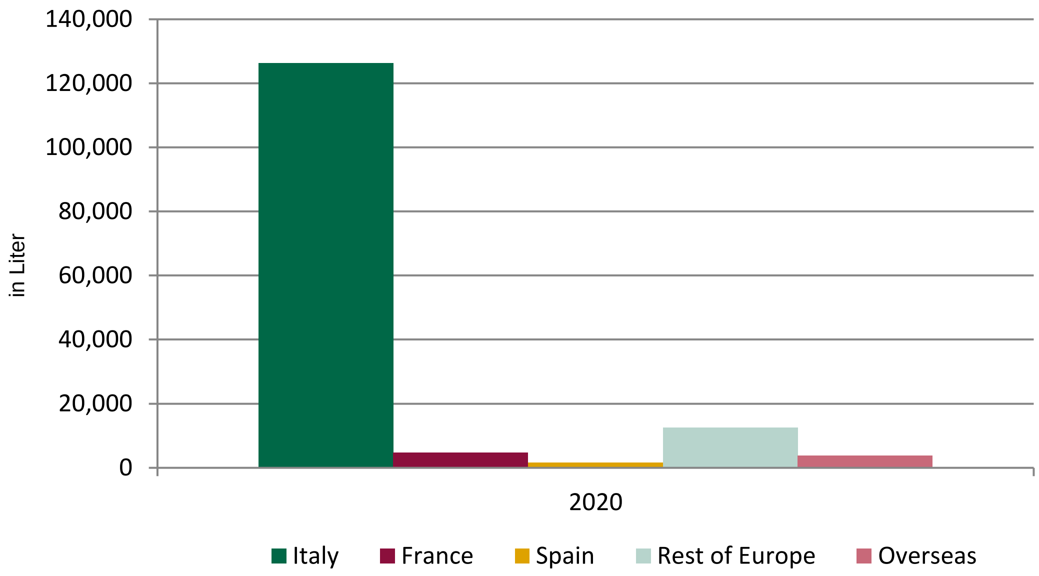


Figure 62: Foreign white wine by volume[60]

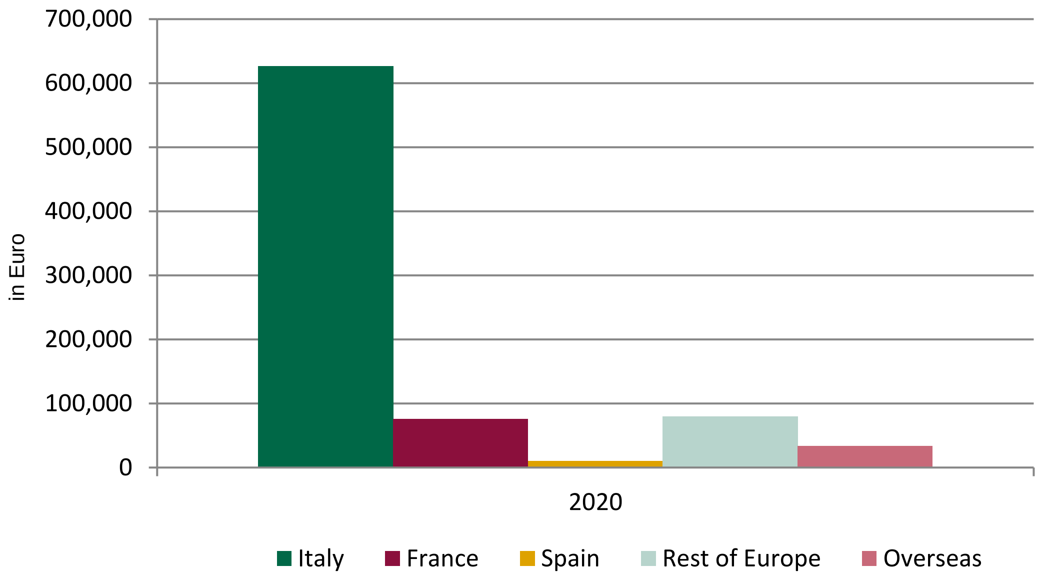


Figure 63: Foreign white wine by value[61]

[60] Source: GastroPanel I-XII 2020
[61] Source: GastroPanel I-XII 2020

Volume in l	2012			2018*			2019			2020		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
Italy	297,812		78.1 %	208,902		78.7 %	218,386	4.5%	79.8 %	161,718	-25.9%	79.8 %
France	14,935		3.9 %	17,345		6.5 %	17,196	-0.9%	6.3 %	12,743	-25.9%	6.3%
Spain	35,363		9.3 %	11,863		4.5 %	11,469	-3.3%	4.2 %	11,710	2.1%	5.8%
Rest of Europe	7,783		2.0 %	11,138		4.2 %	10,673	-4.2%	3.9 %	6,942	-35.0%	3.4%
Overseas	25,670		6.7 %	16,139		6.1 %	15,800	-2.1%	5.8 %	9,422	-40.4%	4.7%
Total	**381,563**		**100.0 %**	**265,386**		**100.0 %**	**273,524**	**3.1%**	**100.0 %**	**202,536**	**-26.0%**	**100.0%**

Figure 64: Foreign red wine by volume[62]

Value in €	2012			2018*			2019			2020		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
Italy	1,395,284		66.6 %	1,549,764		66.8 %	1,643,223	6.0%	68.6 %	1,242,619	-24.4%	63.2 %
France	167,019		8.0 %	203,511		8.8 %	204,211	0.3%	8.5 %	170,527	-16.5%	8.7%
Spain	272,617		13.0 %	322,041		13.9 %	285,377	-11.4%	11.9 %	364,944	27.9%	18.6%
Rest of Europe	42,702		2.0 %	63,076		2.7 %	69,671	10.5%	2.9 %	41,336	-40.7%	2.1%
Overseas	218,093		10.4 %	181,265		7.8 %	192,168	6.0%	8.0 %	145,961	-24.0%	7.4%
Total	**2,095,715**		**100.0 %**	**2,319,658**		**100.0 %**	**2,394,650**	**3.2%**	**100.0 %**	**1,965,386**	**-17.9%**	**100.0%**

Figure 65: Foreign red wine by value[63]

[62] Source: GastroPanel I-XII 2020
[63] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

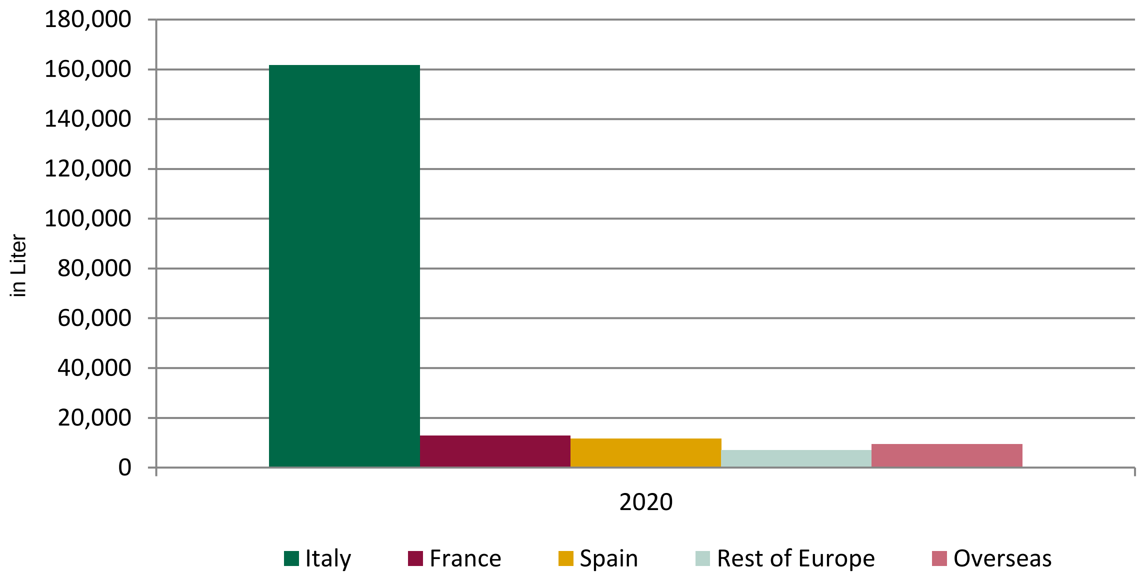


Figure 66: Foreign red wine by volume[64]

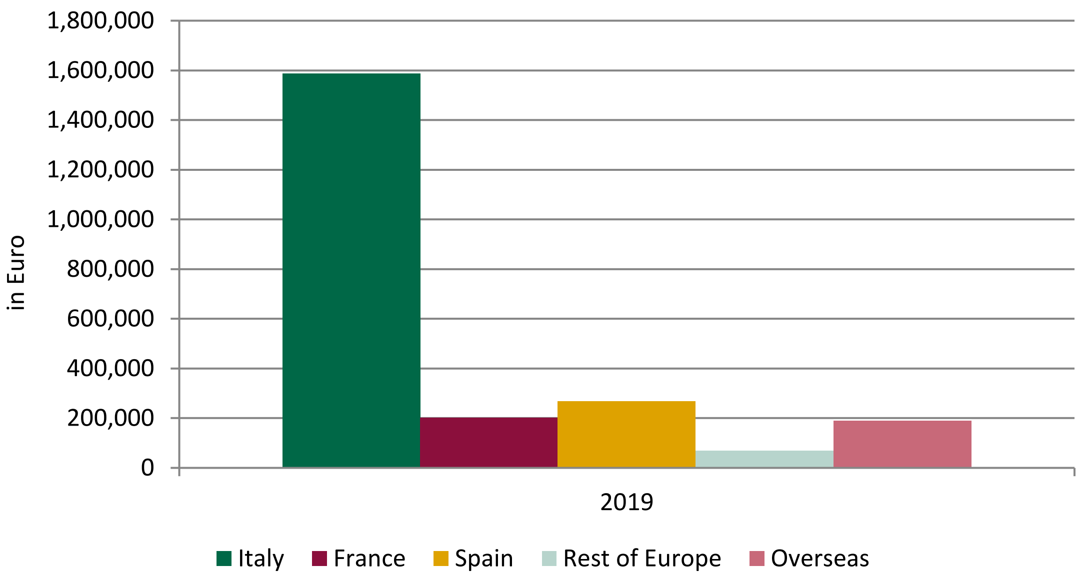


Figure 67: Foreign red wine by value[65]

[64] Source: GastroPanel I-XII 2020
[65] Source: GastroPanel I-XII 2020

3.2.1.3. Analysis of domestic share

Analysis of the domestic market shares of red, white and rosé shows that white still clearly dominates the on-trade market. Currently, white wines account for almost 62% of volume and 60% of value, followed by red wine, which accounts for 37% in terms of volume and 38% in terms of value. The market share of rosé wine is just short of 2% in terms of both volume and value.

Volume in l	ROSÉ			RED			WHITE			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2011	25,558		0.7 %	1,336,141		37.8 %	2,171,226		61.5 %	3,532,925		100.0 %
2012	33,589	31.4%	0.8 %	1,481,863	10.9%	36.7 %	2,523,186	16.2%	62.5 %	4,038,638	14.3%	100.0 %
2013	34,827	3.7%	0.8 %	1,502,924	1.4%	36.3 %	2,608,192	3.4%	62.9 %	4,145,943	2.7%	100.0 %
2014	37,143	6.7%	1.0 %	1,489,806	-0.9%	38.8 %	2,311,028	-11.4%	60.2 %	3,837,977	-7.4%	100.0 %
2015	41,147	10.8%	1.1 %	1,482,758	-0.5%	38.1 %	2,366,286	2.4%	60.8 %	3,890,191	1.4%	100.0 %
2016	40,757	-0.9%	1.0 %	1,543,263	4.1%	38.1 %	2,465,258	4.2%	60.9 %	4,049,278	4.1%	100.0 %
2017	45,321	11.2%	1.1 %	1,603,212	3.9%	37.9 %	2,584,325	4.8%	61.1 %	4,232,858	4.5%	100.0 %
2018*	53,615		1.2 %	1,770,031		38.5 %	2,768,217		60.3 %	4,591,863		100.0 %
2019	60,827	13.5%	1.3 %	1,767,111	-0.2%	38.6 %	2,751,126	-0.6%	60.1 %	4,579,064	-0.3%	100.0 %
2020	51,885	-14.7%	1.7 %	1,124,665	-36.4%	36.7 %	1,885,619	-31.5%	61.6 %	3,062,169	-33.1%	100.0 %

Figure 68: Domestic market shares of rosé/red/white by volume[66]

Value in €	ROSÉ			RED			WHITE			TOTAL		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
2011	127,279		0.9 %	6,058,663		41.6 %	8,388,921		57.6 %	14,574,863		100.0 %
2012	159,908	25.6%	0.9 %	7,082,755	16.9%	41.0 %	10,049,648	19.8%	58.1 %	17,292,311	18.6%	100.0 %
2013	186,550	16.7%	1.0 %	7,568,489	6.9%	39.6 %	11,379,663	13.2%	59.5 %	19,134,702	10.7%	100.0 %
2014	209,195	12.1%	1.1 %	7,653,492	1.1%	40.1 %	11,207,751	-1.5%	58.8 %	19,070,438	-0.3%	100.0 %
2015	240,363	14.9%	1.2 %	7,656,684	0.0%	39.1 %	11,661,426	4.0%	59.6 %	19,558,473	2.6%	100.0 %
2016	247,928	3.1%	1.2 %	8,040,264	5.0%	38.6 %	12,522,870	7.4%	60.2 %	20,811,062	6.4%	100.0 %
2017	285,706	15.2%	1.3 %	8,298,392	3.2%	38.1 %	13,210,241	5.5%	60.6 %	21,794,339	4.7%	100.0 %
2018*	340,672		1.4 %	9,276,554		39.2 %	14,051,786		59.4 %	23,669,012		100.0 %
2019	388,628	14.1%	1.7 %	9,170,592	-1.1%	39.1 %	13,891,152	-1.1%	59.2 %	23,450,372	-0.9%	100.0 %
2020	329,455	-15.2%	2.0 %	6,359,825	-30.6%	37.8 %	10,147,392	-27.0%	60.3 %	16,836,672	-28.2%	100.0 %

Figure 69: Domestic market shares of rosé/red/white by value[67]

[66] Source: GastroPanel I-XII 2020
[67] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

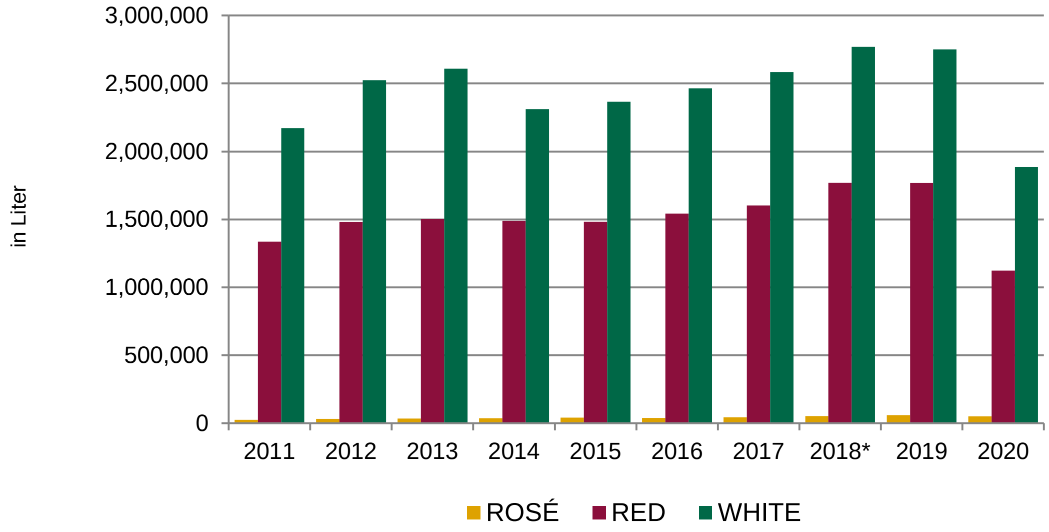


Figure 70: Domestic market shares of rosé/red/white by volume[68]

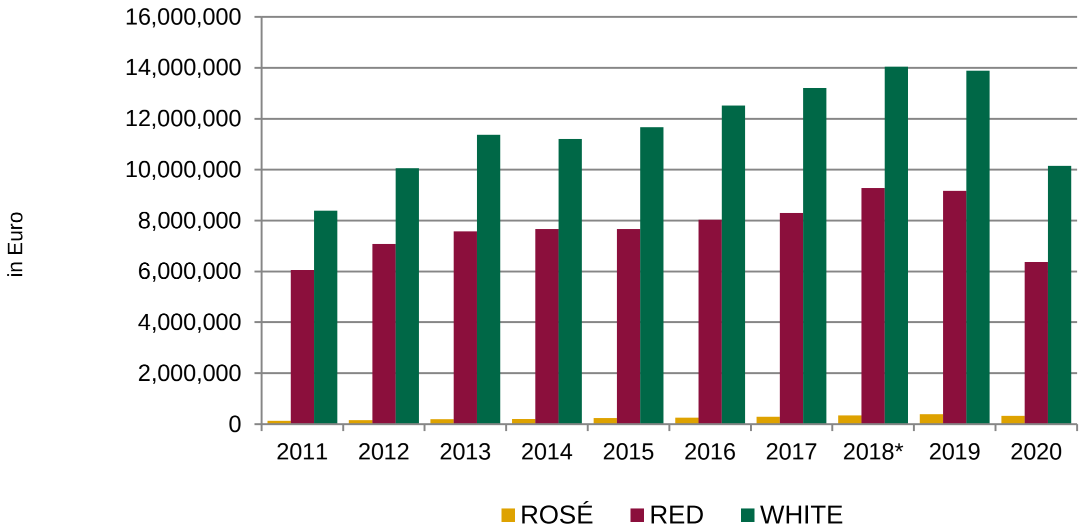


Figure 71: Domestic market shares of rosé/red/white by value[69]

[68] Source: GastroPanel I-XII 2020
[69] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

In terms of volume, 88% of wine sold in the wholesale segment falls within the price band up to €9.99. The €6.00–€9.99 price band accounts for the greatest share of the revenue (40.3%). Ranking second to sixth in terms of revenue are the following price bands: €10.00–€14.99 (18.8%), below €2.99 (13.3%), €3.00–€5.99 (12.0%), €15–€24.99 (9.0%) and over €25 (6.6%).

Volume in L	2012			2018*			2019			2020		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	absolut	% diff. to PY	MS in %
up to 2.99 €	2,022,313		50.4 %	1,998,358		43.3 %	2,099,362	5.1%	45.6 %	1,310,751	-37.6%	42.6 %
3.00–5.99 €	650,036		16.2 %	878,405		19.0 %	766,538	-12.7%	16.7 %	522,521	-31.8%	17.0 %
6.00–9.99 €	1,032,849		25.7 %	1,264,607		27.4 %	1,250,236	-1.1%	27.2 %	866,160	-30.7%	28.2 %
10.00–14.99	220,710		5.5 %	346,422		7.5 %	353,124	1.9%	7.7 %	268,056	-24.1%	8.7 %
15.00–24.99 €	70,335		1.8 %	97,459		2.1 %	100,626	3.2%	2.2 %	80,365	-20.1%	2.6 %
Over 25 €	19,413		0.5 %	29,439		0.6 %	29,101	-1.1%	0.6 %	27,521	-5.4%	0.9 %
Total	**4,015,656**		**100.0 %**	**4,614,690**		**100.0 %**	**4,598,987**	**-0.3%**	**100.0 %**	**3,075,374**	**-33.1%**	**100.0%**

Figure 72: Domestic sales volume by price band[70]

Value in €	2012			2018*			2019			2020		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	absolut	% diff. to PY	MS in %
up to 2.99 €	2,981,413		17.3 %	3,403,593		14.3 %	3,719,935	9.3%	15.8 %	2,247,489	-39.6%	13.3 %
3.00–5.99 €	2,448,171		14.2 %	3,411,666		14.3 %	2,979,045	-12.7%	12.6 %	2,031,824	-31.8%	12.0 %
6.00–9.99 €	7,464,618		43.4 %	9,987,999		41.9 %	9,803,352	-1.8%	41.5 %	6,831,184	-30.3%	40.3 %
10.00–14.99	2,458,691		14.3 %	4,100,269		17.2 %	4,150,739	1.2%	17.6 %	3,191,856	-23.1%	18.8 %
15.00–24.99 €	1,225,552		7.1 %	1,817,619		7.6 %	1,854,057	2.0%	7.9 %	1,517,982	-18.1%	9.0 %
Over 25 €	623,364		3.6 %	1,112,590		4.7 %	1,088,261	-2.2%	4.6 %	1,117,188	2.7%	6.6 %
Total	**17,201,809**	**0.0%**	**100.0 %**	**23,833,736**		**100.0 %**	**23,595,389**	**-1.0%**	**100.0 %**	**16,937,523**	**-28.2%**	**100.0%**

Figure 73: Domestic sales value by price band[71]

[70] Source: GastroPanel I-XII 2020
[71] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

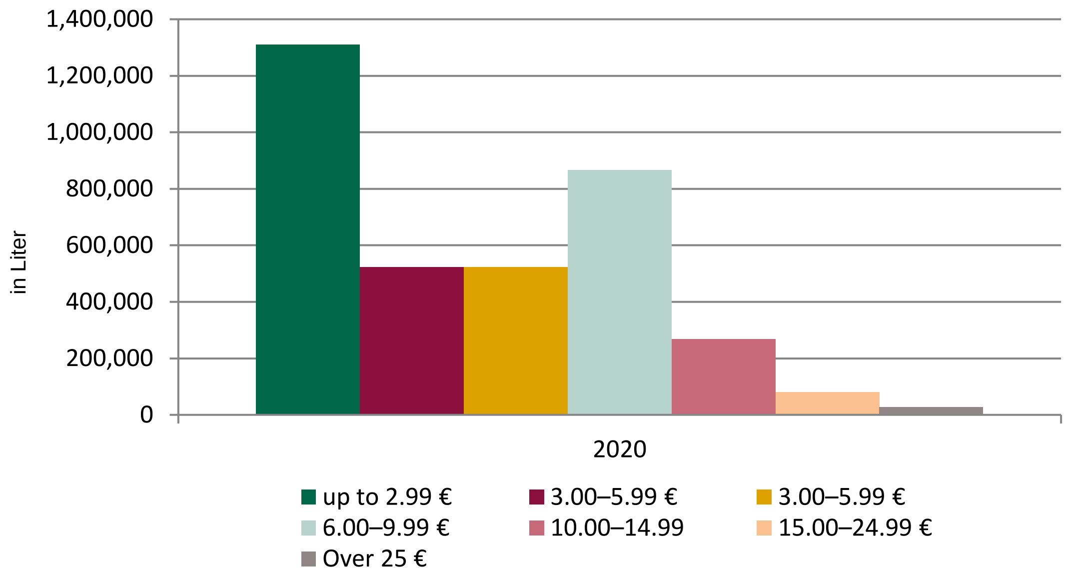


Figure 74: Domestic sales volume by price band[72]

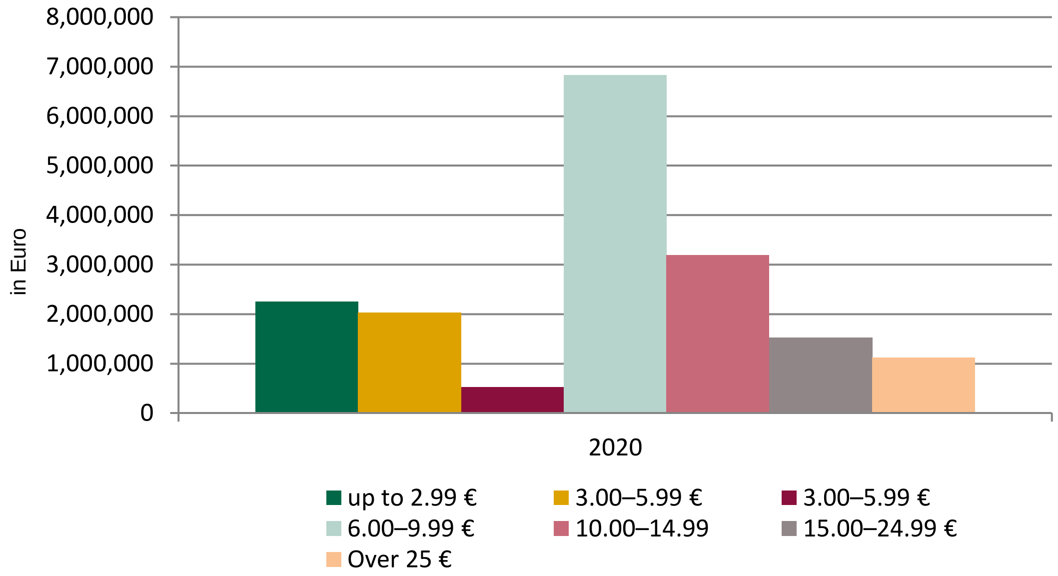


Figure 75: Domestic sales value by price band[73]

[72] Source: GastroPanel I-XII 2020
[73] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

The average prices in the wholesale market have been constantly rising over the last few years. In 2020, the wholesale segment managed to achieve an average price of €5.51.

Avg. price	2012	2013	2014	2015	2016	2017	2018*	2019	2020
up to 2.99 €	1.47	1.68	1.68	1.53	1.54	1.58	1.70	1.68	1.71
3.00–5.99 €	3.77	3.98	3.98	3.65	3.82	4.02	3.88	3.89	3.89
6.00–9.99 €	7.23	7.45	7.57	7.56	7.65	7.81	7.90	7.84	7.89
10.00–14.99 €	11.14	11.49	11.12	10.95	11.25	11.65	11.84	11.75	11.91
15.00–24.99 €	17.42	17.82	18.15	17.90	16.56	17.25	18.65	18.43	18.89
Over 25 €	32.11	33.33	32.77	32.85	33.76	34.34	37.79	37.40	40.59
Total	**4.28**	**4.62**	**4.98**	**5.02**	**5.13**	**5.14**	**5.16**	**5.13**	**5.51**

Figure 76: Average price 2012–2020 by price band

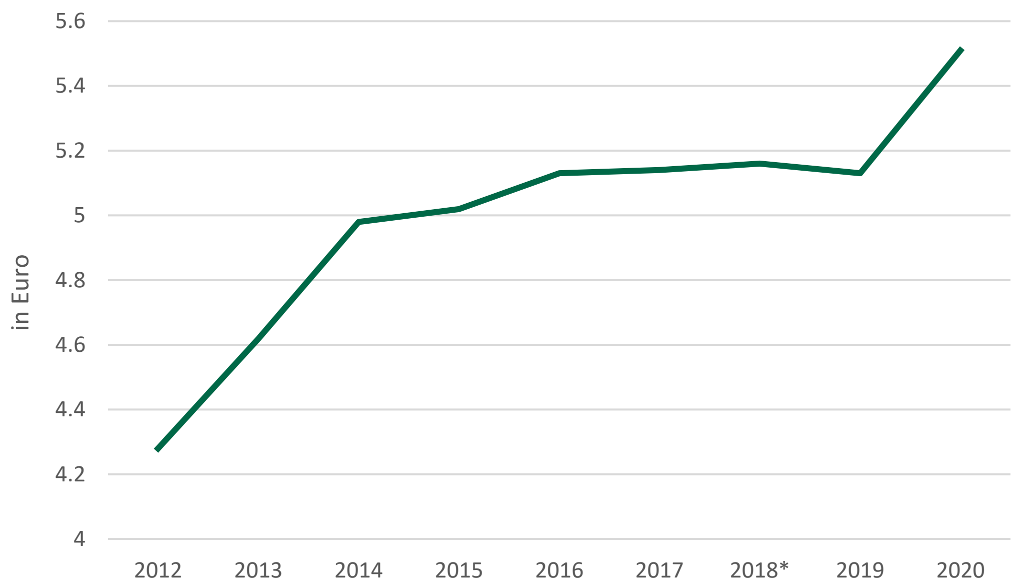


Figure 77: The evolution of average prices 2012–2020[74]

[74] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

Representing over a fifth of domestic volume and value, Grüner Veltliner is by far the most important domestic grape variety in the wholesale market. In 2020, the market share was 25% in terms of volume and 24% in terms of value. Blauer Zweigelt ranks second, followed by Welschriesling and Pinot Blanc/Chardonnay. The top 10 grape varieties represent a share of 49% in terms of volume and 57% in terms of revenue. These figures underline the significant value of these 10 grape varieties for the domestic wine industry.

Volume in l	2012		2018*		2019		2020	
Grüner Veltliner	852,772	21.6%	1,088,436	23.6%	1,101,486	24.0%	753,068	24.5%
Blauer Zweigelt	434,877	12.4%	449,826	9.7%	443,796	9.6%	281,936	9.2%
Weißburgunder/Chardonnay	406,348	7.6%	105,609	2.3%	102,945	2.2%	75,291	2.4%
Welschriesling	195,878	5.7%	161,770	3.5%	162,213	3.5%	107,384	3.5%
Blaufränkisch	132,145	6.2%	231,479	5.0%	199,823	4.3%	138,947	4.5%
Sauvignon Blanc	86,139	4.5%	127,326	2.8%	122,931	2.7%	74,649	2.4%
Riesling	84,966	4.0%	81,513	1.8%	81,716	1.8%	55,515	1.8%
Blauer Portugieser	32,955	0.4%	9,008	0.2%	10,118	0.2%	7,385	0.2%
St.Laurent	22,271	1.2%	22,827	0.5%	19,923	0.4%	13,205	0.4%
Pinot Noir	9,326	0.6%	11,635	0.3%	11,252	0.2%	6,083	0.2%
Sum Top 10	**2,257,677**	**64.1%**	**2,289,429**	**49.6%**	**2,256,202**	**49.1%**	**1,513,462**	**49.2%**
Total domestic	**4,065,040**	**100%**	**4,614,690**	**100%**	**4,598,987**	**100%**	**3,075,374**	**100%**

Figure 78: Top 10 most important domestic grape varieties by volume[75]

Value in €	2012		2018*		2019		2020	
Grüner Veltliner	3,774,398	21.6%	5,545,191	23.3%	5,480,150	23.2%	4,014,484	23.7%
Blauer Zweigelt	2,161,289	12.4%	2,475,677	10.4%	2,438,852	10.3%	1,577,687	9.3%
Weißburgunder/Chardonnay	1,326,347	7.6%	1,220,128	5.1%	1,174,739	5.0%	862,985	5.1%
Welschriesling	988,230	5.7%	1,497,972	6.3%	1,497,765	6.3%	1,022,333	6.0%
Blaufränkisch	1,076,157	6.2%	1,188,866	5.0%	1,053,655	4.5%	714,416	4.2%
Sauvignon Blanc	787,481	4.5%	1,059,507	4.4%	1,051,352	4.5%	663,398	3.9%
Riesling	693,708	4.0%	835,244	3.5%	838,411	3.6%	630,899	3.7%
Blauer Portugieser	77,272	0.4%	114,507	0.5%	120,946	0.5%	90,197	0.5%
St.Laurent	201,757	1.2%	164,724	0.7%	145,018	0.6%	100,852	0.6%
Pinot Noir	109,286	0.6%	54,735	0.2%	51,853	0.2%	29,136	0.2%
Sum Top 10	**11,195,924**	**64.2%**	**14,156,552**	**59.4%**	**13,852,741**	**58.7%**	**9,706,388**	**57.3%**
Total domestic	**17,468,433**	**100%**	**23,833,736**	**100%**	**23,595,390**	**100%**	**16,937,523**	**100%**

Figure 79: Top 10 most important domestic grape varieties by value[76]

[75] Source: GastroPanel I-XII 2020
[76] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

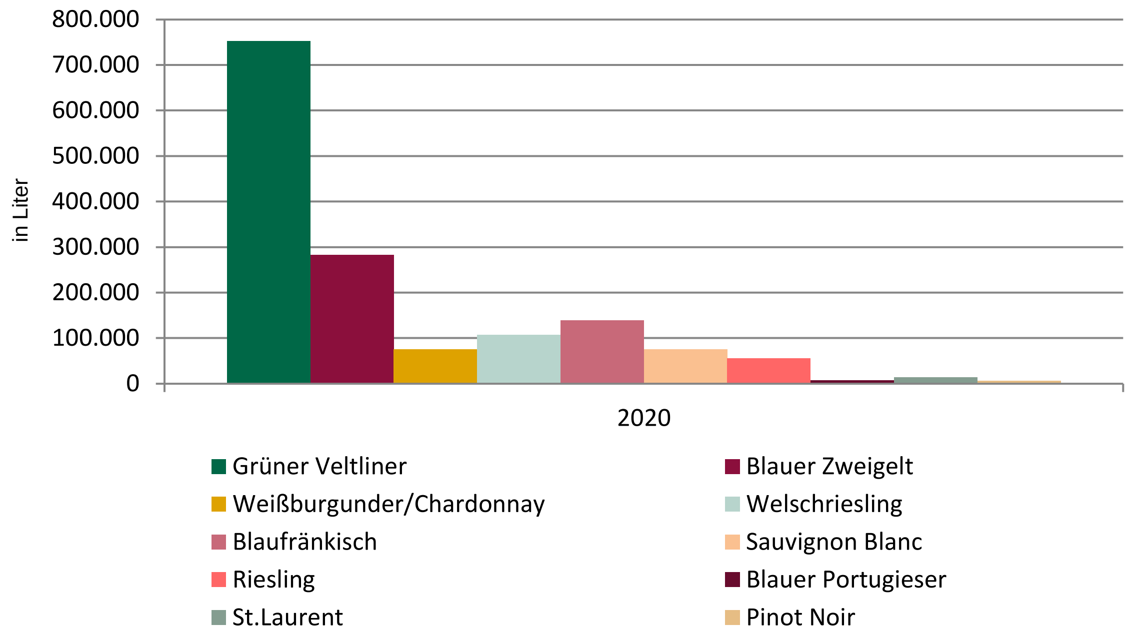


Figure 80: Top 10 most important domestic grape varieties by volume[77]

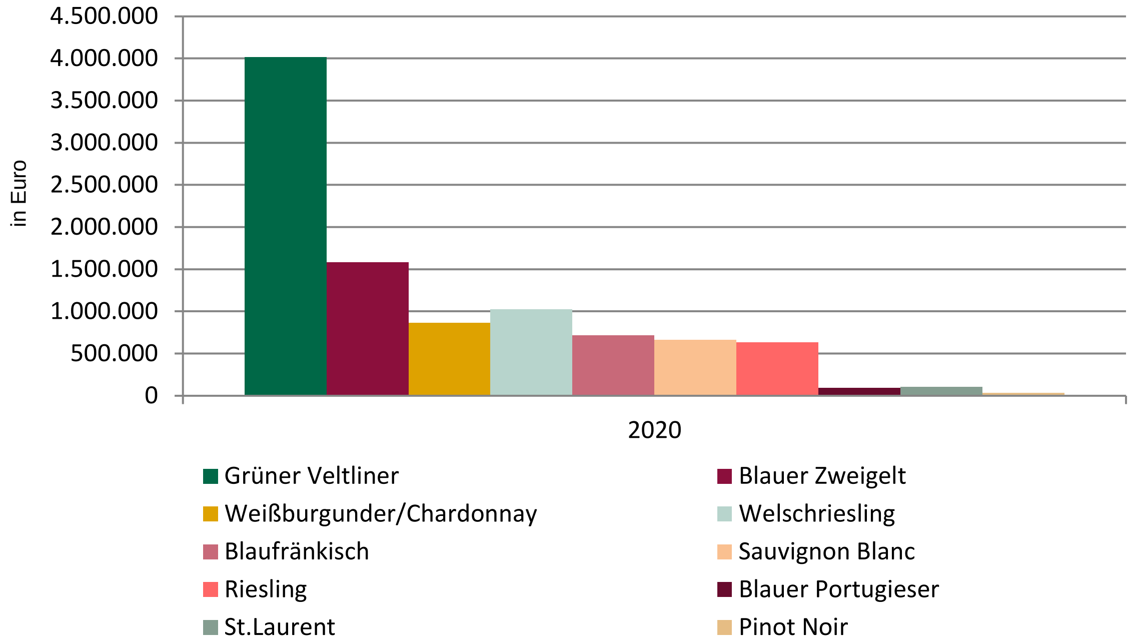


Figure 81: Top 10 most important domestic grape varieties by value[78]

[77] Source: GastroPanel I-XII 2020
[78] Source: GastroPanel I-XII 2020

The classic 75 cl bottle continues to be the preferred packaging format in Austria. Around 45% is sold in 75 cl bottles. In terms of value, these bottles generate three quarters of total revenue.

Volume in l	2012			2018*			2019			2020		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
0.375 litre	8,685		0.2 %	10,257		0.2 %	11,232	9.5%	0.2 %	6,663	-40.7%	0.2 %
0.75 litre	2,077,112		51.1 %	1,936,465		42.0 %	1,944,187	0.4%	42.3 %	1,379,077	-29.1%	44.8 %
1.0 litre	816,484		20.1 %	1,025,999		22.2 %	945,772	-7.8%	20.6 %	634,134	-33.0%	20.6 %
1.5 litre	7,496		0.2 %	15,528		0.3 %	13,778	-11.3%	0.3 %	10,728	-22.1%	0.3 %
more than 1.5 l	1,041,201		25.6 %	1,487,256		32.2 %	1,532,125	3.0%	33.3 %	934,504	-39.0%	30.4 %
Other	114,063		2.8 %	139,184		3.0 %	151,894	9.1%	3.3 %	110,268	-27.4%	3.6 %
Total	**4,065,041**		**100.0 %**	**4,614,690**		**100.0 %**	**4,598,987**	**-0.3%**	**100.0 %**	**3,075,374**	**-33.1%**	**100.0 %**

Figure 82: Domestic volume by packaging format[79]

Value in €	2012			2018*			2019			2020		
	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %	Total	% diff. to PY	MS in %
0.375 litre	129,074		0.7 %	154,180		0.2 %	164,389	6.6%	0.7 %	108,501	-34.0%	0.6 %
0.75 litre	13,390,981		76.7 %	17,574,058		42.0 %	17,475,741	-0.6%	74.1 %	12,845,789	-26.5%	75.8 %
1.0 litre	2,130,612		12.2 %	3,002,245		22.2 %	2,785,951	-7.2%	11.8 %	1,863,257	-33.1%	11.0 %
1.5 litre	138,698		0.8 %	309,398		0.3 %	278,396	-10.0%	1.2 %	263,693	-5.3%	1.6 %
more than 1.5 l	1,227,110		7.0 %	2,204,701		32.2 %	2,258,295	2.4%	9.6 %	1,407,738	-37.7%	8.3 %
Other	451,958		2.6 %	589,153		3.0 %	632,618	7.4%	2.7 %	448,545	-29.1%	2.6 %
Total	**17,468,433**		**100.0 %**	**23,833,736**		**100.0 %**	**23,595,390**	**-1.0%**	**100.0 %**	**16,937,523**	**-28.2%**	**100.0 %**

Figure 83: Domestic value by packaging format[80]

[79] Source: GastroPanel I-XII 2020
[80] Source: GastroPanel I-XII 2020
* Data from 2018 onwards includes EUROGAST figures

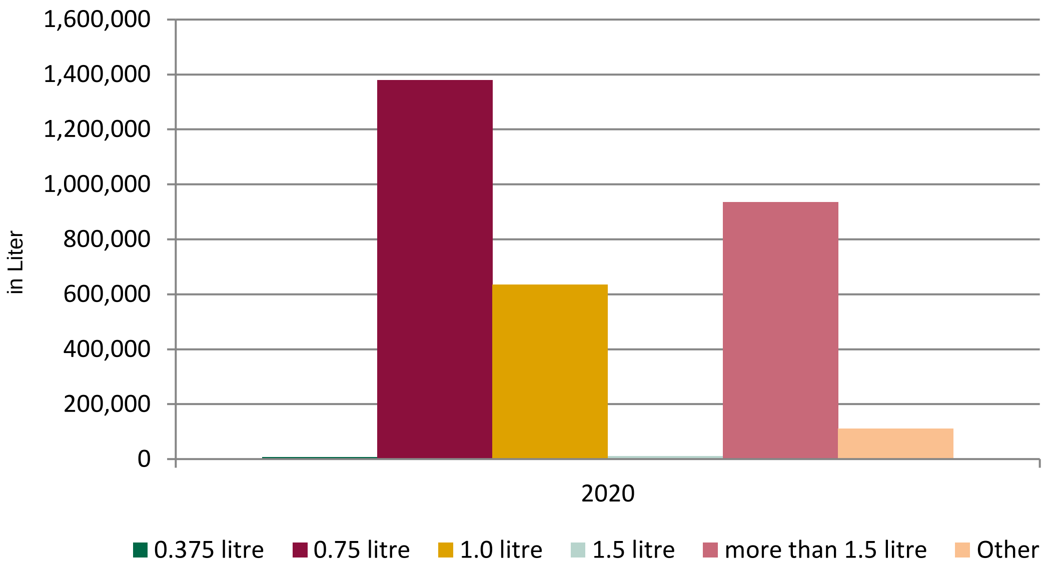


Figure 84: Domestic volume by packaging format[81]

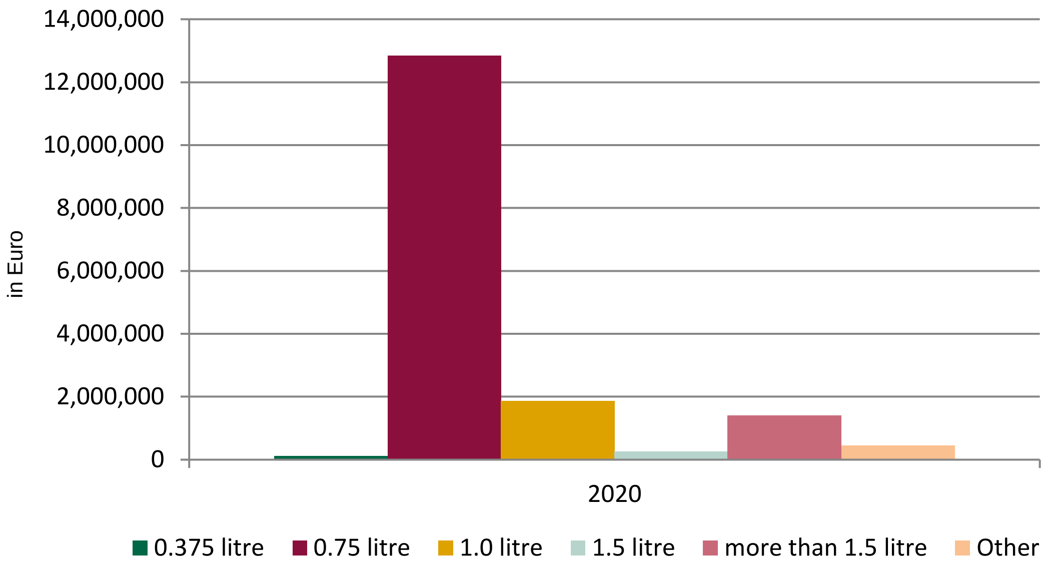


Figure 85: Domestic value by packaging format[82]

[81] Source: GastroPanel I-XII 2020
[82] Source: GastroPanel I-XII 2020

3.2.2. Consumption at home[83]

Consumption at home (the household market) includes all wine purchased at wineries, in multiple grocers or in other outlets (e.g. specialist retailers) for consumption within Austrian homes.

Wine consumption within Austrian households has been falling since 2008 but was able to recover strongly during the "coronavirus year" of 2020. Sales of Austrian wine came under pressure following the poor 2010 harvest, which led to an increase in imports. However, thanks to higher sales prices, sales revenues could be kept relatively stable over the same period and were able to record a significant increase in the "coronavirus year" of 2020. In 2020, 61.8 million litres of Austrian wine were consumed at home (+17% on 2019), which equated to a sales revenue of €313.6 million (+18% on 2019).

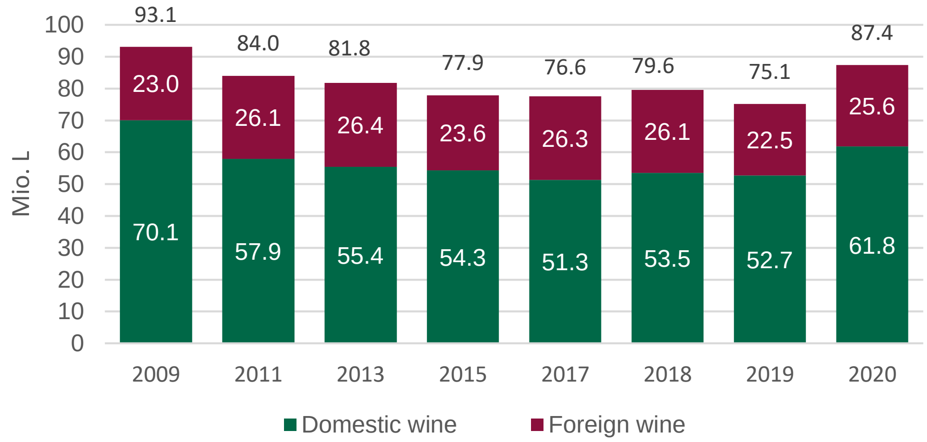


Figure 86: Household market purchasing volume in millions of litres

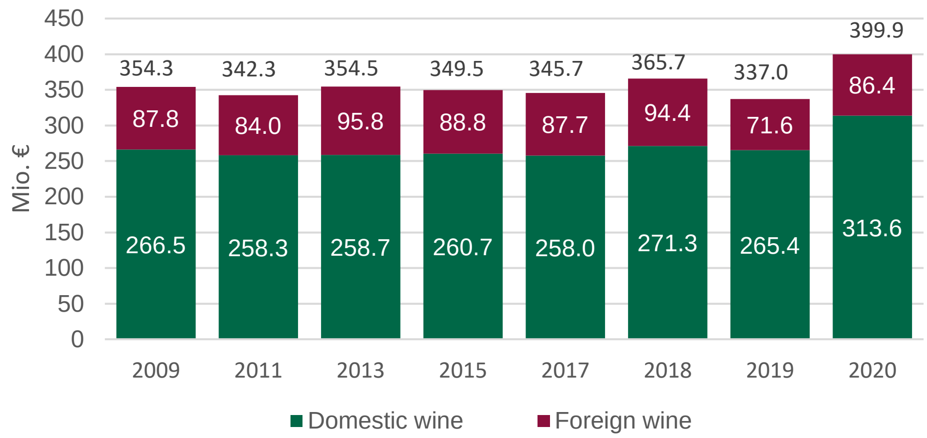


Figure 87: Household market purchasing value in millions of euro

[83] Source: GfK consumer trends 2020

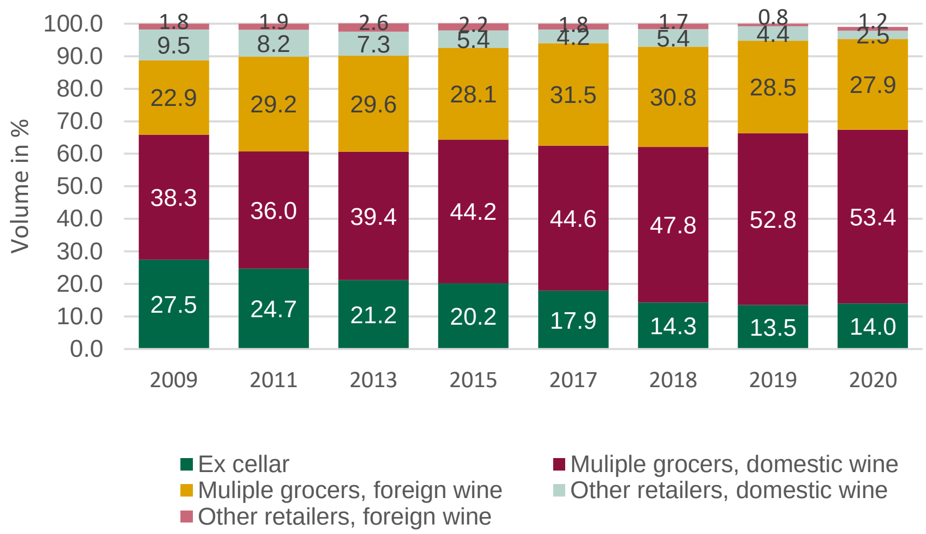


Figure 88: Volume share of intermediaries in %[84]

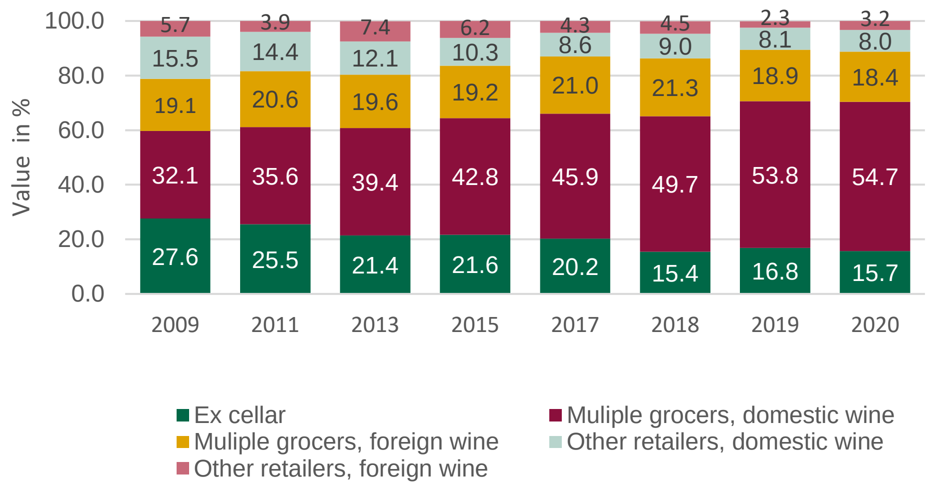


Figure 89: Value share of intermediaries in %[85]

Within the household market, Austrian wine had a market share of 69.9% by volume and 78.4% by value in 2020. 8.0% of all revenue from wine consumed at home is generated by specialist wine retailers.

	2012	2014	2016	2018	2019	2020
Ex cellar	4.2	5.5	4.6	5.0	5.7	5.2
Muliple grocers, domestic wine	4.0	4.3	4.3	4.8	4.6	4.7
Muliple grocers, foreign wine	3.1	3.1	3.0	3.2	3.0	3.0
Other retailers, domestic wine	7.4	8.2	9.1	7.8	8.4	10.4
Other retailers, foreign wine	10.6	13.0	11.7	12.1	12.5	12.6
Total	**4.3**	**4.6**	**4.4**	**4.6**	**4.5**	**4.6**

Figure 90: Average price per litre 2012–2020[86]

[84] Source: GfK consumer trends 2020
[85] Source: GfK consumer trends 2020
[86] Source: GfK consumer trends 2020

3.2.2.1. Multiple grocers

Over the past 20 years, multiple grocers have become the most significant intermediaries as far as consumption at home is concerned (at the expense of cellar door sales). Supermarket ranges have been extensively expanded, especially in the higher value segments (over €5/bottle). Twenty years ago, many customers would buy their wine directly from a small number of producers, but these days, wine is primarily bought at supermarkets to fulfil short-term needs. This has turned the multiple grocer channel into a strong sales partner for the domestic wine sector.

Multiple grocers in 1,000 €	2012	2015	2017	2018	MAT 2019	MAT 2020	+ / -
Domestic	166,584	214,249	241,696	253,979	261,822	305,163	16.6%
Domestic red	5,360	8,197	8,402	9,557	9,829	11,529	17.3%
Domestic white	65,876	81,792	91,943	90,661	92,096	107,411	16.6%
Domestic rosé	95,348	124,260	141,351	153,761	159,898	186,223	16.5%
Foreign	98,567	100,656	113,768	106,394	95,994	102,252	6.5%
Foreign red	1,463	2,039	2,941	3,297	2,937	3,712	26.4%
Foreign white	63,884	61,574	64,926	61,341	56,740	60,332	6.3%
Foreign rosé	33,220	37,042	45,900	41,756	36,316	38,209	5.2%
Total wine	**265,151**	**314,905**	**355,464**	**360,373**	**357,816**	**407,415**	**13.9%**

Figure 91: Wine revenue generated by multiple grocers (in thousands of euro) [87]

Multiple grocers in 1,000 l	2012	2015	2017	2018	MAT 2019	MAT 2020	+ / -
Domestic	34,074	42,169	41,832	44,771	48,637	56,605	16.4%
Domestic red	1,284	1,925	1,571	1,783	1,917	2,235	16.6%
Domestic white	12,927	15,362	14,757	14,641	15,338	17,856	16.4%
Domestic rosé	19,862	24,882	25,504	28,348	31,382	36,513	16.4%
Foreign	35,533	34,251	35,779	32,017	29,028	30,164	3.9%
Foreign red	387	448	671	724	580	798	37.6%
Foreign white	17,816	15,581	15,725	13,925	12,644	12,887	1.9%
Foreign rosé	17,329	18,223	19,383	17,367	15,804	16,480	4.3%
Total wine	**69,606**	**76,421**	**77,611**	**76,788**	**77,665**	**86,768**	**11.7%**

Figure 92: Wine sales in the multiple grocer segment (in thousands of litres)[88]

Although the volume sold by multiple grocers has remained relatively stable over recent years, significant gains have been made in terms of value. During the “coronavirus year” of 2020, both sales revenue and volume saw strong growth, increasing by 13.9% and 11.7% respectively.

Austrians primarily buy domestic wine from multiple grocers. In 2020, Austrian wine had a 65.2% market share in terms of volume and 73.1% in terms of revenue. Austrian wines witnessed the following growth in 2020: White wine: +16.4% volume, +16.5% value; red wine: +16.4% volume, +16.6% value; rosé wine: +16.6% volume, +17.3% value.

[87] Source: Nielsen IQ, general report on the retail segment. Moving annual total (MAT) from week 1 to week 52 of 2020.
[88] Source: Nielsen IQ, general report on the retail segment. Moving annual total (MAT) from week 1 to week 52 of 2020.

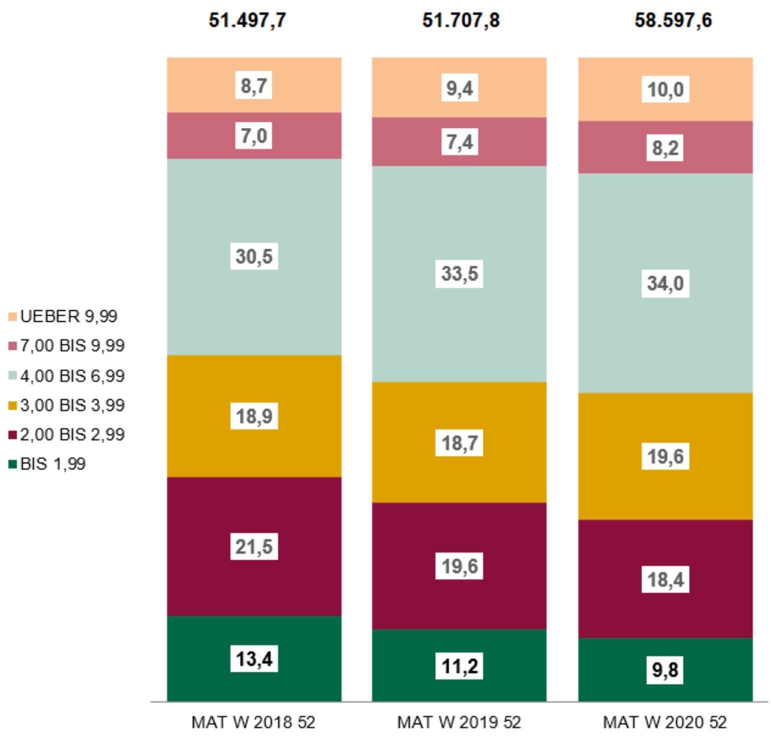


Figure 93: Breakdown in % of total volume of wine sold in 70/75 cl bottles by price band[89]

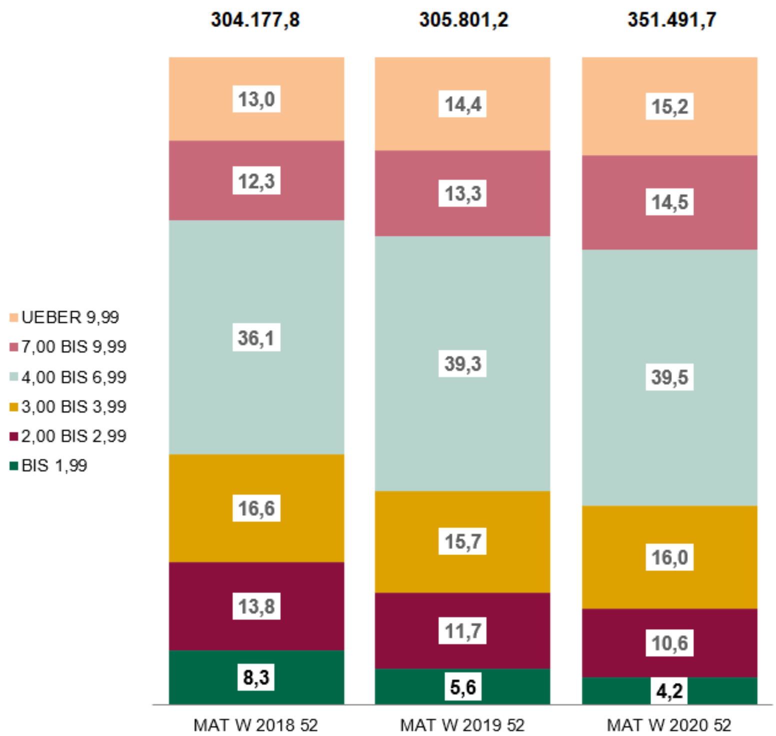


Figure 94: Breakdown in % of total revenue of wine sold in 70/75 cl bottles by price band

[89] Source for all price band analyses for multiple grocers: Nielsen IQ, Price Band Analysis 2019. Moving annual total (MAT) from week 1 to week 52 of 2020.

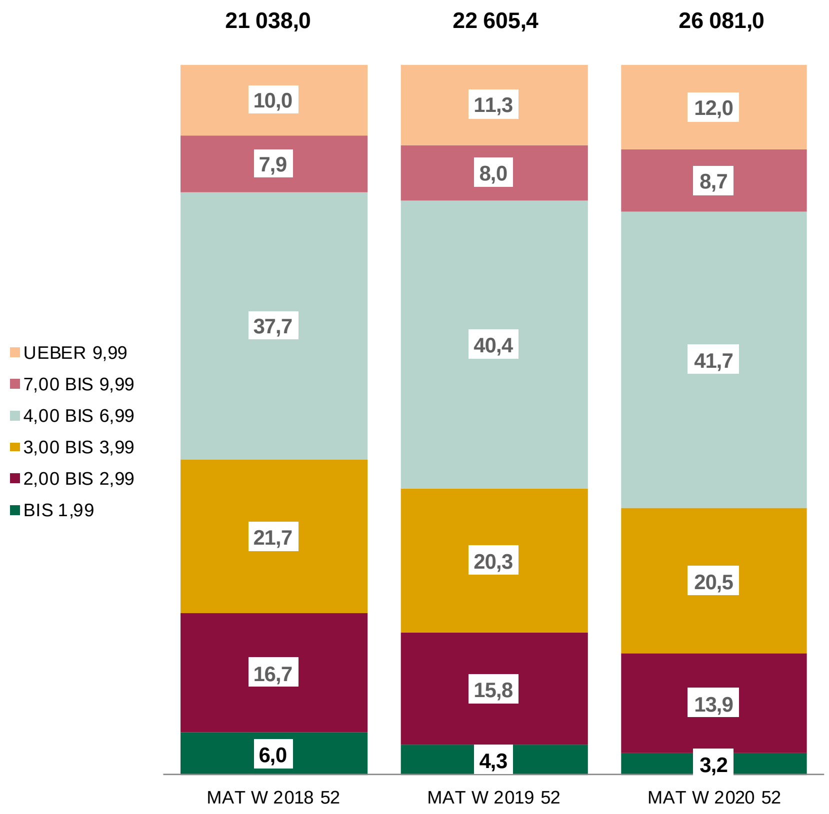


Figure 95: Breakdown in % of total volume of domestic white wine sold in 70/75 cl bottles by price band

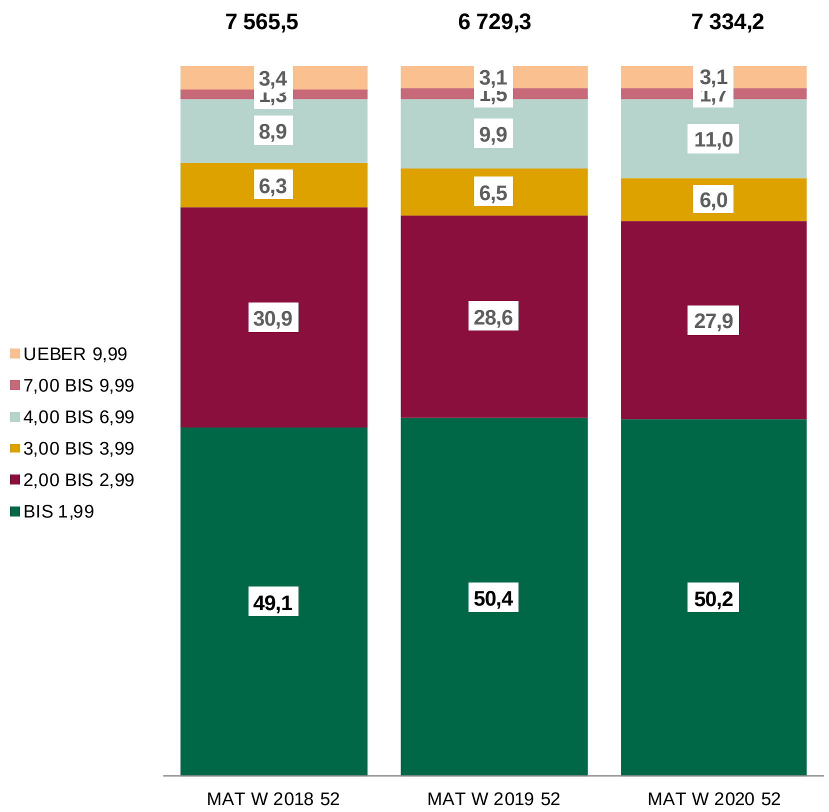


Figure 96: Breakdown in % of total foreign white wine sold in 70/75 cl bottles by price band

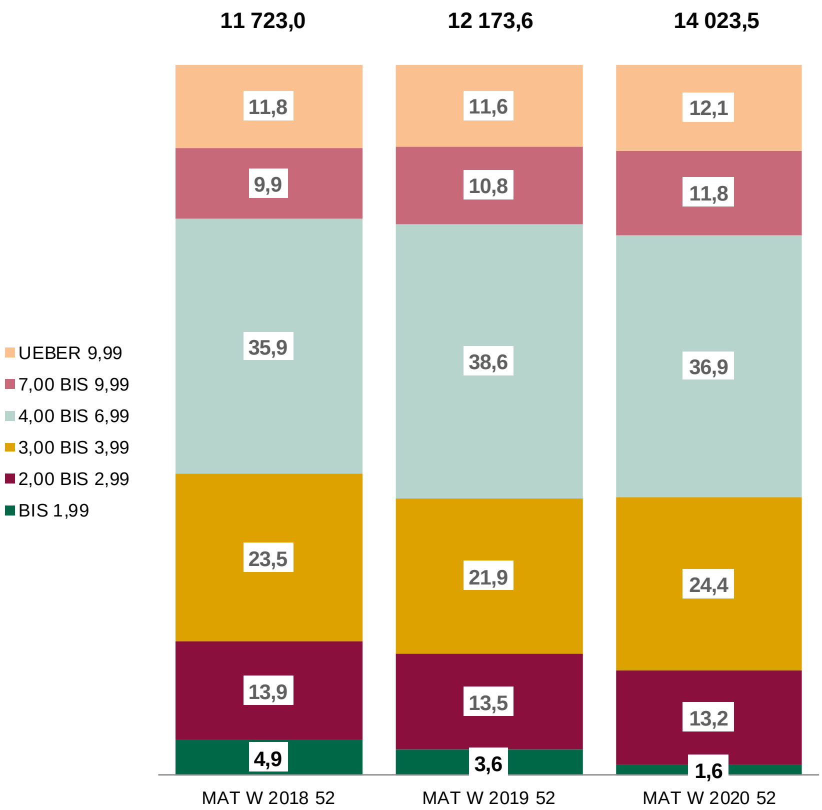


Figure 97: Breakdown in % of total volume of domestic red wine sold in 70/75 cl bottles by price band

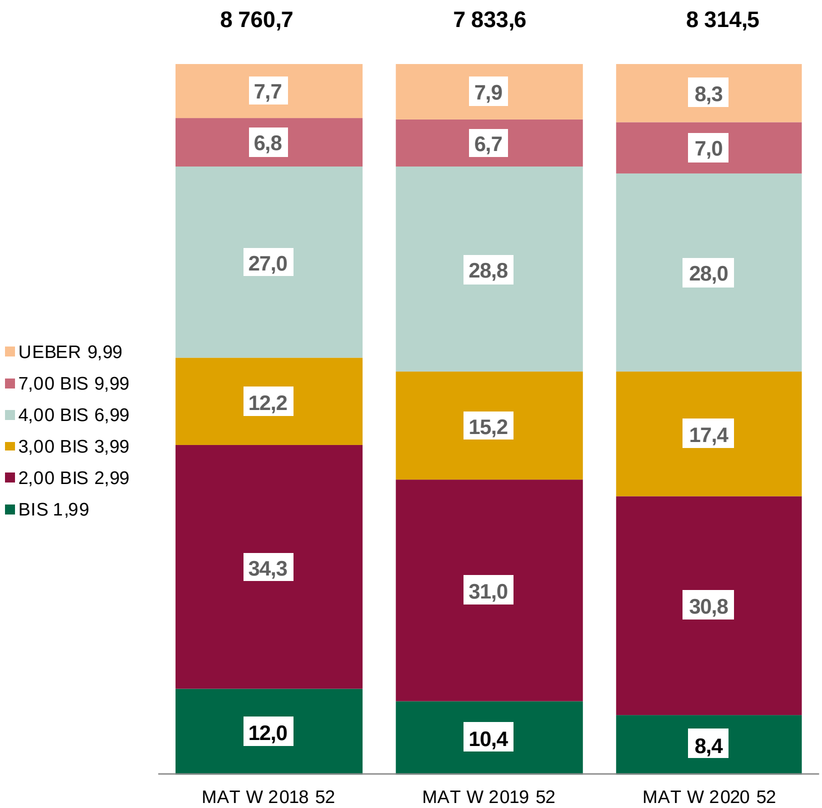


Figure 98: Breakdown in % of total foreign red wine sold in 70/75 cl bottles by price band

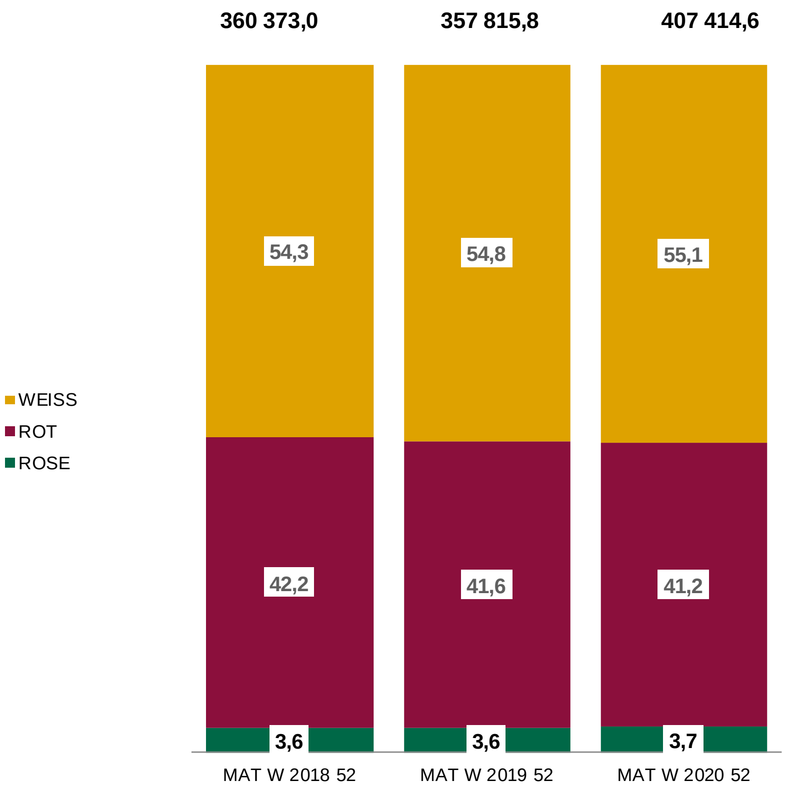


Figure 99: Value share according to colour[90]

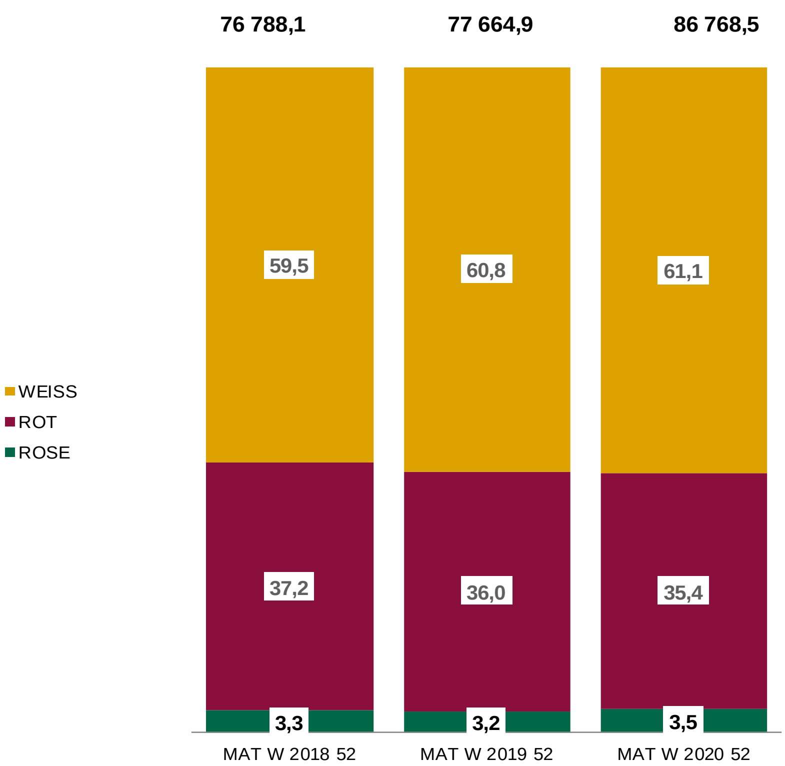


Figure 100: Volume share by colour

[90] All evaluations hereinafter in this section are based on data contained in Nielsen IQ, Austrian Wine wine varieties 2019. Moving annual total (MAT) from week 1 to week 52 of 2020.

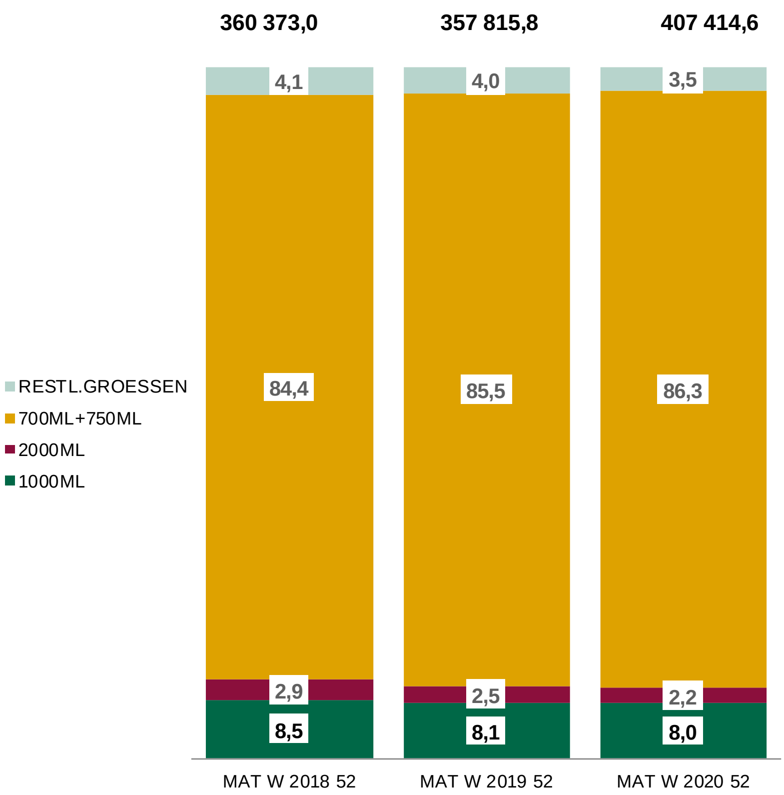


Figure 101: Value share by packaging format

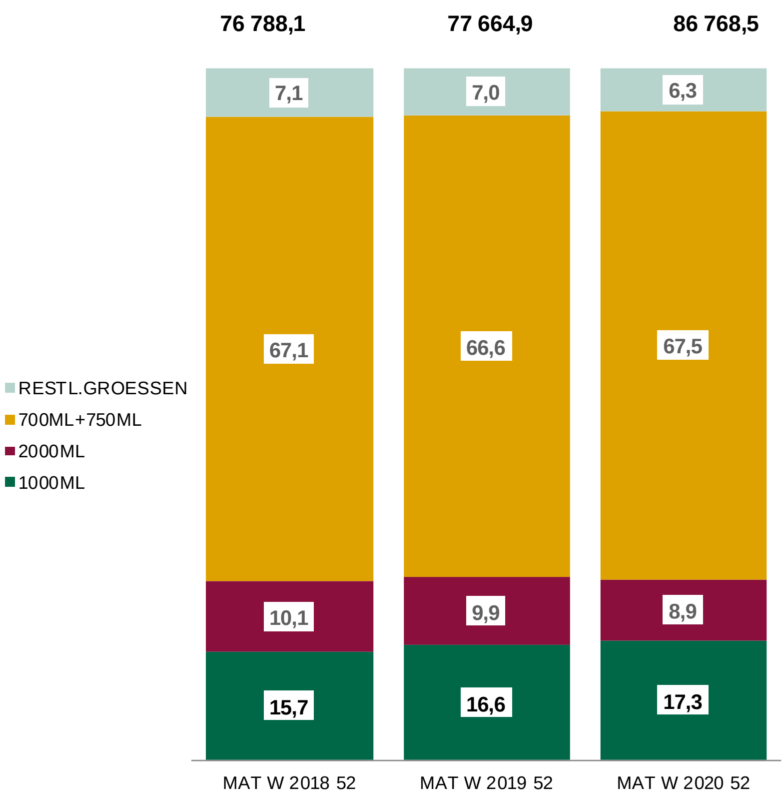


Figure 102: Volume share by packaging format

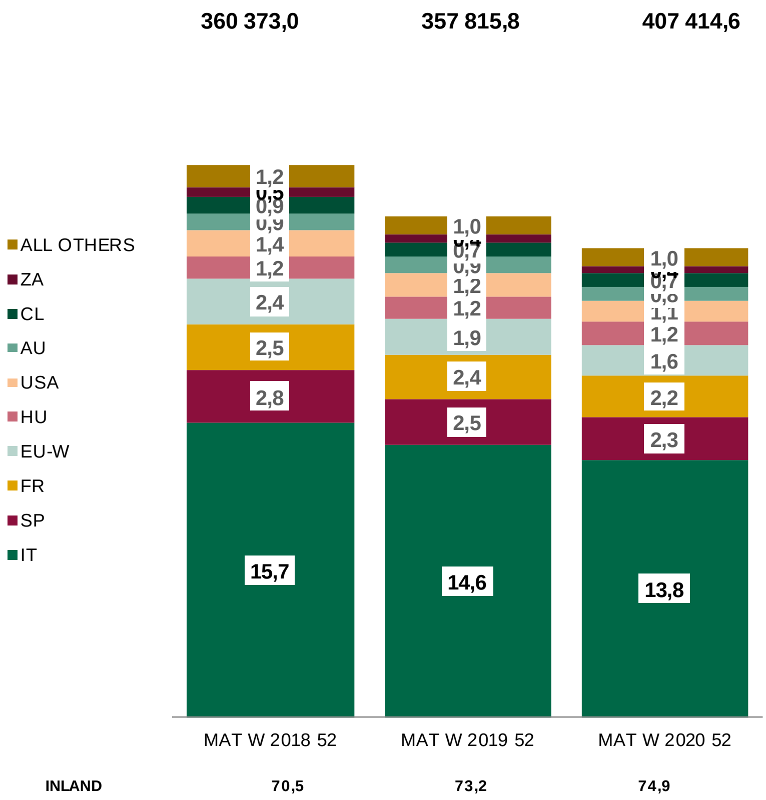


Figure 103: Total wine value share by country of origin

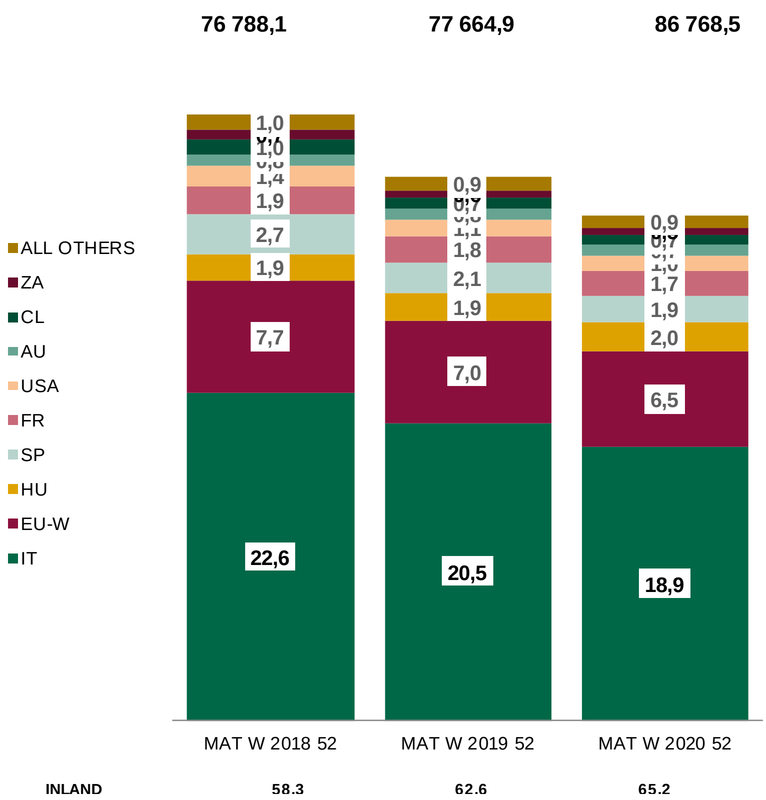


Figure 104: Total wine volume share by country of origin

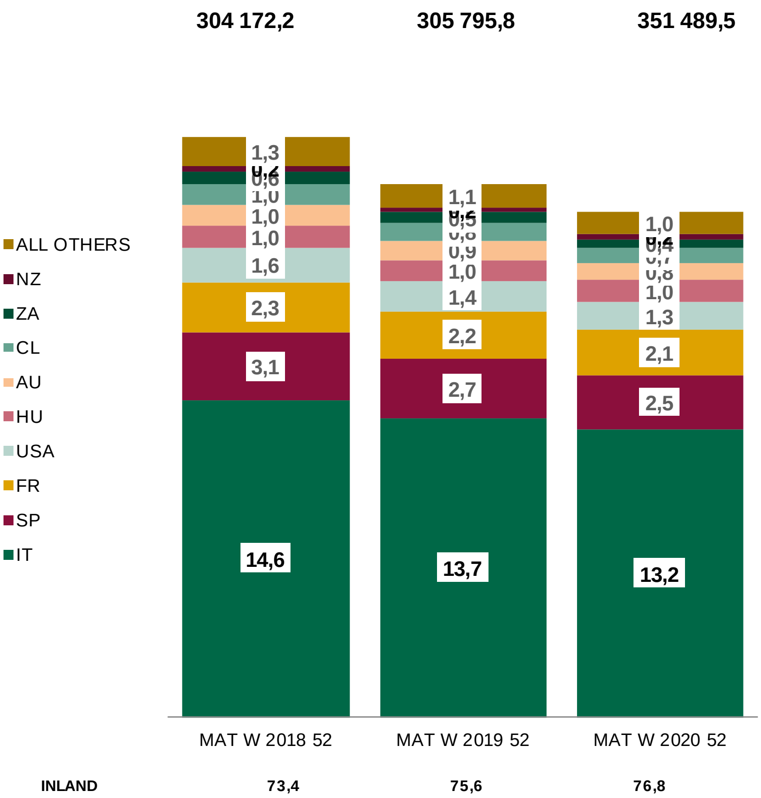


Figure 105: Value share of 75 cl bottles by country of origin

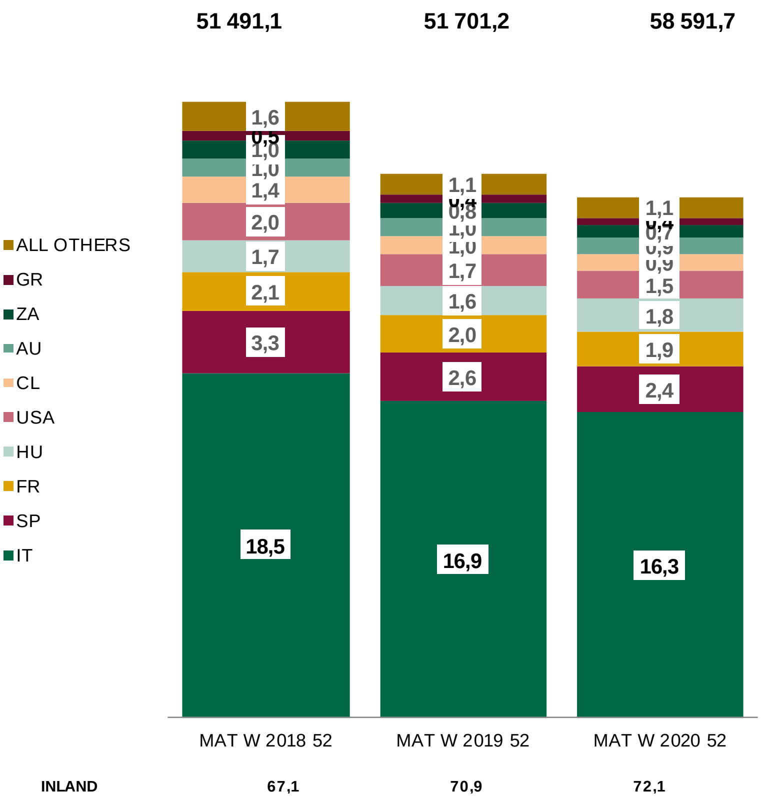


Figure 106: Volume share of 75 cl bottles by country of origin

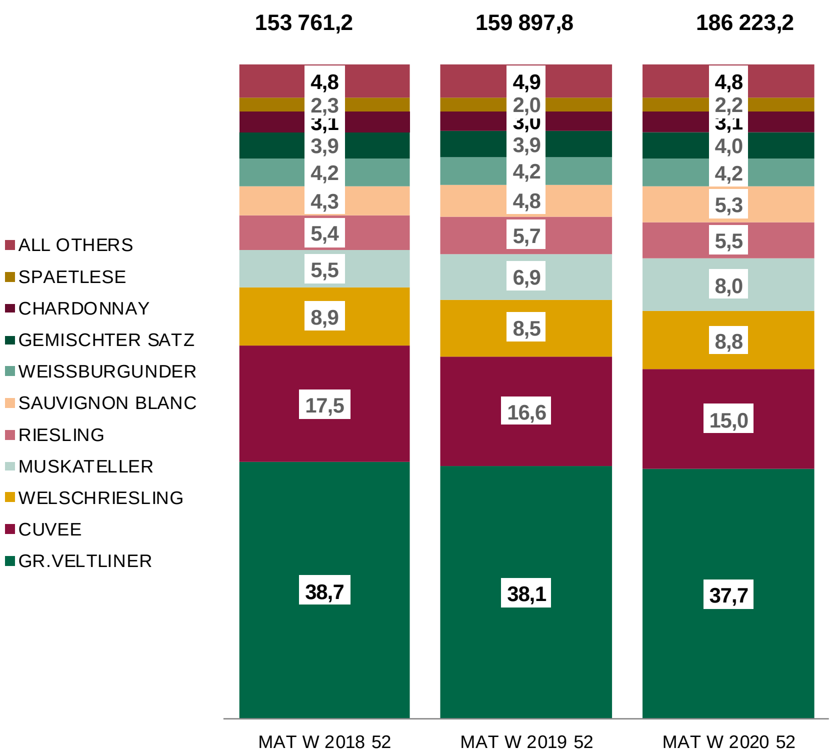


Figure 107: Value share of top 10 domestic white wines

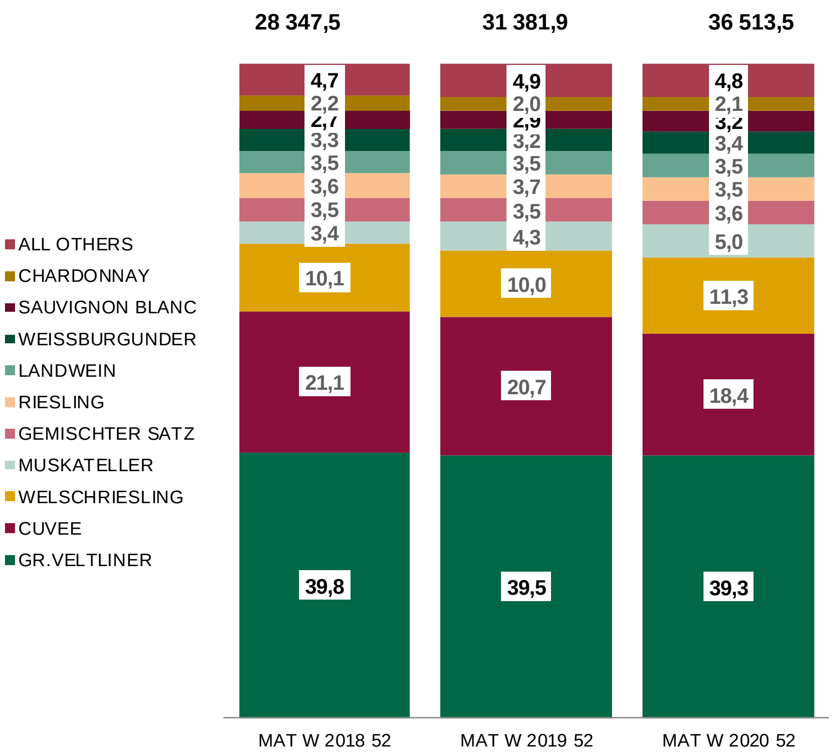


Figure 108: Volume share of top 10 domestic white wines

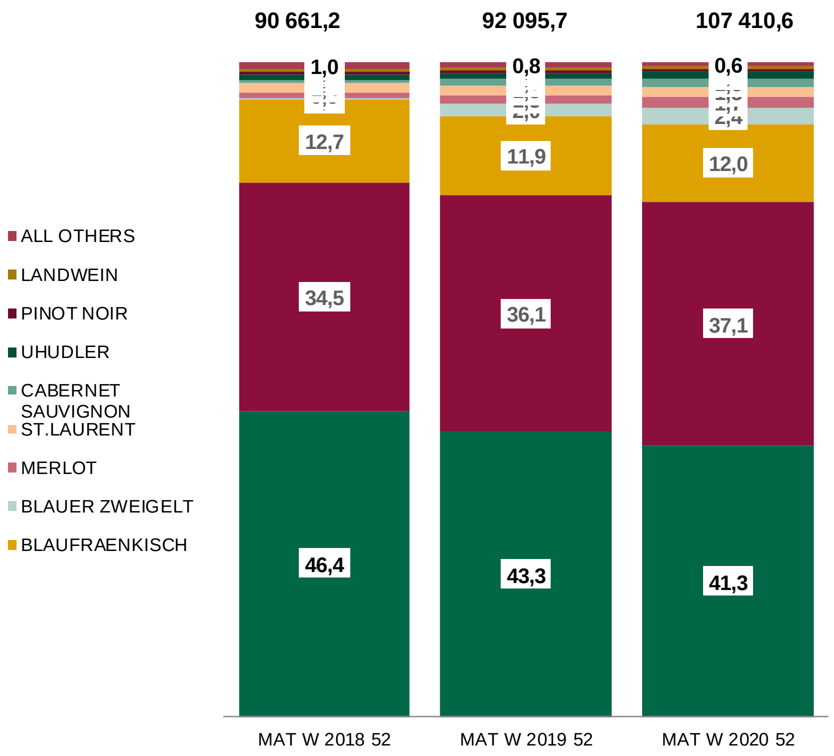


Figure 109: Value share of top 10 domestic red wines

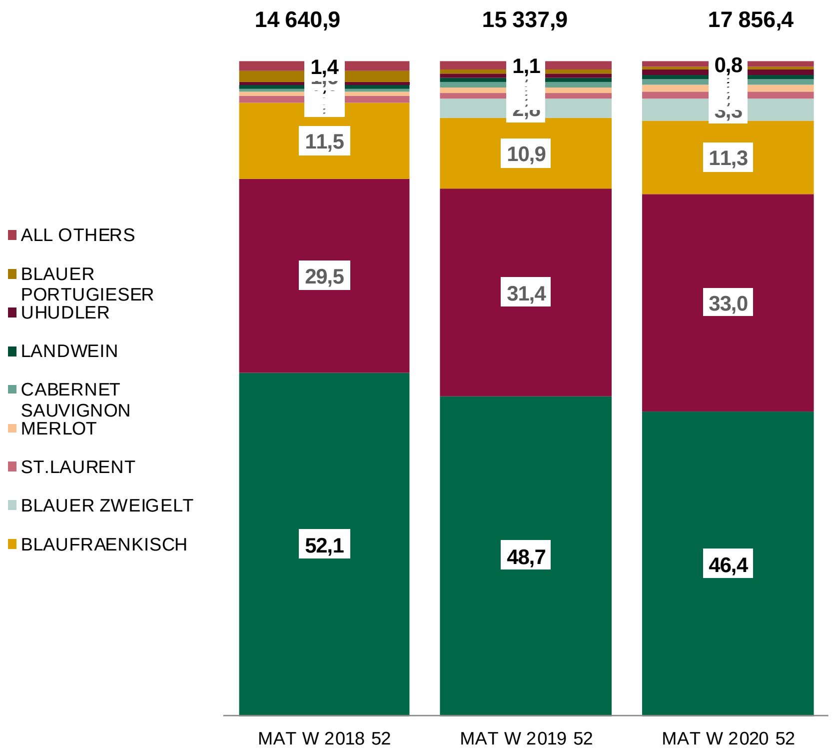


Figure 110: Volume share of top 10 domestic red wines in percent

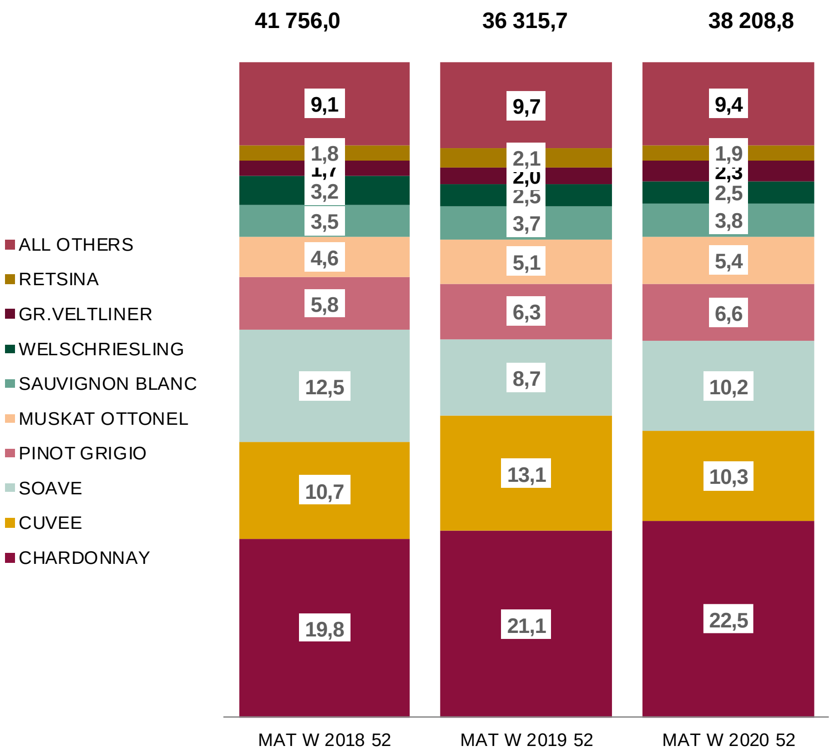


Figure 111: Value share of top 10 foreign white wines in percent

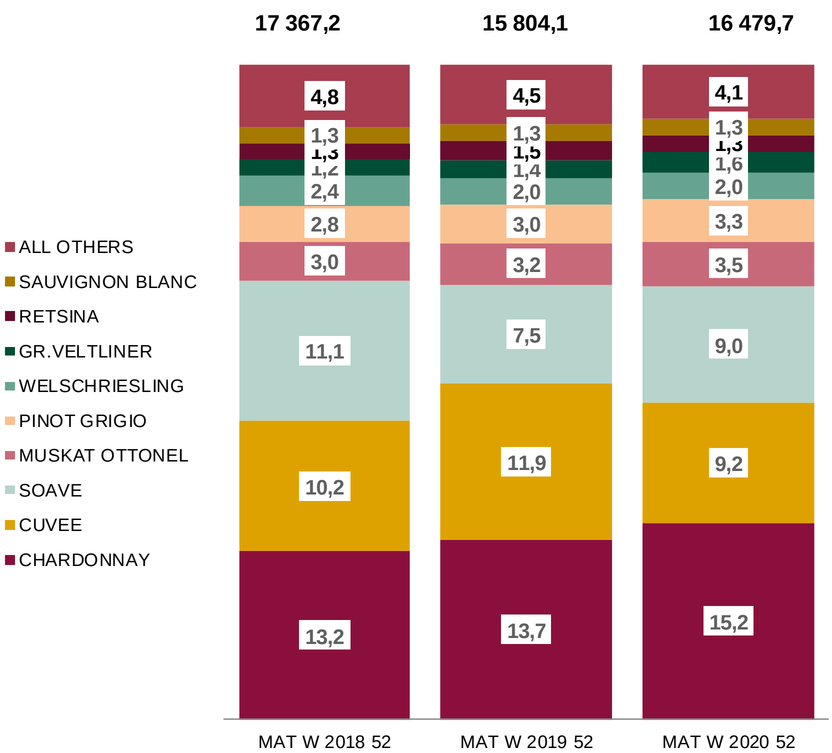


Figure 112: Volume share of top 10 foreign white wines

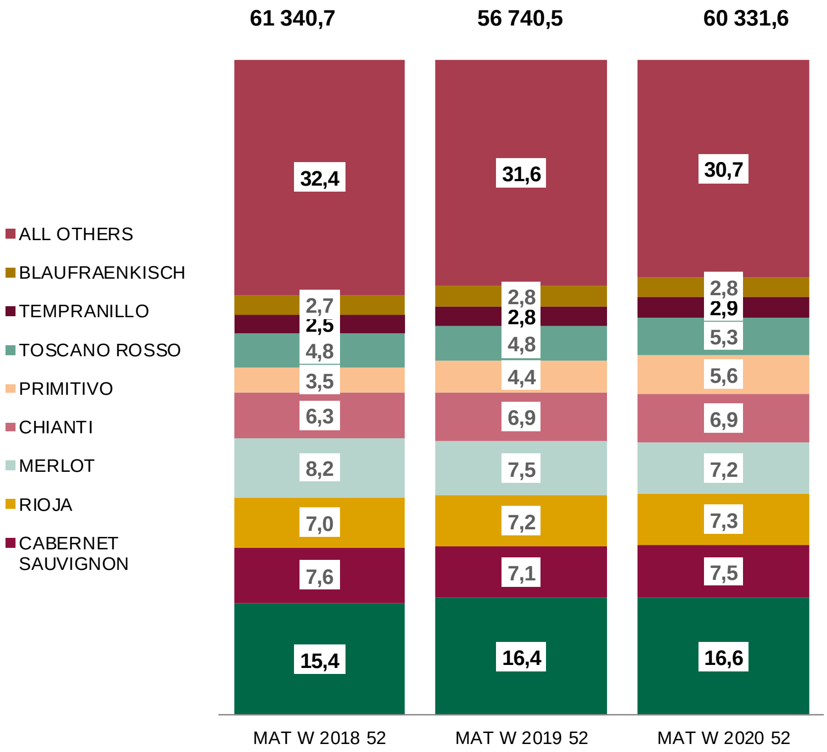


Figure 113: Value share of top 10 foreign red wines

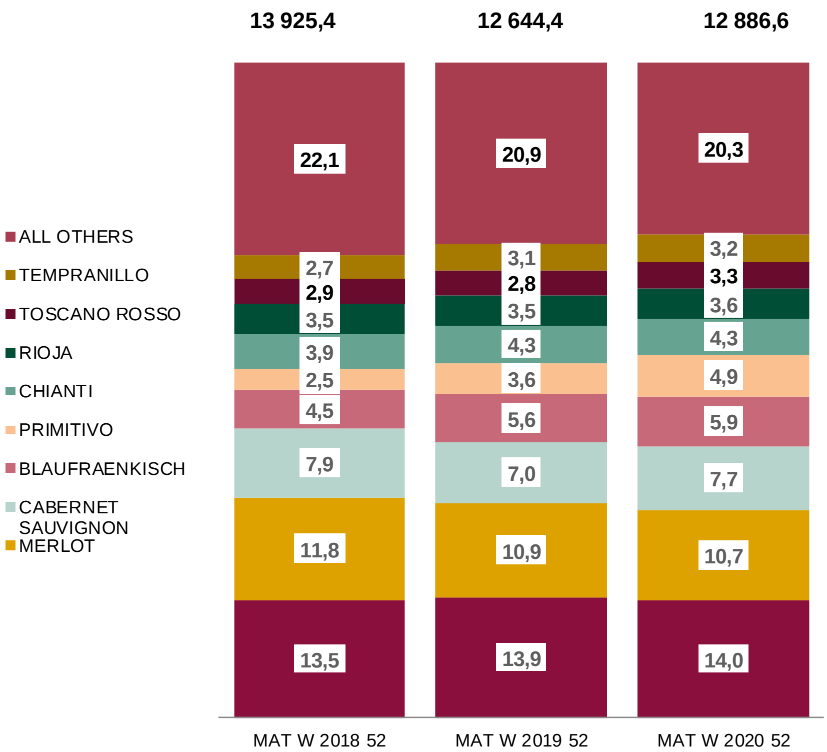


Figure 114: Volume share of top 10 foreign red wines

3.2.2.2. Sekt consumption in the multiple grocer sector

In 2020, revenue from sparkling wine (Champagne, *frizzante* and Sekt)[91] among Austrian multiple grocers totalled €153.4 million (+6.0%) and 24.5 million litres (+11.5%). The Sekt category accounted for the largest share of this, recording €104.7 million (+5.5%) in revenue and 15.7 million litres (+15.1%) in volume.

Multiple grocers in 1,000 €	2018	2019	2020	+/- PY
Champagne	12,603	14,938	17,018	13.9%
Frizzante	21,337	30,486	31,636	3.8%
Sekt	78,125	99,261	104,742	5.5%
Sekt/ Frizz./ Champagne Total	**112,065**	**144,685**	**153,395**	**6.0%**

Multiple grocers in 1,000 l	2018	2019	2020	+/- PY
Champagner	299	384	436	13.4%
Frizzante	4,848	7,921	8,346	5.4%
Sekt	10,419	13,684	15,747	15.1%
Sekt/ Frizz./ Champagne Total	**15,566**	**21,989**	**24,529**	**11.5%**

Figure 115: Revenue and sales of Champagne, *frizzante* and Sekt in the Austrian multiple grocer segment

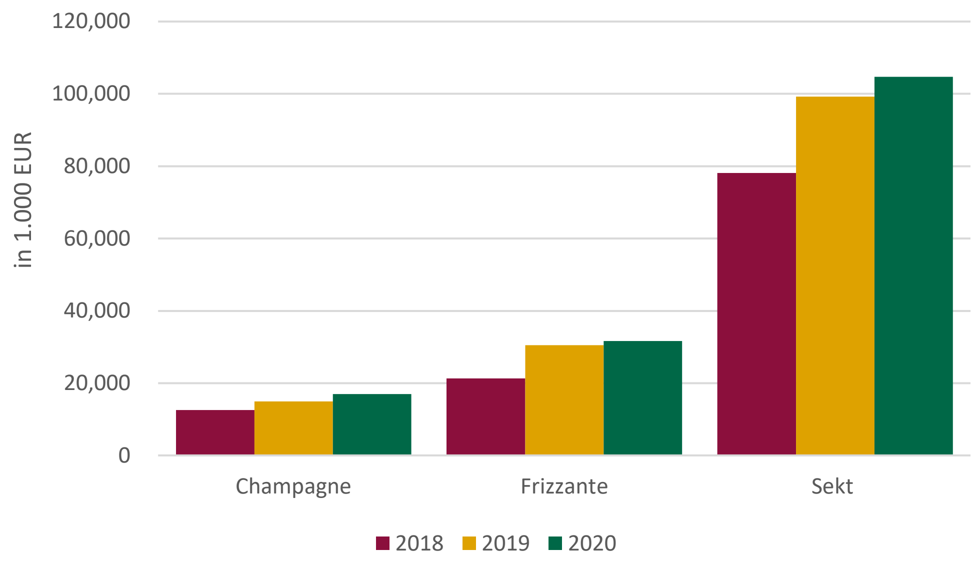


Figure 116: Revenue from Champagne, *frizzante* and Sekt in the multiple grocer segment

[91] All Sekt- and sparkling wine-related evaluations that follow in this section are based on data contained in Nielsen IQ, Sekt total from week 1 to week 53 of 2020
* including Prosecco Spumante, Asti Spumante, Cava

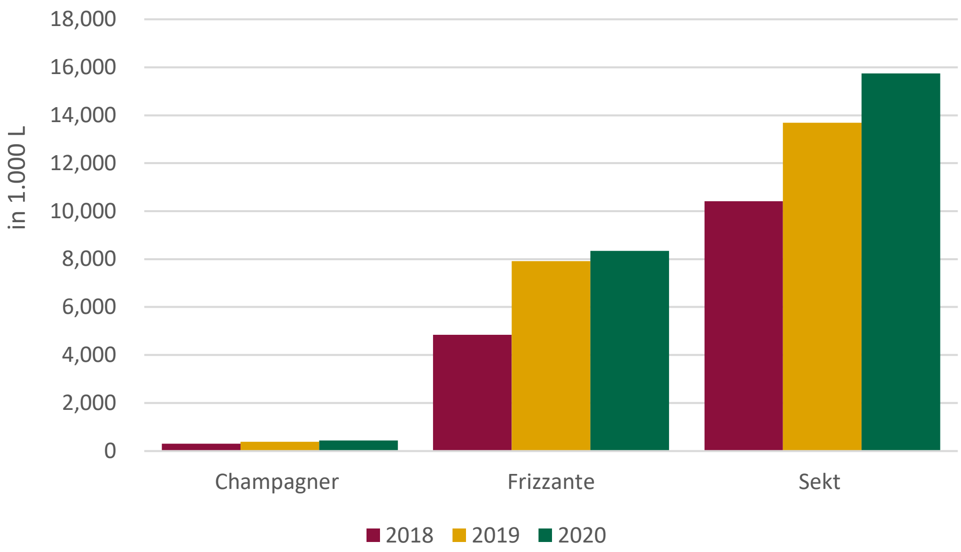


Figure 117: Sales of Champagne, *frizzante* and Sekt in the multiple grocer segment

Within the Sekt category, the largest revenues are generated by wines of Italian origin (€42.6 million; 5.6 million litres), German origin (€30.7 million; 6.4 million litres) and Austrian origin (€26.3 million; 2.8 million litres).

The major brands produced by the Henkell Group (Henkell, Kupferberg Gold, Söhnlein Brilliant, Fürst von Metternich) account for the majority share in Germany. These brands also have a strong foothold in the Austrian multiple grocer segment. Italy is witnessing a steady increase in the popularity of Prosecco Spumante.

Austria's revenue share of the Sekt market fell in 2020 compared to 2019 (-3.5%) while its share in terms of sales managed to increase slightly by 1.9%.

Multiple grocers in 1,000 €	2018	2019	2020	+/- PY
Sekt Foreign**	2,236	4,554	4,599	1.0%
Sekt Germany	26,018	31,903	30,668	-3.9%
Sekt France	210	434	525	20.8%
Sekt Italy	23,859	35,055	42,597	21.5%
Sekt Austria	25,801	27,315	26,352	-3.5%
Sekt Total	**52,323**	**71,946**	**104,742**	**45.6%**

Multiple grocers in 1,000 l	2018	2019	2020	+/- PY
Sekt Foreign**	335	746	802	7.5%
Sekt Germany	4,699	5,898	6,442	9.2%
Sekt France	21	43	53	23.3%
Sekt Italy	2,843	4,225	5,626	33.2%
Sekt Austria	2,522	2,772	2,824	1.9%
Sekt Total	**10,419**	**13,684**	**15,747**	**15.1%**

Figure 118: Sekt revenue and sales in the Austrian multiple grocer segment[92]

[92] Source: Nielsen IQ, Sekt total from week 1 to week 53 of 2020
** (other foreign, Spain, Ukraine)

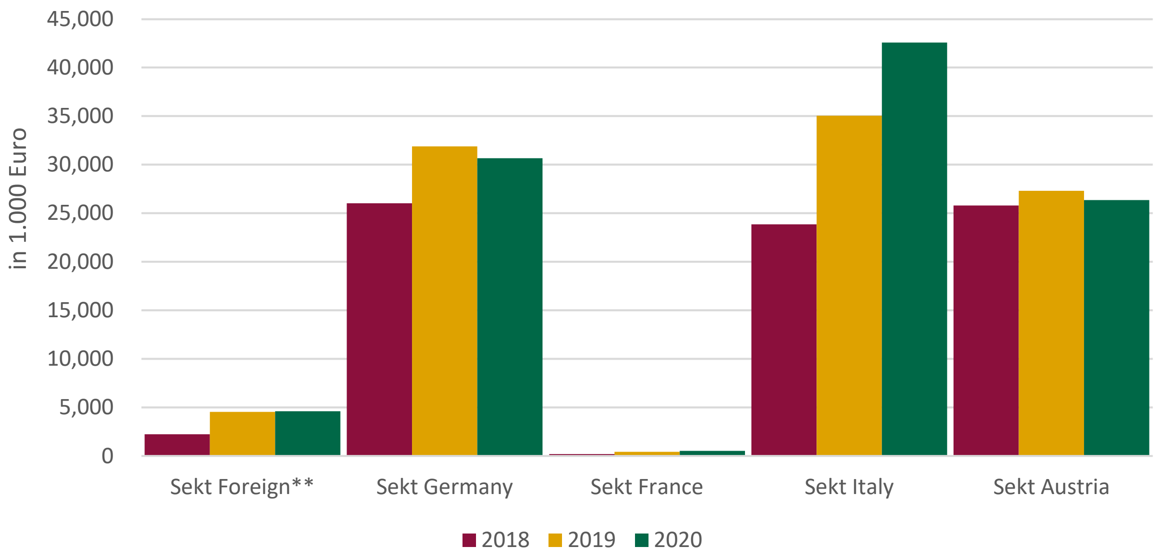


Figure 119: Sekt revenue in the Austrian multiple grocer segment

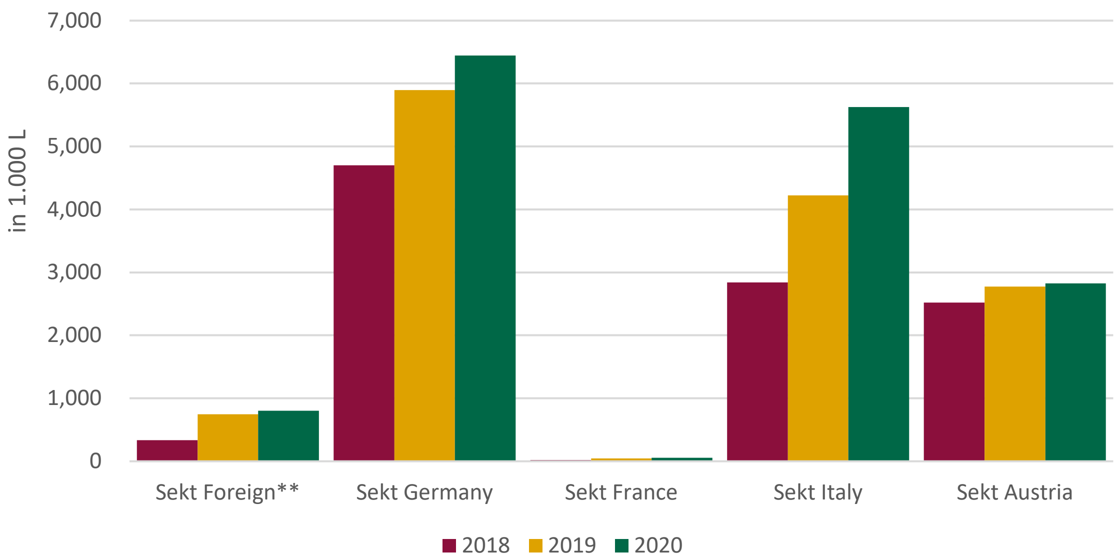


Figure 120: Sekt sales in the Austrian multiple grocer segment

The high-quality category of “Sekt with a protected origin (Sekt g.U.)” in the quality levels of Klassik, Reserve and Grosse Reserve has gradually been introduced in Austria since 2015. Due to the fact that market share figures were not compiled until 2018, the statistics we have only represent a snapshot of Sekt g.U. products from major brands that are currently available in the multiple grocer segment. It will not be possible to gather full data on all Sekt g.U. products until all producers have correctly updated the necessary elements in relation to their sparkling wines within the Sekt g.U. category (banderole, indication of quality level, designation of origin and new EAN code).

The vast majority of Sekt g.U. sold in the multiple grocer segment falls into the Klassik quality level (€4.3 million, 0.3 million litres). The share of Reserve Sekt represents €0.3 million and 0.01 million litres. The share of Grosse Reserve Sekt, the highest quality level, currently remains very low in the multiple grocer segment. This could be explained by either the later market launch (October 2018) or the fact that the highest quality level is more likely to be sold by specialist wine retailers trade than in the multiple grocer segment.

Multiple grocers in 1,000 €	2018	2019	2020	+/- PY
Sekt g.U. Klassik	3,336	4,008	4,309	7.5%
Sekt g.U. Reserve	154	244	288	17.8%
Sekt g.U. Grosse Reserve	0	2	1	-35.8%
Sekt g.U. Austria Total	**3,491**	**4,254**	**4,598**	**8.1%**

Multiple grocers in 1,000 l	2018	2019	2020	+/- PY
Sekt g.U. Klassik	209	257	286	11.2%
Sekt g.U. Reserve	6	10	12	18.5%
Sekt g.U. Grosse Reserve	0.000	0.047	0.030	-35.5%
Sekt g.U. Austria Total	**216**	**267**	**298**	**11.5%**

Figure 121: Sekt g.U. revenue and sales in the Austrian multiple grocer segment[93]

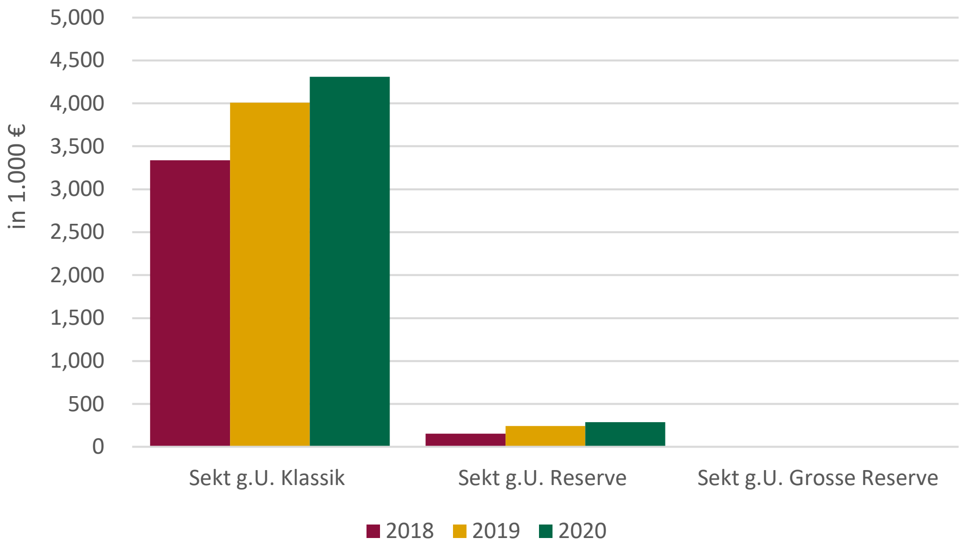


Figure 122: Sekt g.U. revenue in the Austrian multiple grocer segment

[93] Source: Nielsen IQ, Sekt total from week 1 to week 53 of 2020

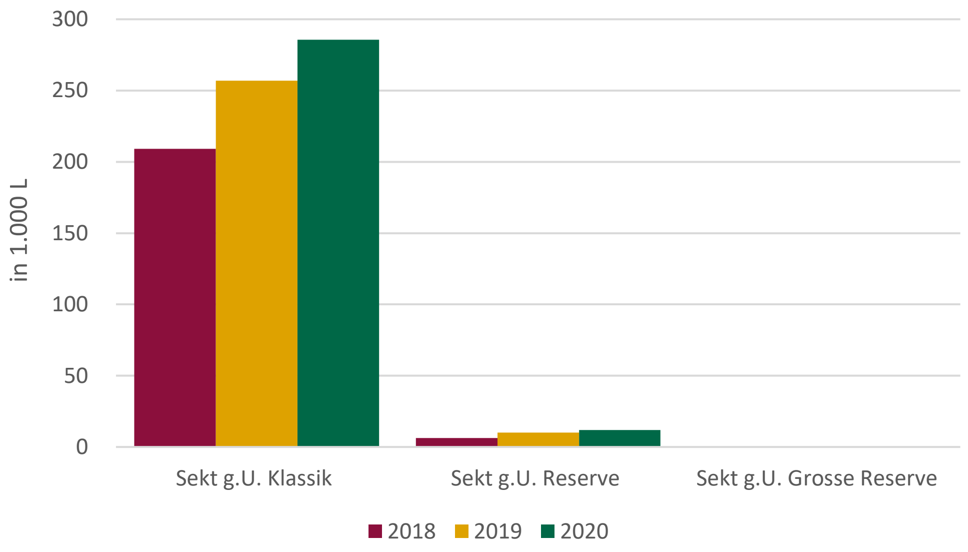


Figure 123: Sekt g.U. sales in the Austrian multiple grocer segment

The growth of the average price per bottle for Austrian Sekt g.U. is encouraging: the table below shows that Austrian Sekt g.U. achieved the highest average prices per bottle after Champagne.

	2018	2019	2020
Champagne	31.7	29.2	29.3
Frizzante	3.3	2.9	2.8
Sekt	5.6	5.4	5.0
Sekt Foreign	5.0	4.6	4.3
Sekt Germany	4.2	4.1	3.6
Sekt France	7.5	7.6	7.4
Sekt Italy	6.3	6.2	5.7
Sekt Austria	7.7	7.4	7.0
Sekt g.U. Klassik	12.0	11.7	11.3
Sekt g.U. Reserve	18.4	18.2	18.1
Sekt g.U. Grosse Reserve	27.4	30.6	30.5

Figure 124: Average prices per bottle of Sekt and sparkling wine in the multiple grocer segment[94]

[94] Source: Nielsen IQ, Sekt total from week 1 to week 53 of 2020

4. Wine exports from Austria

Contrary to all expectations, Austria's wine exports increased again in 2020, despite the coronavirus. Volume rose to 67.6 million litres (+6.7%), while revenue reached a new record at €187.3 million (+2.4%). Alongside the main export market of Germany, the other key markets of Switzerland and the Netherlands also showed upward trends. While the USA and Asia decreased, the monopoly markets of Scandinavia and Canada showed particularly strong growth.[95]

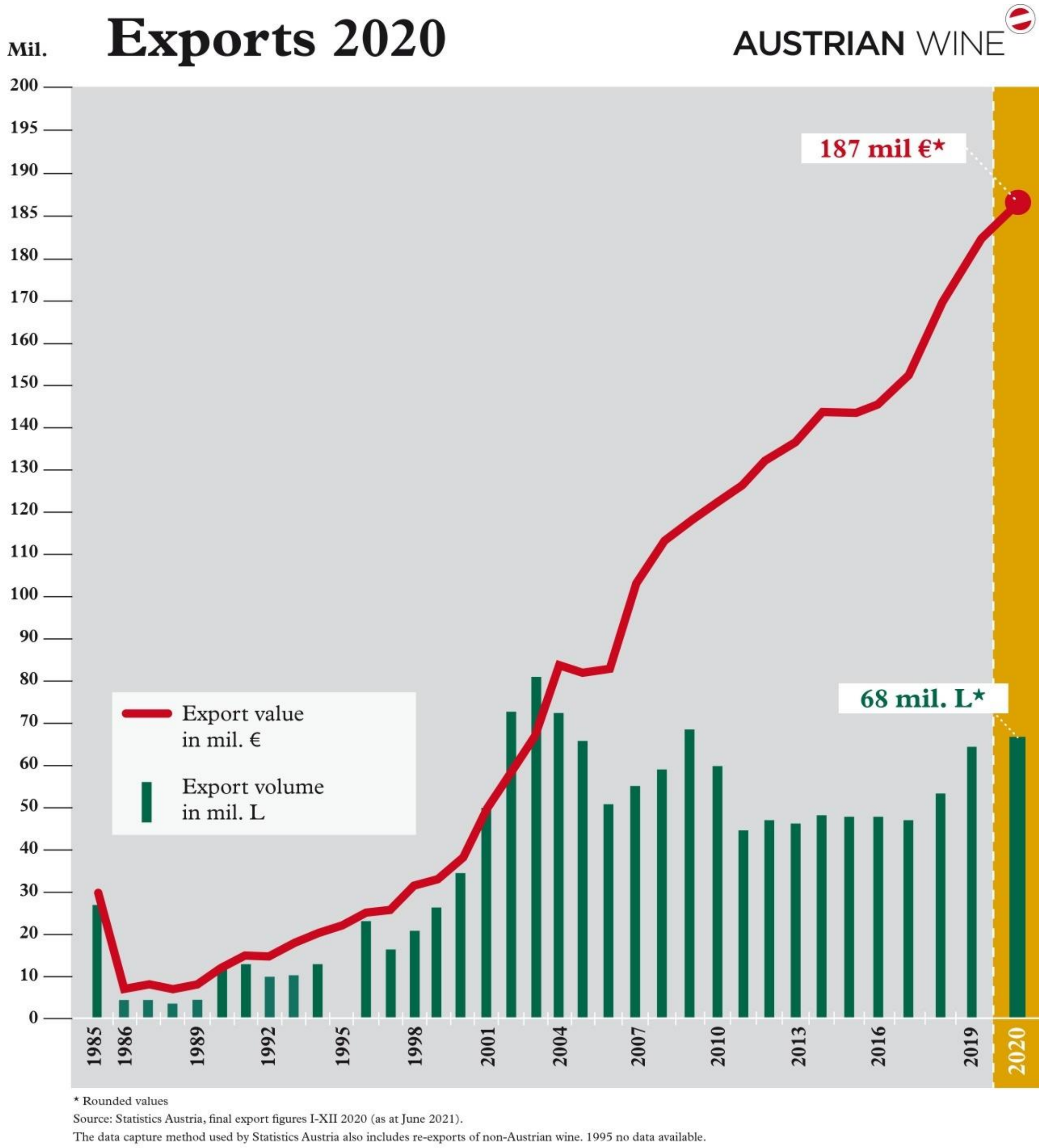


Figure 125: Wine exports 1985–2020[96]

[95]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.
[96]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

The greater increase in export volume compared to value indicates that less Austrian wine was distributed in the international on-trade market because of pandemic restrictions, while more was sold via online and offline sales channels such as multiple grocers and specialist wine retailers. This also resulted in a slightly lower average price of €2.77 per litre (2019: €2.89).

The main export market of Germany increased primarily in volume (+9.7%), with revenue showing more reserved growth (+1.5%). Ranking second, the export market of Switzerland managed to increase in volume by 21.1% and in value by 5.4%. This means that by international comparison, Austria achieved very high figures with the Swiss: According to the Swiss-Impex, imports from all other wine-producing countries increased by only 2.1% in volume and 0.4% in revenue.

With 19.7% growth in volume and a 6.0% increase in value, the Netherlands managed to oust the USA from its rank as the third key export country. Badly affected by the pandemic, both the USA's export volume (-4.2%) and value (-7.9%) fell. However, wine from Austria still performed comparatively well: According to Gomberg, Fredrikson & Associates, imports from all other wine-producing countries fell by 20.9% in volume and 8.4% in revenue.

Scandinavia showed very pleasing trends (+24.7% volume, +32.1% revenue); Norway and Sweden in particular have long been showing great potential for purchasing Austrian wines produced using environmentally conscious methods. Canada (+85.7% volume, +77.1% revenue) and Russia (+131.5% volume, +112.9% revenue) achieved even greater growth.

Losses were seen in Asia, especially China (-53.1% volume, -58.8% revenue). Furthermore, fewer Austrian wines were exported to Japan in 2020 (-11.4% volume, -15.5% revenue).

Overall, this increase in volume has been driven primarily by bottled wines (+10.3%), in particular red Qualitätswein. Export volumes of this wine managed to grow by almost a quarter (+23.5%). Export volumes of bulk wine, however, dropped by 5.6%.

in 1,000 l	Volume bottled	Volume bulk		Volume bottled	Volume bulk
2000	14,491	21,353	**2012**	39,757	7,301
2001	16,558	34,978	**2013**	40,846	6,057
2002	19,497	55,082	**2014**	42,090	7,490
2003	22,719	60,713	**2015**	40,525	7,896
2004	27,423	46,660	**2014**	42,090	7,490
2005	32,411	34,728	**2015**	40,525	7,896
2006	28,648	23,028	**2016**	41,845	6,533
2007	35,683	20,465	**2017**	41,816	5,806
2008	38,093	21,904	**2018**	46,215	6,586
2009	39,165	30,370	**2019**	49,254	14,103
2010	44,694	17,288	**2020**	54,313	13,314
2011	37,353	7,939			

Figure 126: Volume share of bulk and bottled wine exports 2000–2020[97]

[97]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

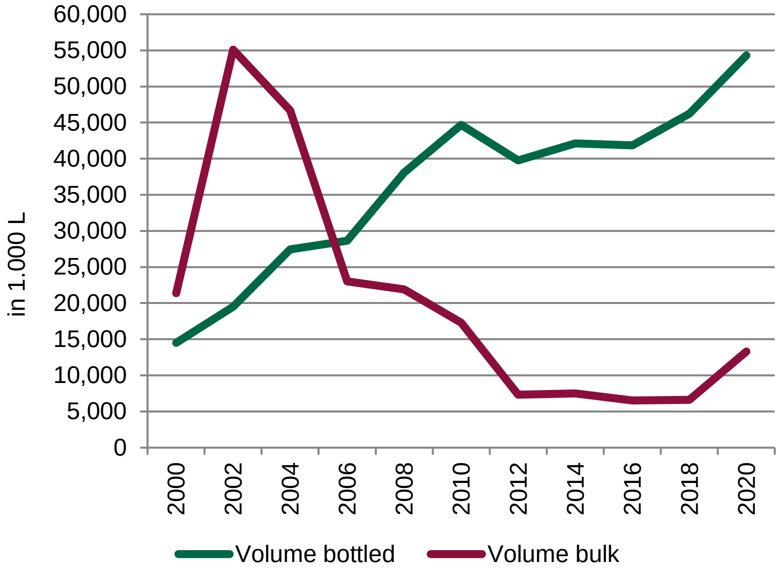


Figure 127: Volume share of bulk and bottled wine exports 2000-2020

The share of bottled wine exports represents 80% of total exports in terms of volume and 94% in terms of value. This development is of essential importance to the Austrian wine industry.

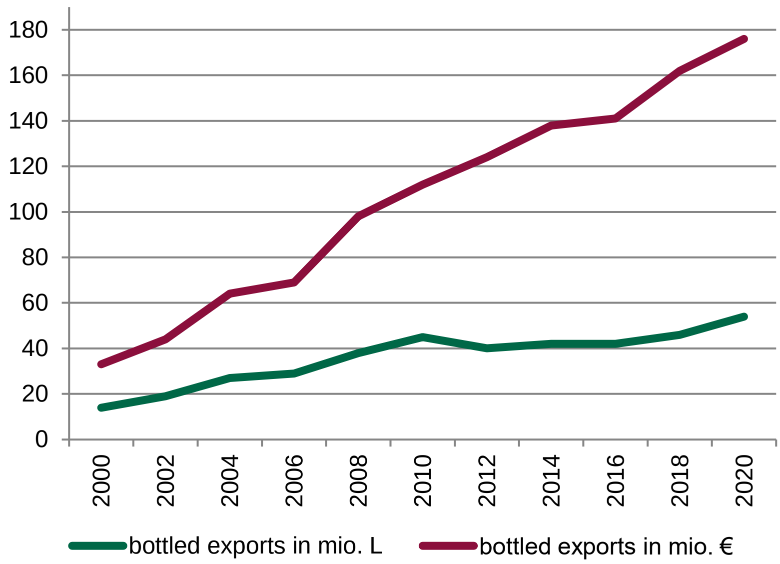


Figure 128: Evolution of bottled wine exports 2000–2020[98]

[98]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

	2000		2009		2012		2015		2018		2019		2020		Difference		Share of total exports
Country	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	1,000 L	1,000 €	lt in %	€ in %	Value		
Total	**35,844**	**40,227**	**69,535**	**118,856**	**47,058**	**131,909**	**48,420**	**143,376**	**52,801**	**170,059**	**63,357**	**182,960**	**67,627**	**187,323**	*6.7%*	*2.4%*	*100.00%*
Avg. price/l		*1.12*		*1.71*		*2.80*		*2.96*		*3.22*		*2.89*		*2.77*			
Bottled wine	**14,491**	**32,531**	**39,165**	**102,214**	**39,757**	**123,705**	**40,525**	**136,120**	**46,215**	**162,436**	**49,254**	**172,406**	**54,313**	**176,026**	*10.3%*	*2.1%*	*93.97%*
Avg. price/l		*2.24*		*2.61*		*3.11*		*3.36*		*3.51*		*3.50*		*3.24*			
Bulk wine	**21,353**	**7,696**	**30,370**	**16,642**	**7,301**	**8,205**	**7,896**	**7,256**	**6,586**	**7,624**	**14,103**	**10,554**	**13,314**	**11,297**	*-5.6%*	*7.0%*	*6.03%*
Avg. price/l		*0.36*		*0.55*		*1.12*		*0.92*		*1.16*		*0.75*		*0.85*			
Germany	27,360	28,500	50,109	70,536	34,382	75,733	34,901	75,146	33,913	83,879	38,850	85,207	42,601	86,480	*9.7%*	*1.5%*	*46.17%*
Avg. price/l		*1.04*		*1.41*		*2.20*		*2.15*		*2.47*		*2.19*		*2.03*			
Third countries*	**	**	6,201	27,172	6,416	33,352	6,983	40,092	8,875	48,476	10,664	57,143	11,828	58,493	*10.9%*	*2.4%*	*31.23%*
Avg. price/l		*0.00*		*4.38*		*5.20*		*5.74*		*5.46*		*5.36*		*4.95*			
Scandinavia (1+2+3+4)	**	**	1,615	6,036	1,926	8,496	2,108	9,958	2,746	13,769	3,228	15,604	4,024	20,620	*24.7%*	*32.1%*	*11.01%*
Avg. price/l		*0.00*		*3.74*		*4.41*		*4.68*		*5.01*		*4.83*		*5.12*			
Switzerland	**	**	3,148	13,583	2,492	14,522	2,666	17,487	3,435	19,071	3,537	19,242	4,283	20,280	*21.1%*	*5.4%*	*10.83%*
Avg. price/l				*4.32*		*5.83*		*6.56*		*5.55*		*5.44*		*4.74*			
Netherlands	713	1,030	895	3,441	1,426	5,455	1,729	6,622	3,421	11,030	4,400	14,511	5,268	15,384	*19.7%*	*6.0%*	*8.21%*
Avg. price/l		*1.44*		*3.84*		*3.83*		*3.83*		*3.22*		*3.30*		*2.92*			
USA	281	2,057	1,666	6,889	2,028	8,610	2,256	10,742	2,965	14,523	3,307	16,670	3,168	15,360	*-4.2%*	*-7.9%*	*8.20%*
Avg. price/l		*7.32*		*4.14*		*4.25*		*4.76*		*4.90*		*5.04*		*4.85*			
Sweden (1)	157	394	753	2,940	829	3,473	837	3,928	945	4,693	1,137	5,445	1,548	8,626	*36.1%*	*58.4%*	*4.60%*
Avg. price/l		*2.51*		*3.90*		*4.19*		*4.69*		*4.96*		*4.79*		*5.57*			
Norway (2)	37	219	531	1,506	524	2,118	752	3,033	1,088	4,851	1,007	4,620	1,482	6,483	*47.2%*	*40.3%*	*3.46%*
Avg. price/l		*5.92*		*2.84*		*4.04*		*4.03*		*4.46*		*4.59*		*4.37*			
UK	51	354	256	1,601	306	2,729	761	4,480	1,105	5,390	1,292	5,105	1,194	4,814	*-7.6%*	*-5.7%*	*2.57%*
Avg. price/l		*6.94*		*6.25*		*8.92*		*5.89*		*4.88*		*3.95*		*4.03*			
Canada	52	219	105	540	137	764	130	825	340	2,363	352	2,501	653	4,430	*85.7%*	*77.1%*	*2.36%*
Avg. price/l		*4.21*		*5.14*		*5.58*		*6.33*		*6.95*		*7.11*		*6.78*			
Denmark (3)	**	**	159	689	137	817	215	1,351	358	2,242	550	3,420	533	3,316	*-3.0%*	*-3.0%*	*1.77%*
Avg. price/l		*0.00*		*4.33*		*5.96*		*6.29*		*6.27*		*6.22*		*6.22*			
Czech Republic	4,041	1,010	5,765	3,348	1,460	2,003	858	2,022	1,242	2,490	1,957	2,568	1,602	2,680	*-18.2%*	*4.3%*	*1.43%*
Avg. price/l		*0.25*		*0.58*		*1.37*		*2.36*		*2.01*		*1.31*		*1.67*			
Belgium	72	177	158	709	187	956	500	2,517	637	3,203	594	3,259	401	2,362	*-32.5%*	*-27.5%*	*1.26%*
Avg. price/l		*2.46*		*4.49*		*5.11*		*5.03*		*5.03*		*5.49*		*5.90*			
Finland (4)	**	**	172	901	436	2,088	304	1,647	355	1,983	534	2,119	461	2,194	*-13.7%*	*3.5%*	*1.17%*
Avg. price/l		*0.00*		*5.24*		*4.79*		*5.42*		*5.58*		*3.97*		*4.76*			
Slowakia	1,780	506	1,423	1,680	146	643	190	838	329	1,023	2,680	1,994	1,318	1,469	*-50.8%*	*-26.3%*	*0.78%*
Avg. price/l		*0.28*		*1.18*		*4.40*		*4.40*		*3.11*		*0.74*		*1.11*			
Italy	143	448	658	1,340	594	1,467	488	1,592	285	1,060	441	1,245	461	1,317	*4.5%*	*5.8%*	*0.70%*
Avg. price/l		*3.13*		*2.04*		*2.47*		*3.26*		*3.71*		*2.82*		*2.86*			
China	**	**	96	465	339	2,067	337	2,086	246	1,594	387	2,978	182	1,228	*-53.1%*	*-58.8%*	*0.66%*
Avg. price/l		*0.00*		*4.84*		*6.10*		*6.19*		*6.47*		*7.69*		*6.75*			
Liechtenstein	**	**	102	889	105	995	91	967	103	1,184	106	1,120	93	1,131	*-12.3%*	*1.0%*	*0.60%*
Avg. price/l				*8.75*		*9.47*		*10.67*		*11.54*		*10.58*		*12.20*			
Japan	94	525	140	923	202	1,393	178	1,210	139	1,104	156	1,243	138	1,050	*-11.4%*	*-15.5%*	*0.56%*
Avg. price/l		*5.59*		*6.59*		*6.90*		*6.81*		*7.95*		*7.99*		*7.62*			
Russia	**	**	49	209	61	311	207	533	152	644	143	488	332	1,040	*131.5%*	*112.9%*	*0.55%*
Avg. price/l		*0.00*		*4.27*		*5.10*		*2.58*		*4.25*		*3.41*		*3.14*			
France	15	142	45	465	27	490	23	175	288	554	525	1,315	504	675	*-3.9%*	*-48.7%*	*0.36%*
Avg. price/l		*9.47*		*10.33*		*18.15*		*7.67*		*1.93*		*2.51*		*1.34*			
Poland	142	169	1,053	1,655	146	340	82	561	484	1,221	304	1,221	150	580	*-50.8%*	*-52.5%*	*0.31%*
Avg. price/l		*1.19*		*1.57*		*2.33*		*6.80*		*2.52*		*4.02*		*3.88*			
Australia	**	**	58	379	80	585	62	437	97	677	84	522	66	504	*-20.9%*	*-3.4%*	*0.27%*
Avg. price/l		*0.00*		*6.53*		*7.31*		*7.03*				*6.22*		*7.59*			

Figure 131: Austrian wine exports 2000–2020[101]

[99]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021.

[100]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data sorted by export value 2020. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine. * Data for third countries from 2004 onwards. ** No data available. *** 2013 figures adjusted for re-exports to CH Q1 (exchange rate 01/2013). Data from 2017 onwards is based on updated EU customs tariff numbers.

[101]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

in million l/€	Export volume	Export value		Export volume	Export value		Export volume	Export value
1977	17	23	**1992**	17	17	**2008**	60	113
1978	25	32	**1993**	11	18	**2009**	70	119
1979	44	42	**1994**	13	21	**2010**	62	123
1980	47	47	**1996***	24	25	**2011**	45	126
1981	52	57	**1997**	20	33	**2012**	47	132
1982	44	55	**1998**	23	53	**2013**	47	139
1983	41	36	**1999**	28	38	**2014**	50	145
1984	48	37	**2000**	36	40	**2015**	48	143
1985	27	30	**2001**	52	51	**2016**	48	148
1986	4	7	**2002**	75	60	**2017**	48	159
1987	5	8	**2003**	83	70	**2018**	53	170
1988	4	7	**2004**	74	84	**2019**	63	183
1989	5	8	**2005**	67	82	**2020**	68	187
1990	13	13	**2006**	52	82			
1991	21	16	**2007**	56	104			

Figure 132: Austrian wine exports 1977–2020[102]

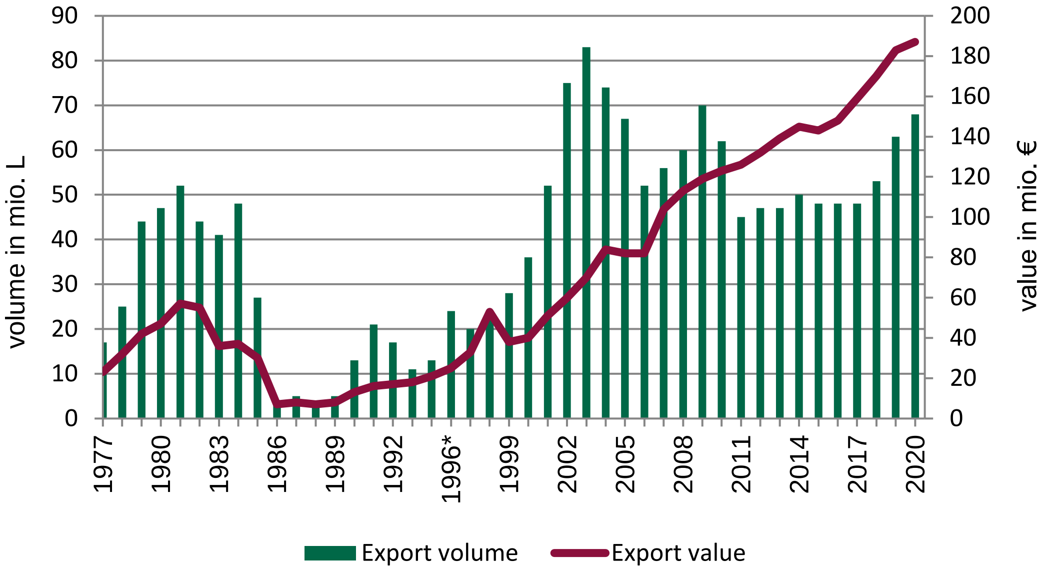


Figure 133: Austrian wine exports 1977–2020

* excl. sparkling wine

[102]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.

* excl. sparkling wine

4.1. Exports by product groups and top markets[103]

Product groups	Total wine exports			
	2019		2020	
	Litres	Euro	Litres	Euro
Bottled sparkling wine	876,965	5,800,135	675,861	4,822,825
Semi-sparkling wine, bottled	2,221,776	5,718,428	2,765,731	8,028,740
White Qualitätswein, bottled	26,318,435	87,866,276	28,340,086	88,810,700
Red Qualitätswein, bottled	10,168,280	35,916,044	12,555,834	38,921,221
Other white wine, bottled	5,410,531	17,665,585	5,555,553	16,710,673
Other red wine, bottled	4,258,000	19,439,113	4,419,594	18,731,635
White wine in 2 to 10-litre containers	513,166	1,838,358	603,520	2,073,976
Red wine in 2 to 10-litre containers	130,547	557,964	244,111	879,096
Semi-sparkling wine, in tank	1,821	8,350	1,303	5,994
White Qualitätswein, in tank	7,624,176	4,931,060	9,247,358	6,255,459
Red Qualitätswein, in tank	2,043,184	1,267,601	1,806,125	1,206,053
Other white wine, in tank	698,695	498,255	888,136	490,512
Other red wine, in tank	3,091,069	1,452,792	523,553	386,182
Total wine exports	**63,356,645**	**182,959,961**	**67,626,765**	**187,323,066**

Product groups	Germany				Switzerland			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	432,232	2,724,206	277,048	2,473,774	47,039	401,976	81,743	596,857
Semi-sparkling wine, bottled	226,904	707,866	365,169	946,268	1,015,558	2,455,172	1,291,456	2,731,860
White Qualitätswein, bottled	16,106,314	40,080,767	17,472,907	39,798,310	678,488	5,179,345	696,532	5,473,456
Red Qualitätswein, bottled	7,078,585	18,867,650	9,234,677	22,801,172	1,048,909	6,565,903	1,353,440	6,690,848
Other white wine, bottled	3,688,046	7,385,405	3,667,904	6,113,574	239,347	1,752,282	233,216	1,703,978
Other red wine, bottled	2,703,343	9,583,119	2,433,502	7,829,585	237,742	2,549,906	194,103	2,681,488
White wine in 2 to 10-litre containers	162,186	548,101	121,911	507,039	330	8,485	328	11,993
Red wine in 2 to 10-litre containers	31,722	122,956	71,326	275,560	10,888	114,052	7,232	82,034
Semi-sparkling wine, in tank	1,350	5,950	893	3,531	455	2,206	275	1,368
White Qualitätswein, in tank	6,389,427	4,011,218	7,644,249	4,828,629	80,124	65,729	130,910	97,720
Red Qualitätswein, in tank	1,767,034	984,421	1,296,371	876,266	147,512	125,085	172,054	131,449
Other white wine, in tank	260,525	180,067	9,171	14,860	529	1,665	360	1,799
Other red wine, in tank	2,280	5,448	5,466	11,300	30,120	20,493	121,342	75,228
Total wine exports	**38,849,948**	**85,207,174**	**42,600,594**	**86,479,868**	**3,537,041**	**19,242,299**	**4,282,991**	**20,280,078**

Product groups	USA				Canada			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	113,486	746,727	43,057	288,049	909	6,219	427	4,357
Semi-sparkling wine, bottled	247,708	807,395	71,364	412,931	4,547	38,119	6,629	52,241
White Qualitätswein, bottled	1,564,415	8,112,881	1,535,012	7,299,860	192,780	1,271,424	300,056	1,726,999
Red Qualitätswein, bottled	504,255	2,832,387	420,786	2,218,913	45,648	334,183	53,506	404,882
Other white wine, bottled	444,651	2,216,307	562,361	2,665,516	72,760	555,965	236,121	1,829,773
Other red wine, bottled	262,806	1,605,708	377,189	2,186,860	35,143	294,522	56,369	410,669
White wine in 2 to 10-litre containers	93	2,555	463	4,041	0	0	24	304
Red wine in 2 to 10-litre containers	0	0	24,000	54,100	18	355	24	304
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	72,606	111,832	92,500	151,469	0	0	0	0
Red Qualitätswein, in tank	47,568	77,638	27,464	31,851	0	0	0	0
Other white wine, in tank	20,190	63,620	6,600	21,721	0	0	0	0
Other red wine, in tank	29,180	92,860	7,500	24,671	0	0	0	0
Total wine exports	**3,306,958**	**16,669,910**	**3,168,296**	**15,359,982**	**351,805**	**2,500,787**	**653,156**	**4,429,529**

Product groups	Sweden				Finland			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	7,710	53,268	11,091	91,704	16,403	133,850	3,505	32,343
Semi-sparkling wine, bottled	49,305	164,512	271,948	1,119,109	327	3,744	163,590	542,730
White Qualitätswein, bottled	766,516	3,591,209	870,565	4,465,746	374,000	1,223,327	195,422	1,047,436
Red Qualitätswein, bottled	79,418	442,548	58,386	761,953	18,244	93,174	5,867	37,065
Other white wine, bottled	81,513	479,535	66,339	545,630	105,073	554,122	81,605	463,571
Other red wine, bottled	146,863	677,709	267,264	1,628,935	17,328	93,279	9,901	63,662
White wine in 2 to 10-litre containers	4,536	26,014	2,099	11,383	2,576	16,489	1,108	7,450
Red wine in 2 to 10-litre containers	1,512	10,223	5	1,764	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	53	1,457	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**1,137,373**	**5,445,018**	**1,547,697**	**8,626,224**	**534,004**	**2,119,442**	**460,998**	**2,194,257**

[103]Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. The data gathering method used by Statistics Austria includes re-exports of non-Austrian wine.

Product groups	Norway				Belgium			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	25,555	178,568	18,042	143,696	61,735	276,707	13,494	71,042
Semi-sparkling wine, bottled	39,960	245,889	56,433	324,648	3,736	22,472	31,803	218,420
White Qualitätswein, bottled	246,301	1,401,643	304,231	1,626,385	359,763	1,865,917	257,688	1,476,385
Red Qualitätswein, bottled	111,538	525,366	155,674	733,437	93,516	484,312	38,428	299,837
Other white wine, bottled	176,335	752,341	260,485	1,054,311	44,846	480,285	9,551	63,380
Other red wine, bottled	94,990	583,542	173,763	1,023,786	30,202	129,136	49,627	232,160
White wine in 2 to 10-litre containers	238,653	709,199	378,108	1,156,874	0	0	59	588
Red wine in 2 to 10-litre containers	70,647	214,180	133,088	408,193	0	0	5	226
Semi-sparkling wine, in tank	0	0	135	1,095	0	0	0	0
White Qualitätswein, in tank	2,000	6,247	1,500	4,685	0	0	0	0
Red Qualitätswein, in tank	1,000	3,122	300	940	0	0	0	0
Other white wine, in tank	0	0	108	2,698	0	0	0	0
Other red wine, in tank	0	0	108	2,698	0	0	0	0
Total wine exports	**1,006,979**	**4,620,097**	**1,481,975**	**6,483,446**	**593,798**	**3,258,829**	**400,655**	**2,362,038**

Product groups	United Kingdom				Denmark			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	3,410	40,318	1,146	19,575	5,941	46,117	4,823	49,522
Semi-sparkling wine, bottled	408,195	629,312	171,165	340,840	6,332	37,072	35,416	280,141
White Qualitätswein, bottled	701,854	3,345,774	893,442	3,801,185	284,277	1,723,481	299,145	1,888,367
Red Qualitätswein, bottled	121,203	538,690	92,999	430,716	77,322	470,061	64,697	452,824
Other white wine, bottled	25,341	200,695	17,761	121,593	66,097	354,230	76,133	364,668
Other red wine, bottled	22,718	299,437	12,660	78,977	64,526	561,241	30,136	170,526
White wine in 2 to 10-litre containers	6,235	38,024	3,302	17,189	44,877	222,639	22,955	109,871
Red wine in 2 to 10-litre containers	2,050	10,421	196	1,216	297	5,080	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	1,225	2,653	1,203	2,606	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**1,292,231**	**5,105,324**	**1,193,874**	**4,813,897**	**549,669**	**3,419,921**	**533,305**	**3,315,919**

Product groups	Netherlands				Czech Republic			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	42,700	286,162	35,299	227,158	6,349	57,771	52,706	70,813
Semi-sparkling wine, bottled	11,391	49,079	15,101	66,420	16,363	42,349	68,229	220,932
White Qualitätswein, bottled	3,626,715	11,992,453	3,980,858	12,572,330	225,464	1,024,285	221,648	1,197,570
Red Qualitätswein, bottled	384,119	1,056,689	438,213	1,158,630	48,634	226,510	77,184	284,579
Other white wine, bottled	58,012	250,812	33,689	149,934	49,826	180,260	42,198	129,077
Other red wine, bottled	152,724	525,633	111,476	366,308	28,336	132,967	70,241	127,265
White wine in 2 to 10-litre containers	36,828	177,439	63,109	193,338	6,379	36,523	2,442	14,498
Red wine in 2 to 10-litre containers	2,622	15,018	6,044	26,619	388	1,979	184	1,393
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	73,496	136,666	279,625	460,512	559,830	332,256	647,622	426,820
Red Qualitätswein, in tank	11,681	21,005	304,817	162,536	45,546	38,527	5,119	3,011
Other white wine, in tank	0	0	0	0	416,995	252,285	400,669	196,350
Other red wine, in tank	0	0	0	0	553,321	242,548	13,271	7,523
Total wine exports	**4,400,288**	**14,510,956**	**5,268,231**	**15,383,785**	**1,957,431**	**2,568,260**	**1,601,513**	**2,679,831**

Product groups	Japan				China			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	4,608	50,231	6,421	56,464	12,054	42,566	8,205	22,763
Semi-sparkling wine, bottled	5,672	36,634	6,703	40,819	5,436	24,476	1,250	11,018
White Qualitätswein, bottled	90,070	678,012	76,573	559,084	102,819	823,887	33,502	313,839
Red Qualitätswein, bottled	26,885	233,629	26,472	219,422	189,925	1,323,952	58,548	369,945
Other white wine, bottled	20,334	170,385	11,330	91,736	13,499	158,422	20,365	127,998
Other red wine, bottled	7,948	73,763	10,268	80,711	55,451	546,713	58,682	366,088
White wine in 2 to 10-litre containers	0	0	42	1,607	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	8,220	57,880	1,315	16,705
Semi-sparkling wine, in tank	3	14	0	0	13	180	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	36	373	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**155,556**	**1,243,041**	**137,809**	**1,049,843**	**387,417**	**2,978,076**	**181,867**	**1,228,356**

Product groups	Australia				Russia			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	481	6,441	10	161	230	2,726	596	7,923
Semi-sparkling wine, bottled	292	3,720	15	168	0	0	9	18
White Qualitätswein, bottled	50,078	317,818	37,945	244,857	119,130	400,728	272,057	880,390
Red Qualitätswein, bottled	24,077	131,893	9,194	62,861	21,171	64,070	45,703	110,406
Other white wine, bottled	5,498	38,070	9,359	88,844	1,694	12,809	8,218	22,533
Other red wine, bottled	3,414	23,351	9,833	107,015	1,015	7,842	4,946	18,286
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	1	386	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**83,841**	**521,679**	**66,356**	**503,906**	**143,240**	**488,175**	**331,529**	**1,039,556**

Product groups	Hongkong				Corea (Republic)			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	1,105	17,332	495	4,360	5,541	40,583	5,674	45,090
Semi-sparkling wine, bottled	861	5,058	108	977	135	1,800	2,691	21,714
White Qualitätswein, bottled	11,494	118,971	8,478	97,586	9,667	108,544	14,690	148,666
Red Qualitätswein, bottled	3,722	35,605	3,848	39,754	2,105	18,178	6,200	43,686
Other white wine, bottled	2,187	21,763	315	7,893	4,786	82,122	16,326	165,003
Other red wine, bottled	2,709	31,133	1,111	15,939	5,058	77,536	7,186	81,374
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**22,078**	**229,862**	**14,355**	**166,509**	**27,292**	**328,763**	**52,767**	**505,533**

Product groups	Singapore				Taiwan			
	2019		2020		2019		2020	
	Litres	Euro	Litres	Euro	Litres	Euro	Litres	Euro
Bottled sparkling wine	969	22,211	619	5,606	591	10,247	0	0
Semi-sparkling wine, bottled	90	960	135	1,192	340	1,319	853	4,342
White Qualitätswein, bottled	11,817	103,929	10,123	96,009	7,110	54,988	4,309	78,727
Red Qualitätswein, bottled	8,652	70,548	4,551	35,161	4,724	55,287	1,134	12,639
Other white wine, bottled	1,764	28,113	716	11,123	864	11,416	2,503	21,967
Other red wine, bottled	2,228	28,419	1,894	16,987	1,974	19,358	4,360	43,001
White wine in 2 to 10-litre containers	0	0	0	0	0	0	0	0
Red wine in 2 to 10-litre containers	0	0	81	743	0	0	0	0
Semi-sparkling wine, in tank	0	0	0	0	0	0	0	0
White Qualitätswein, in tank	0	0	0	0	0	0	0	0
Red Qualitätswein, in tank	0	0	0	0	0	0	0	0
Other white wine, in tank	0	0	0	0	0	0	0	0
Other red wine, in tank	0	0	0	0	0	0	0	0
Total wine exports	**25,520**	**254,180**	**18,119**	**166,821**	**15,603**	**152,615**	**13,159**	**160,676**

4.2. Comparison of import and export volumes

Since entering the EU, all Statistics Austria data relating to the EU have been based purely on statistical declarations by exporters and on Intrastat reports. Intrastat declarations must be submitted by companies with imports or exports of goods from or to EU member states exceeding the assimilation threshold of €750,000 in the previous year.

Small deliveries and exports in private cars are not captured. The reliability of the statistics is therefore not absolute. The lower threshold for the reporting requirement is different for each EU member state.

in hl	Import	Export		Import	Export		Import	Export
1971/72	474,118	228,228	**1990/91**	214,506	157,300	**2009/10**	694,177	667,670
1972/73	565,961	181,863	**1991/92**	199,196	223,599	**2010/11**	878,608	512,395
1973/74	525,005	221,458	**1992/93**	195,318	118,999	**2011/12**	844,620	465,810
1974/75	889,762	209,182	**1993/94**	185,819	128,694	**2012/13**	832,410	448,562
1975/76	507,436	170,250	**1994/95**	240,663	218,927	**2013/14**	812,450	488,084
1976/77	321,554	181,000	**1995/96**	282,552	173,950	**2014/15**	696,025	499,858
1977/78	268,353	235,114	**1996/97**	517,675	217,002	**2015/16**	759,309	469,874
1978/79	219,861	434,504	**1997/98**	664,124	208,101	**2016/17**	900,860	494,342
1979/80	287,376	465,888	**1998/99**	564,901	227,395	**2017/18**	757,549	506,376
1980/81	308,059	557,295	**1999/00**	517,249	365,025	**2018/19**	709,755	584,455
1981/82	446,215	488,203	**2000/01**	518,265	308,025	**2019/20**	728,155	665,153
1982/83	201,483	397,171	**2001/02**	572,858	563,493			
1983/84	233,157	461,473	**2002/03**	497,453	804,083			
1984/85	260,291	359,752	**2003/04**	610,691	764,180			
1985/86	274,321	45,223	**2004/05**	698,683	738,061			
1986/87	346,308	45,830	**2005/06**	696,159	559,211			
1987/88	367,010	35,179	**2006/07**	739,102	519,489			
1988/89	243,552	44,853	**2007/08**	690,530	584,791			
1989/90	244,191	104,115	**2008/09**	579,170	638,197			

Figure 134: Import and export volumes from 1971/72 to 2019/20[104]*

Figure 135: Import and export volumes from 1971/72 to 2019/20

[104]Austrian Wine, based on Statistics Austria, Wine Supply Balance Sheet 1971/72 to 2019/20
* Year end for calculation: up to 1993/94: 1 Nov.–31 Oct.; from 1994/95: 1 Sep.–31 Aug.; from 2000/01: 1 Aug.–31 July

The import figures fluctuate as a function of the high share of bulk in both volume and value terms, depending on the Austrian harvest. Conversely, for Austrian exports, the share of bulk wine has considerably dropped, which has led to continuous increases in export values.

in 1,000 L	Import	Export		Import	Export
2007	56,148	76,452	**2015**	48,420	71,570
2008	59,997	63,292	**2016**	48,378	79,784
2009	69,535	62,591	**2017**	47,622	79,607
2010	61,983	74,835	**2018**	52,801	70,027
2011	45,292	83,413	**2019**	63,357	72,013
2012	47,058	79,225	**2020**	67,627	73,352
2013	46,903	78,391			
2014	49,580	74,826			

Figure 136: Export/import volumes 2007–2020[105]

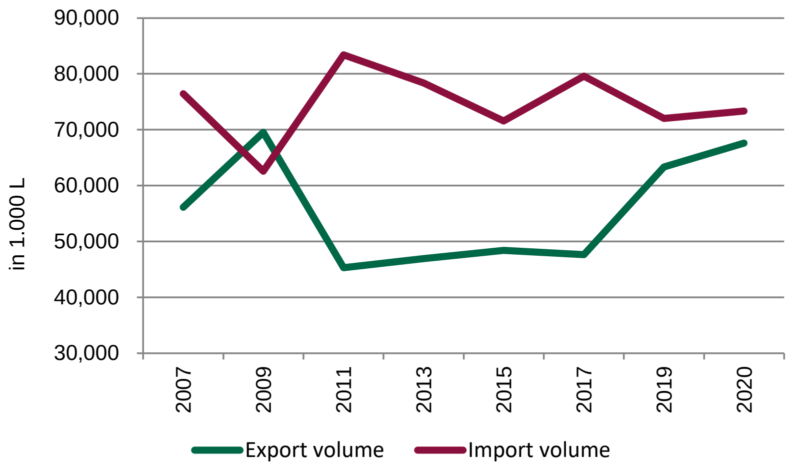


Figure 137: Export/import volumes 2007–2020[106]

in 1,000 l	Export value	Avg. price/l	Import value	Avg. price/l		Export value	Avg. price/l	Import value	Avg. price/l
2007	104,189	0.83	170,549	2.23	**2014**	144,983	2.92	165,580	2.21
2008	112,894	1.58	168,044	2.66	**2015**	143,376	2.96	158,915	2.22
2009	118,856	1.71	160,164	2.56	**2016**	147,627	3.05	171,335	2.15
2010	122,819	1.98	139,249	1.86	**2017**	159,383	3.35	198,468	2.49
2011	125,671	2.77	148,602	1.78	**2018**	170,059	3.22	216,286	3.08
2012	131,909	2.80	168,559	2.13	**2019**	182,960	2.89	235,372	3.27
2013	138,959	2.96	174,341	2.22	**2020**	187,323	2.77	199,336	2.71

Figure 138: Export/import value 2007–2020[107]

[105] Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021. Data from 2017 onwards is based on updated EU customs tariff numbers. The differing periods of observation (August–July or a calendar year) give rise to minor discrepancies in comparison to the Statistics Austria Supply Balance Sheet.
[106] Austrian Wine, based on data from Statistics Austria. Final import/export data for 2007–2020. As at June 2021.
[107] Austrian Wine, based on data from Statistics Austria. Final import/export data for 2007–2020. As at June 2021.

Figure 139: Export/import value 2007–2020[108]

[108]Austrian Wine, based on data from Statistics Austria. Export/import value 2007–2020. Final 2020 export data: as at June 2021

4.3. Import and export volumes by country*[109]

in 1,000 l/€	Import			Export		
	Litres	Euro	Avg. price	Litres	Euro	Avg. price
Argentina	108	772	7.13	0	0	15.40
Australia	507	1,912	3.78	66	504	7.59
Bahamas				1	11	17.44
Belgium	1	13	10.12	401	2,362	5.90
Bosnia Herzegovina	1	4	6.01	1	5	6.97
Brazil	0	3		2	19	8.87
Bulgaria	0	1	3.97	19	120	6.17
Chile	625	1,922	3.07	0	3	11.39
China	4	18	4.92	182	1,228	6.75
Denmark				533	3,316	6.22
Germany	10,178	19,368	1.90	42,601	86,480	2.03
Estonia				34	186	5.51
Finland				461	2,194	4.76
France	3,810	51,318	13.47	504	675	1.34
Georgia	17	88	5.22	0	0	13.37
Greece	593	1,482	2.50	3	23	6.96
Hong Kong				14	167	11.60
India				2	11	5.84
Ireland	3	33	9.53	46	304	6.67
Iceland				2	15	8.27
Israel	7	47	6.74	10	64	6.17
Italy	43,790	98,082	2.24	461	1,317	2.86
Japan	0	5	45.29	138	1,050	7.62
Cayman Islands				2	14	5.76
Canada	0	1	61.06	653	4,430	6.78
Kazakhstan				1	10	9.21
Korea	0	2	14.10	53	506	9.58
Kosovo	1	7	6.62	2	13	5.50
Croatia	42	139	3.33	43	122	2.81
Latvia				412	1,122	2.73
Lebanon	9	71	8.23	3	13	4.85
Liechtenstein	0	9	21.46	93	1,131	12.20
Lithuania				104	299	2.87
Luxembourg	1	7	11.38	25	223	9.02
Maldives				1	6	10.12
Morocco	0	1	5.75	0	4	9.91
Macedonia	2,622	1,319	0.50			
Mexico	2	24	12.96	6	54	8.74
Moldavia	2	15	9.62	0	0	12.80
Montenegro	4	18	4.22			
Mozambique	22	23	1.05			

[109] Austrian Wine, based on Statistics Austria Final Export Data 2020; as at June 2021.
The data capture method used by Statistics Austria includes re-exports of non-Austrian wine.
* Empty fields = no data reported

in 1,000 l/€	Import			Export		
	Litres	Euro	Avg. price	Litres	Euro	Avg. price
New Zealand	119	726	6.09	1	23	17.33
Netherlands	4	18	4.63	5,268	15,384	2.92
Nigeria				1	4	5.92
Norway	4	18	5.11	1,482	6,483	4.37
Peru	1	5	4.99	0	2	7.96
Poland	2	19	8.24	150	580	3.88
Portugal	233	672	2.88	4	15	4.32
Romania	2	19	10.76	18	75	4.27
Russian Federation	0	0	9.92	332	1,040	3.14
Saudi Arabia	0	0	38.17	0	17	57.23
Sweden	277	279	1.01	1,548	8,626	5.57
Switzerland	10	528	52.50	4,283	20,280	4.74
Serbia	111	262	2.37	1	12	10.33
Singapore				18	167	9.21
Slovakia	4	22	5.38	1,318	1,469	1.11
Slovenia	608	733	1.21	24	121	5.01
Spain	3,950	8,796	2.23	43	274	6.31
South Africa	680	2,039	3.00	0	0	2.00
Taiwan				13	161	12.21
Thailand	0	3	74.14	18	173	9.86
Czech Republic	92	272	2.96	1,602	2,680	1.67
Turkey	8	33	4.21	0	2	7.33
Ukraine	0	0	3.79	53	407	7.67
Hungary	4,263	4,413	1.03	113	498	4.41
U A E	0	0		5	42	8.69
USA	611	3,650	5.97	3,168	15,360	4.85
UK	15	94	6.30	1,194	4,814	4.03
Vietnam				2	11	6.25
Cyprus				64	357	5.58

4.4. Import[110]

	2020	
	Litres	Euro
Bottled sparkling wine	16,766,687	72,663,997
Semi-sparkling wine, bottled	7,295,604	16,824,575
White Qualitätswein, bottled	3,998,069	15,438,190
Red Qualitätswein, bottled	5,657,805	37,617,735
Other white wine, bottled	6,893,435	11,665,551
Other red wine, bottled	7,857,482	26,870,855
Fortified wine, bottled	26,677	73,202
White wine in 2 to 10-litre containers	58,298	848,918
Red wine in 2 to 10-litre containers	107,736	152,243
Semi-sparkling wine, in vats	4,566,997	4,867,233
White Qualitätswein, in vats	1,404,866	1,024,031
Red Qualitätswein, in vats	12,646,908	7,979,036
Other white wine, in vats	6,071,480	3,310,810
Total wine imports	**73,352,044**	**199,336,376**

Figure 140: Total imports by product group 2020

A glance at the import statistics shows that the bottled wine amount is relatively stable, but the import of bulk wine fluctuates sharply, depending on the Austrian wine harvest.

in 1,000 l	Bottled	Bulk		Bottled	Bulk
2007	60,277	16,175	**2015**	50,833	20,738
2008	53,221	10,071	**2016**	54,292	25,491
2009	53,640	8,951	**2017**	61,608	23,244
2010	53,237	21,598	**2018**	55,167	14,860
2011	56,550	26,864	**2019**	54,088	17,925
2012	58,294	20,932	**2020**	48,469	24,883
2013	54,650	23,741			
2014	54,392	20,434			

Figure 141: Wine imports by volume 2007–2020[111]

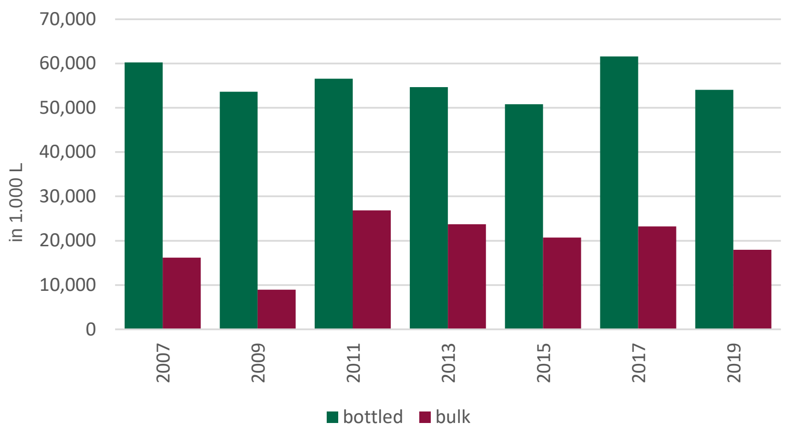


Figure 142: Wine imports by volume 2007–2020

[110]Austrian Wine, based on Statistics Austria Final Import Data 2020; as at June 2021.
[111]Austrian Wine, based on Statistics Austria Final Import Data 2020; as at June 2021.

in € 1,000	Bottled	Avg. price/l	Bulk	Avg. price/l		Bottled	Avg. price/l	Bulk	Avg. price/l
2007	160,937	2.67	9,612	0.59	**2015**	146,995	2.89	11,920	0.57
2008	160,034	3.01	8,011	0.80	**2016**	155,719	2.87	15,617	0.61
2009	153,981	2.87	6,183	0.69	**2017**	200,137	3.25	14,637	0.63
2010	128,913	2.42	10,336	0.48	**2018**	204,283	3.70	12,003	0.81
2011	135,269	2.39	13,333	0.50	**2019**	223,449	4.13	11,923	0.67
2012	153,588	2.63	14,971	0.72	**2020**	181,081	3.73	18,255	0.73
2013	154,886	2.83	19,445	0.82					
2014	152,925	2.81	12,655	0.62					

Figure 143: Wine imports by value 2007–2020[112]

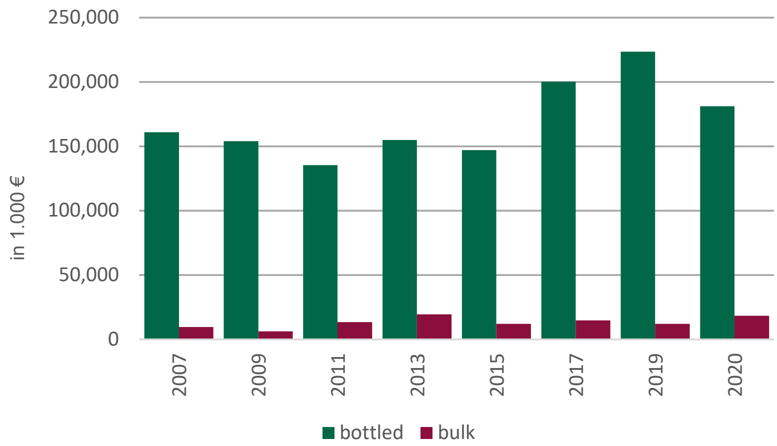


Figure 144: Wine imports by value 2007–2020

in 1,000 l/€		Litres	Euro	Avg. price/l
Bottled wine imports		**48,469**	**181,081**	**3.74**
Bulk wine imports		**24,883**	**18,255**	**0.73**
Total		**73,352**	**199,336**	**2.72**
1	Italy	43,790	98,082	2.24
2	France	3,810	51,318	13.47
3	Germany	10,178	19,368	1.90
4	Spain	3,950	8,796	2.23
5	Hungary	4,263	4,413	1.03
6	USA	611	3,650	5.97
7	South Africa	680	2,039	3.00
8	Chile	625	1,922	3.07
9	Australia	507	1,912	3.78
10	Greece	593	1,482	2.50

Figure 145: Most important importer countries 2020, by value[113]

[112]Austrian Wine, based on Statistics Austria Final Import Data 2020; as at June 2021.
[113]Austrian Wine, based on Statistics Austria Final Import Data 2020; as at June 2021.