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# WINE BY NUMBERS

A PROJECT BY IL CORRIERE VINICOLO

UNIONE ITALIANA VINI / ASSOCIATION FOR THE GENERAL CONSERVATION OF THE ACTIVITIES OF THE WINE INDUSTRY ECONOMIC CYCLE



## IMPORT / january-december

BOTTLED	Th.liters	Th.Dollars	\$/liter
USA	699.991	4.161.207	5,94
UK	805.218	3.395.353	4,22
Germany	568.985	2.147.085	3,77
Canada	269.430	1.716.774	6,37
China	288.084	1.364.588	4,74
Japan	181.738	1.063.595	5,85
Hong Kong	49.759	1.019.937	20,50
Switzerland	98.783	897.065	9,08
Russia	258.032	822.422	3,19
Brazil	76.188	289.567	3,80
South Korea	25.357	152.434	6,01



SPARKLING	Th.liters	Th.Dollars	\$/liter
UK	119.733	992.473	8,29
USA	85.032	896.794	10,55
Germany	63.334	489.049	7,72
Japan	33.397	468.021	14,01
Russia	37.120	210.717	5,68
Switzerland	18.214	207.739	11,41
Canada	11.952	127.073	10,63
China	13.872	82.432	5,94
Hong Kong	2.376	63.493	26,72
Brazil	4.089	34.261	8,38
South Korea	3.411	24.768	7,26



BULK	Th.liters	Th.Dollars	\$/liter
Germany	884.803	692.176	0,78
UK	476.597	644.894	1,35
USA	288.903	289.851	1,00
Russia	172.457	108.438	0,63
Canada	103.527	97.410	0,94



The very latest data of the main exporter and importer countries: Italy, France, Spain, Argentina, Chile, Australia, New Zealand, South Africa, USA, Canada, UK, Germany, Switzerland, Russia, China, Hong Kong, Brazil, Japan, South Korea. The data are showed with details on packaged wines, bulk and sparkling, volume, value and average price

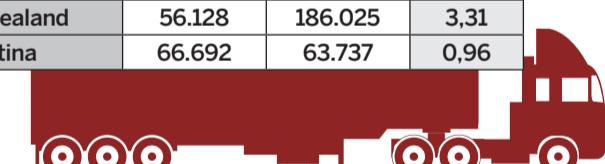
## EXPORT / january-december

BOTTLED	Th.liters	Th.Dollars	\$/liter
France	1.025.227	6.340.332	6,18
Italy	1.219.084	5.102.356	4,19
Spain	777.007	2.130.332	2,74
Chile	451.848	1.515.583	3,35
Australia	311.941	1.247.475	4,00
USA	215.163	1.119.940	5,21
New Zealand	135.342	918.910	6,79
Argentina	180.508	740.267	4,10
South Africa	168.298	506.585	3,01



SPARKLING	Th.liters	Th.Dollars	\$/liter
France	164.829	3.493.169	21,19
Italy	240.342	1.116.476	4,65
Spain	169.081	546.054	3,23

BULK	Th.liters	Th.Dollars	\$/liter
Spain	1.262.992	668.760	0,53
Italy	563.296	527.607	0,94
France	245.961	403.177	1,64
Australia	400.287	375.019	0,94
Chile	317.281	256.601	0,81
USA	177.560	253.223	1,43
South Africa	288.197	244.858	0,85
New Zealand	56.128	186.025	3,31
Argentina	66.692	63.737	0,96



Source: Wine by Numbers data processing on raw information collected from statistics institutes, customs offices and national associations of the wine industry of the surveyed countries. All rights reserved

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## IMPORTERS

**2**014 will not go down in history as a very lively year for the world wine market. As regards bottled wine, the top three markets - the US, UK and Germany - showed signs of fatigue, with very weak growth in terms of value and reductions in volume. In London, the end of year balance also reflected the very uncertain beginning to the year, which was due to the Chinese crunch that undermined the triangulations of wines from Bordeaux.

In America, however, there is a return towards European wines, to the detriment not only of Australian wines (that have not seen increases in bulk sales either), but also Chilean and Argentinian wines, which after years of frenzy, now appear to be fading. Still on the American continent, Canada appears to be the most active market where regular growth trends were confirmed, thanks largely to the boost from supplies from the US. Over the last three months, Brazil partially recovered the weak beginning of the year, even with the recovery of European suppliers, such as Italy. The Chileans confirmed their position as the absolute masters of a market from which we would actually expect more (among other things, 2014 was the year of the World Cup, but nobody seems to have noticed in the wine business).

Another country whose growth gave way to great expectations was Russia. After a good start, though, later in the year the winds of crisis started to be felt. The general balance is positive (especially for the Italians, who for the first time overtook the French), but it could be the classic calm before the storm.

Across the globe, in Asia, towards which the wine industry looks with great hopes, it has to be said that a very complicated year has just ended. On the one hand, there is the Japanese crisis, with the gradual depreciation of the yen that has weakened the spending power of importers, forced to jump through hoops to keep - at best - the same volumes as in 2013. Things are going very well there only for those with some commercial-type advantage, such as the Chileans, driven by trade liberalisation. In China - but also in Hong Kong - the moralising wind of the new government gave serious trouble to the French first and foremost, which after a start to the year recording a - 30%, gradually recovered, limiting the damage to a minimum. Beijing,

however, is showing a new face, perhaps less smiling, but more true and without pretence. After doing away with the superstructures, the real market - made up of people in flesh and blood – is beginning to take shape with more clarity. This will force everyone, including the French, to question long-established sales strategies. And who is still small - like Italy and Spain - to begin to establish long-term relationships with local partners.

The market for sparkling wines, however, sees on the one hand a certain recovery of shipments of Champagne with significant performances on key markets. On the other, and here we are talking about the US and UK, the Italian Prosecco is continuing to climb the rating charts. It should, however, be noted that the growth in the last year was accompanied, especially from London, by rather substantial pricelist cuts. This, for a product at the height of success, appears to be a contradiction.

In Germany, the accounts show a market that has become saturated, where even local producers struggle to sell their products. Even in Russia, the French, Spanish and Italian bubbles (such as Asti Spumante) have suffered a resounding slap, which is likely to be repeated - and even stronger - this year.

Finally, bulk wine: 2014 was the year of Spain. The huge harvest in 2013 forced the bodegas to sell off everything they could. This enabled them to take away market share from their direct competitors, the Italians, on the Central and Eastern European markets. This in turn imposed a crushing of prices on Italy where due to the 2014 shortage, they could have done with oxygen in the way of money. The consequence is that Italian wines are, despite themselves, violating the golden rule "little product = higher prices".

In the UK, bulk imports grew again, achieving the historical record of nearly 5 million hectolitres of wine out of a total of 14 million. Of this amount, Australia accounts for almost half and the New World as a whole almost 80%. This long-standing phenomenon would seem to impose a serious reflection on European countries, which so far has been avoided. Finally, the American market is flat: the plentiful 2013 in California made more targeted purchases with the cheaper Chilean wines gradually taking over the Argentinian ones.



# EXPORTERS

The year began with the intent on growing, but it then became more a question of fending off others. Not always succeeding. None of the major exporting countries ended sales in 2014 without a few black marks. Moreover, the same goes for the Europeans (which still seem to have a little something extra) and for the New World. In Italy there was extensive growth as regards sparkling wines, thanks to the driving force of Prosecco, while growth was modest, almost nil as regards bottled wine. As for bulk wine, the Spanish tsunami wiped away the Italian wines from strategic markets such as Germany and Eastern Europe, and made it impossible to apply the needed price increases after a very poor harvest. Hence, Spain celebrated record exports, albeit with minimum prices, after a monstrous 2013 harvest that drove wineries to sell off their wine to empty stocks. The year was not at all exciting for bottled wine or sparkling wine, though, especially on the large markets such as the UK, Germany and the USA. France, however, toasted for the return of Champagne, yet cried over the Bordeaux disaster not only in China but also in the West, a disaster that was only partly offset by the good performance recorded by "second liners", such as Languedoc, Alsace and the Loire. An anonymous year for Burgundy wines.

On the other side of the world, the United States confirmed the state of grace in Canada, but saw low performance on the Eastern markets, partly due to the increase in the dollar at the end of the year. Argentina and Chile had quite different dynamics: between the two, the Chileans were relatively better off. They lost a few points in Europe and did not fare well in the USA but they were successful on

close markets (Brazil first and foremost) and increasingly successful in the East (Japan, China, South Korea), favoured by bilateral agreements that allow great competitiveness to Chilean bottles. This cannot be said for the Argentines. They struggled with a dramatic internal crisis and continued to lose ground in North America, the most important market for the Andean cellars. Things looked better in Brazil and South America in general, and an interesting window opened in the UK.

Let's look at Oceania. Here was the return of New Zealand, which seemed to have restored order to its supply, recovering important value in key markets such as the UK and USA, and keeping one foot firmly in the neighbouring Eastern markets. The Australians, however, failed in this and they now have two very distinct roles on the markets: one is for bulk wine, which is mostly popular in the UK and continues to grow (the ratio with bottled wines is now at 80/20). The other role is for bottled wine, whose loss of market share in North America was not compensated in the past year by credible growth in Japan and China, which ended up clouding over even the good market performance in Hong Kong and Singapore. And this despite the lightening of the weight of the Australian dollar over the year.

Finally, South Africa. The country experienced a rather neutral 2014, although it did find a slight readjustment in the bulk/bottled wine ratio in favour of the latter. The readjustment was due not so much to the resounding growth of bottled wines as much as the reduction in sales of bulk wines, which were replaced everywhere by the cheaper Spanish products. At this time in 2013, it was South Africa that played the role of Spain today.



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## IMPORT 2014

## JANUARY-DECEMBER / europe

BOTTLED	Thousand liters		Thousand Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
Italy	248.272	-5,3	665.945	2,0	2,68	7,8
France	120.865	-9,3	425.785	6,7	3,52	17,6
Spain	82.123	-5,9	201.276	-5,4	2,45	0,5
USA	23.145	1,0	68.643	0,6	2,97	-0,4
Austria	22.580	24,3	53.524	14,0	2,37	-8,3
South Africa	18.703	-4,1	46.904	-4,0	2,51	0,1
Chile	12.680	-1,8	37.223	2,0	2,94	3,9
Portugal	11.880	0,7	35.341	-0,5	2,97	-1,2
Australia	8.470	0,0	27.505	-5,6	3,25	-5,6
Greece	10.046	-27,9	20.251	-16,7	2,02	15,6
Argentina	2.955	11,3	10.979	14,2	3,72	2,6
New Zealand	1.354	10,8	7.530	3,9	5,56	-6,2
Switzerland	369	14,1	2.383	8,0	6,46	-5,4
Turkey	504	-3,9	1.379	10,2	2,73	14,6
Hungary	670	-19,5	1.213	-20,1	1,81	-0,9
Moldova	630	7,5	1.125	9,1	1,78	1,5
Croatia	323	-38,0	857	-45,9	2,65	-12,8
Bulgaria	83	-27,1	209	-11,8	2,51	20,9
Others	3.330	49,7	8.100	36,7	2,43	-8,7
Total	568.985	-5,1	1.616.172	2,0	2,84	7,5

BULK	Thousand liters		Thousand Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
Italy	288.900	-2,1	149.489	-28,3	0,52	-26,8
France	118.376	10,1	107.250	4,4	0,91	-5,2
Spain	254.100	35,3	100.955	-13,0	0,40	-35,7
South Africa	65.366	-13,7	38.838	-19,1	0,59	-6,3
Chile	36.922	-26,2	28.218	-29,5	0,76	-4,5
Australia	30.392	-6,5	23.278	-19,2	0,77	-13,6
USA	24.434	-12,0	21.974	-10,4	0,90	1,8
Macedonia	30.415	-3,7	14.955	0,4	0,49	4,3
Hungary	12.564	-3,5	11.782	-1,1	0,94	2,5
New Zealand	2.178	-14,1	5.730	-14,7	2,63	-0,7
Austria	7.295	25,1	5.668	-4,6	0,78	-23,7
Argentina	3.607	27,6	4.315	36,4	1,20	6,9
Portugal	5.771	22,0	4.177	3,3	0,72	-15,4
Greece	1.441	45,1	1.280	20,6	0,89	-16,8
Others	3.043	-22,8	3.112	-8,3	1,02	18,8
Total	884.803	5,1	521.021	-16,0	0,59	-20,0

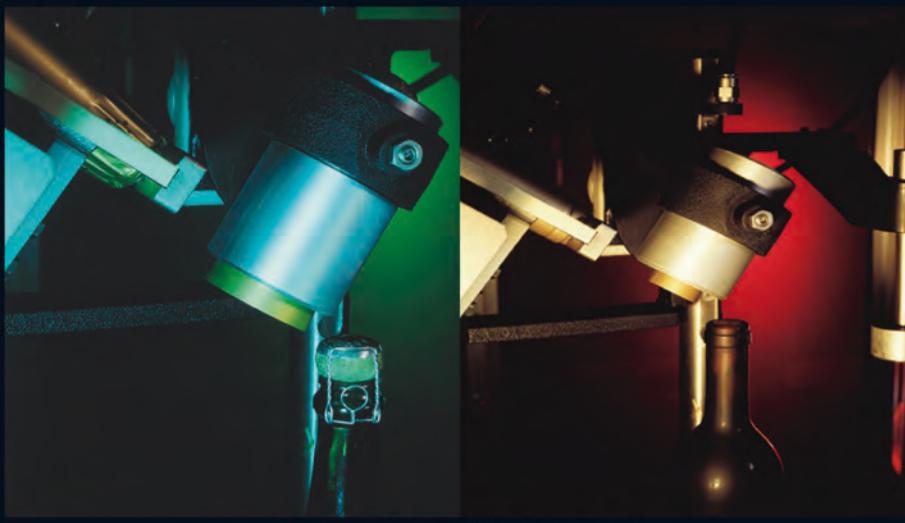
SPARKLING	Thousand liters		Thousand Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
France	20.755	-1,2	229.145	6,5	11,04	7,8
Italy	18.817	-22,8	70.033	-10,6	3,72	15,7
Spain	22.051	-23,7	62.929	-24,9	2,85	-1,6
Austria	478	-14,4	2.241	-13,0	4,69	1,6
Ukraine	780	-22,1	2.196	-28,2	2,82	-7,8
Others	453	13,8	1.577	-1,4	3,48	-13,3
Total	63.334	-16,9	368.121	-4,3	5,81	15,2



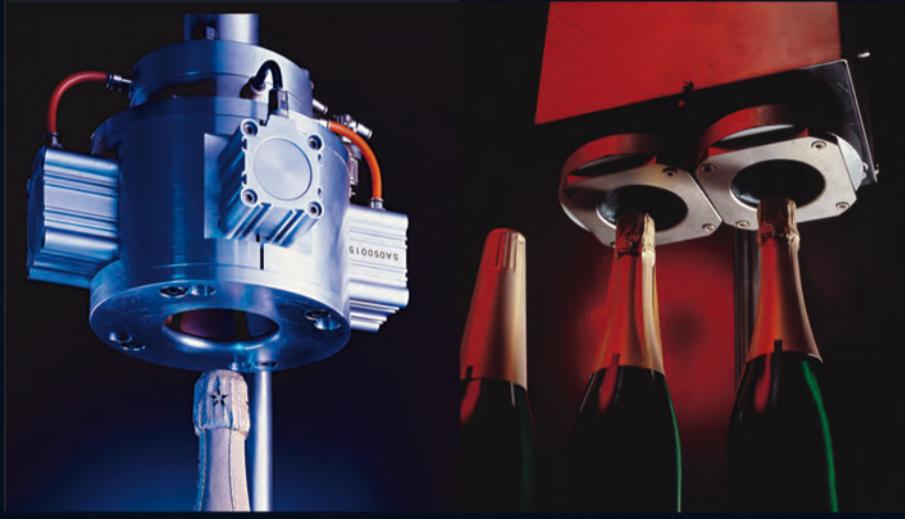
BOTTLED	Liters		£		£/liter	
	2014	% change	2014	% change	2014	% change
France	165.700.262	7,1	615.497.689	-20,0	3,71	-25,3
Italy	214.267.526	9,6	403.723.551	0,0	1,88	-8,8
Spain	103.370.349	11,1	199.718.596	-1,3	1,93	-11,2
New Zealand	31.648.414	10,8	145.758.860	11,7	4,61	0,7
Chile	59.238.514	-15,7	137.605.399	-7,8	2,32	9,4
Germany	67.333.328	21,9	126.674.259	2,6	1,88	-15,8
Australia	36.423.227	-12,7	96.743.638	-21,0	2,66	-9,4
USA	39.458.441	3,5	91.126.440	8,6	2,31	4,9
Portugal	16.843.946	12,0	60.075.589	0,6	3,57	-10,2
South Africa	31.153.555	-7,6	58.284.089	-8,3	1,87	-0,8
Argentina	15.768.074	18,5	40.767.742	11,3	2,59	-6,1
Others	24.011.653	9,3	84.686.167	-12,9	3,53	-20,3
Total	805.217.289	5,8	2.060.662.019	-8,1	2,56	-13,1

BULK	Liters		£		£/liter	
	2014	% change	2014	% change	2014	% change
Australia	211.284.935	6,3	151.214.122	-4,3	0,72	-9,9
USA	66.939.212	-6,7	55.373.639	-12,1	0,83	-5,8
South Africa	78.761.414	3,9	47.466.636	-7,0	0,60	-10,5
New Zealand	21.014.291	32,9	44.325.944	41,1	2,11	6,2
Chile	46.184.061	10,1	35.613.648	1,9	0,77	-7,5
Italy	18.341.567	-15,7	17.852.058	-16,6	0,97	-1,1
France	11.102.491	-19,3	15.756.817	-20,5	1,42	-1,5
Germany	8.310.849	67,8	9.119.821	42,2	1,10	-15,3
Spain	8.839.790	8,0	7.054.415	-16,1	0,80	-22,3
Argentina	4.536.752	-13,2	5.087.294	-13,3	1,12	-0,1
Others	1.281.756	13,2	2.525.859	35,5	1,97	19,7
Total	476.597.118	3,8	391.390.253	-2,7	0,82	-6,3

SPARKLING	Liters		£		£/liter	
	2014	% change	2014	% change	2014	% change
France	27.728.769	25				



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**IMPORT 2014****JANUARY-DECEMBER / europe**

BOTTLED	Liters		\$		S/liter	
	2014	% change	2014	% change	2014	% change
Italy	50.354.521	0,0	197.669.138	1,2	3,93	1,2
France	47.091.913	-14,7	181.829.818	-13,6	3,86	1,3
Georgia	27.980.389	87,5	112.270.509	100,8	4,01	7,1
Spain	38.096.518	4,6	90.086.106	3,2	2,36	-1,3
Chile	15.333.823	1,4	45.567.462	-4,3	2,97	-5,6
Abkhazia	13.773.508	36,6	44.999.886	20,6	3,27	-11,7
Germany	13.357.334	-23,7	28.186.220	-19,2	2,11	5,8
Bulgaria	11.914.244	-3,1	16.786.024	-3,6	1,41	-0,5
Ukraine	5.836.165	-67,9	12.720.942	-72,7	2,18	-14,9
USA	3.204.032	-15,9	12.672.395	-10,3	3,96	6,6
Argentina	3.883.644	3,0	11.646.957	-5,0	3,00	-7,7
Portugal	2.245.207	28,0	9.805.045	7,2	4,37	-16,3
South Africa	2.804.940	14,4	8.801.538	4,6	3,14	-8,5
Serbia	5.802.661	22,4	7.305.050	25,5	1,26	2,5
Moldova	4.161.748	-74,7	6.302.045	-76,8	1,51	-8,1
Australia	1.429.255	-19,0	6.116.639	-12,4	4,28	8,2
Azerbaijan	3.052.845	-15,4	5.100.646	-11,6	1,67	4,5
New Zealand	536.968	13,6	4.386.899	9,2	8,17	-3,8
Montenegro	999.409	7,1	4.275.571	8,9	4,28	1,7
Armenia	1.514.134	30,5	4.095.860	26,9	2,71	-2,7
Hungary	1.369.745	-22,6	2.731.372	-26,2	1,99	-4,6
Austria	341.872	41,8	2.182.629	27,4	6,38	-10,1
Others	2.947.000	3,9	6.882.903	1,5	2,34	-2,3
Total	258.031.874	-6,4	822.421.655	-2,8	3,19	3,9

BULK	Liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
Spain	78.686.110	300,2	43.076.526	162,4	0,55	-34,4
Ukraine	40.897.742	-8,9	23.175.489	-22,6	0,57	-15,0
South Africa	25.617.062	-29,9	19.186.566	-34,7	0,75	-6,7
Australia	6.506.800	-11,4	4.283.560	-10,7	0,66	0,8
Moldova	6.138.776	-36,4	4.206.477	-47,5	0,69	-17,5
Argentina	3.887.790	-70,9	2.925.150	-67,5	0,75	11,4
Italy	1.151.193	-29,1	2.780.171	-26,0	2,42	4,4
Uzbekistan	4.962.590	-29,9	2.421.820	-31,2	0,49	-1,9
France	664.680	-29,8	1.406.294	-27,6	2,12	3,1
USA	451.944	-23,8	1.031.077	-26,3	2,28	-3,2
Uruguay	1.440.000	-89,8	1.008.000	-88,6	0,70	12,2
Chile	577.908	-83,2	956.624	-70,0	1,66	78,2
Others	1.474.045	-94,6	1.980.015	-90,0	1,34	85,6
Total	172.456.638	-7,6	108.437.770	-22,5	0,63	-16,2

SPARKLING	Liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
Italy	25.870.895	5,6	133.479.412	-10,6	5,16	-15,3
France	6.222.245	-5,9	57.830.421	-11,7	9,29	-6,2
Spain	1.717.503	18,4	7.445.938	2,4	4,34	-13,5
Ukraine	955.190	-53,9	3.533.176	-57,1	3,70	-7,0
Abkhazia	736.306	87,9	2.733.135	60,8	3,71	-14,4
Germany	288.721	17,4	1.209.851	11,8	4,19	-4,8
Georgia	215.453	122,2	887.240	108,2	4,12	-6,3
Moldova	395.123	-45,0	789.793	-53,2	2,00	-15,0
Others	718.990	-10,6	2.808.433	-10,9	3,91	-0,4
Total	37.120.426	0,6	210.717.399	-11,6	5,68	-12,1



BOTTLED	Liters		CHF		CHF/liter	
	2014	% change	2014	% change	2014	% change
Italy	39.641.728	3,1	313.539.070	1,6	7,91	-1,5
France	17.131.960	-2,1	222.272.802	-19,7	12,97	-18,0
Spain	18.305.932	-2,5	126.992.273	-1,2	6,94	1,3
Germany	3.637.595	5,7	31.104.397	-0,4	8,55	-5,7
Portugal	6.623.858	16,0	30.558.016	7,1	4,61	-7,7
USA	2.347.742	-7,7	20.242.758	-1,4	8,62	6,9
Austria	1.939.226	12,4	17.289.343	7,3	8,92	-4,5
Argentina	3.111.276	1,0	15.198.973	1,3	4,89	0,3
Australia	1.522.284	-1,7	10.506.247	-12,5	6,90	-10,9
Chile	1.712.485	-25,6	8.706.446	-27,3	5,08	-2,3
South Africa	1.127.822	11,4	6.372.083	9,9	5,65	-1,4
New Zealand	202.457	-16,6	1.533.548	-14,7	7,57	2,3
Others	1.478.946	5,5	16.946.924	-19,2	11,46	-23,4
Total trade	98.783.311	1,1	821.262.880	-6,4	8,31	-7,4

SPARKLING	Liters		CHF		CHF/liter	
	2014	% change	2014	% change	2014	% change
France	4.974.295	4,4	115.324.199	4,0	23,18	-0,4
Italy	9.720.940	9,0	54.274.514	5,1	5,58	-3,6
Spain	2.400.125	8,1	13.021.349	6,2	5,43	-1,7
Germany	756.879	-9,6	3.758.491	10,3	4,97	21,9
Austria	88.743	-25,0	851.326	-1,2	9,59	31,8
Others	273.455	8,6	2.955.426	-30,5	10,81	-36,0
Total	18.214.437	6,5	190.185.305	3,7	10,44	-2,6



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## IMPORT 2014

## JANUARY-DECEMBER / America

United States



BOTTLED	Thousand liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
Italy	243.289	-1,0	1.429.800	3,7	5,88	4,8
France	89.872	1,5	936.387	3,3	10,42	1,8
Australia	109.107	-9,3	393.343	-10,0	3,61	-0,8
Argentina	61.884	-5,8	309.481	-6,0	5,00	-0,1
New Zealand	32.708	15,0	262.867	16,0	8,04	0,8
Spain	44.771	-7,8	261.083	-0,2	5,83	8,2
Chile	59.939	-4,2	228.038	-4,8	3,80	-0,6
Germany	21.057	-6,2	115.168	-0,7	5,47	5,9
Portugal	14.933	10,4	88.441	7,7	5,92	-2,4
South Africa	8.959	-8,8	48.203	-1,6	5,38	7,9
Others	13.472	0,4	88.396	8,5	6,56	8,1
Total	699.991	-2,7	4.161.207	1,3	5,94	4,1

BULK	Thousand liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
Chile	90.687	6,9	70.781	-15,3	0,78	-20,8
New Zealand	18.375	25,7	64.998	18,7	3,54	-5,6
Australia	57.980	-6,6	50.552	-13,1	0,87	-6,9
Argentina	43.448	-25,6	42.708	-13,3	0,98	16,5
Italy	8.472	-7,7	20.715	13,7	2,45	23,2
France	5.143	2,2	7.545	-19,8	1,47	-21,5
Spain	3.462	-38,9	4.021	-29,3	1,16	15,7
South Africa	2.371	-88,4	1.819	-90,1	0,77	-14,8
Others	58.965	45,8	26.712	57,0	0,45	7,7
Total	288.903	-3,9	289.851	-7,8	1,00	-4,1

SPARKLING	Thousand liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
France	24.745	9,3	563.161	8,1	22,76	-1,0
Italy	41.272	15,3	241.622	13,6	5,85	-1,5
Spain	16.040	4,8	77.474	5,8	4,83	1,0
Australia	1.147	9,2	4.722	3,9	4,12	-4,9
Others	1.828	-9,3	9.815	-2,9	5,37	7,0
Total	85.032	10,7	896.794	9,2	10,55	-1,4

BOTTLED	Liters		Can.\$		Can. \$/liter	
	2014	% change	2014	% change	2014	% change
USA	53.720.071	7,6	442.175.659	9,0	8,23	1,3
Italy	56.317.404	-2,2	382.255.176	2,1	6,79	4,4
France	45.967.158	-5,2	362.235.905	-7,3	7,88	-2,3
Australia	30.034.437	-2,4	195.050.160	-3,2	6,49	-0,8
Argentina	18.161.531	0,2	102.724.028	5,8	5,66	5,6
Spain	13.399.939	1,2	93.911.016	8,8	7,01	7,5
Chile	19.116.179	3,9	91.485.905	4,1	4,79	0,2
New Zealand	9.090.212	15,8	89.381.307	16,9	9,83	1,0
Portugal	8.436.446	-0,4	52.345.022	-2,8	6,20	-2,3
South Africa	8.017.686	5,8	41.313.066	7,5	5,15	1,5
Germany	4.427.184	-3,4	26.100.637	-0,7	5,90	2,8
Others	2.741.434	-1,6	16.855.822	7,3	6,15	9,0
Total	269.429.681	0,6	1.895.833.703	2,2	7,04	1,6

BULK	Liters		Can. \$		Can. \$/liter	
	2014	% change	2014	% change	2014	% change
Australia	28.333.479	38,0	26.030.298	31,3	0,92	-4,8
USA	12.823.912	42,9	19.701.214	27,2	1,54	-10,9
Chile	19.229.825	61,6	15.414.404	44,5	0,80	-10,5
France	7.837.881	-8,9	12.391.150	-0,9	1,58	8,8
Spain	13.242.663	-1,1	10.641.232	-13,5	0,80	-12,6
Italy	5.480.626	-30,3	8.577.228	-20,3	1,57	14,5
South Africa	9.512.820	-26,1	7.662.321	-12,3	0,81	18,7
Argentina	5.452.615	-17,1	4.617.162	-10,6	0,85	7,9
Portugal	502.232	4,6	911.099	-2,3	1,81	-6,6
Others	1.110.682	-46,6	1.623.527	-32,0	1,46	27,2
Total	103.526.735	11,0	107.569.635	8,9	1,04	-1,9

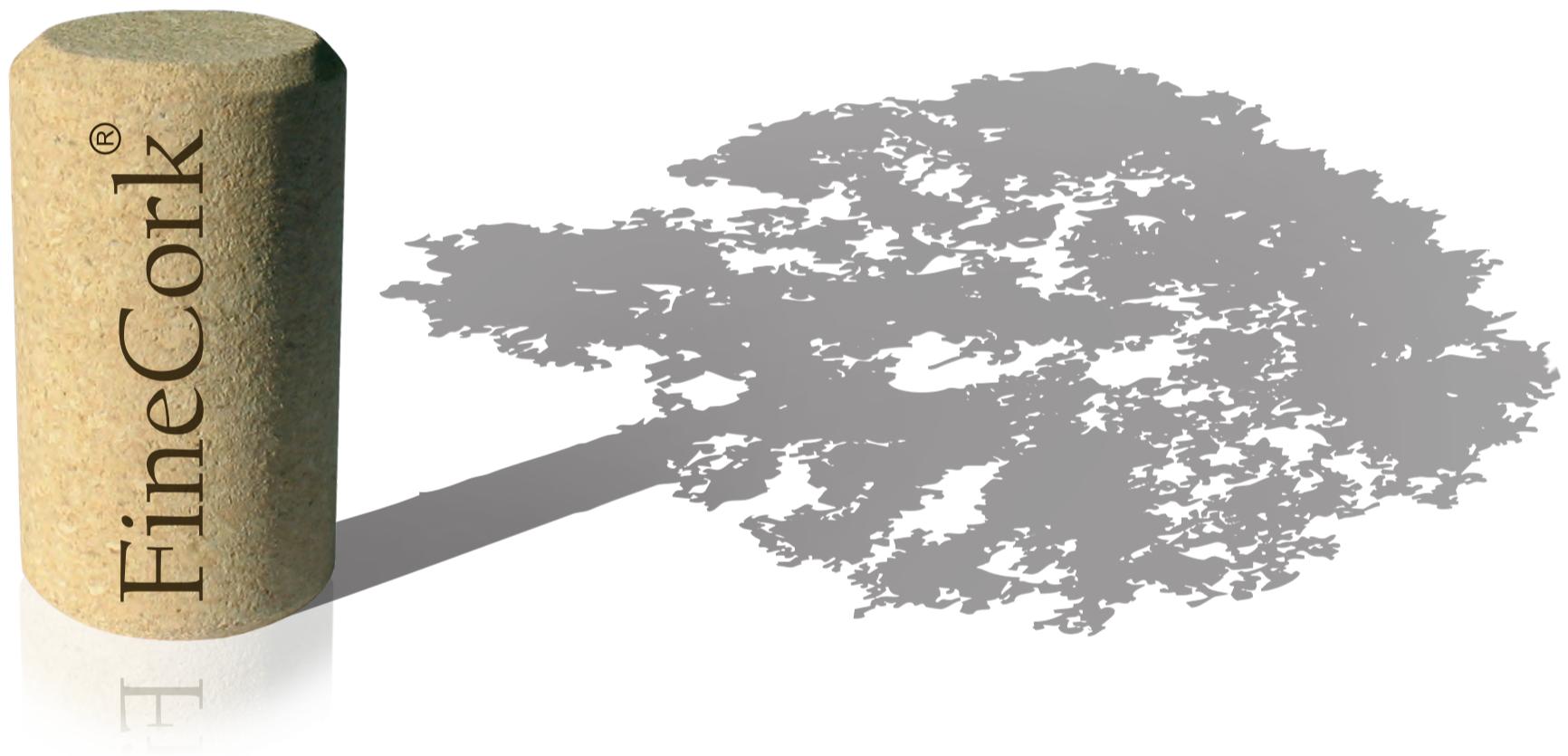
SPARKLING	Liters		Can. \$		Can. \$/liter	
	2014	% change	2014	% change	2014	% change
France	2.783.873	3,2	68.351.380	4,4	24,55	1,2
Italy	4.268.452	6,1	34.402.905	13,2	8,06	6,6
Spain	1.677.170	3,6	11.965.996	8,3	7,13	4,5
USA	839.509	6,4	9.238.630	-1,6	11,00	-7,6
Germany	1.048.221	-10,3	7.189.046	-6,8	6,86	3,9
Australia	680.414	10,4	4.142.160	6,9	6,09	-3,1
Hungary	249.990	-27,6	1.663.853	-3,4	6,66	33,4
Others	404.409	10,8	3.372.970	14,1	8,34	3,0
Total	11.952.038	2,8	140.326.940	5,9	11,74	3,0

BOTTLED	Liters		\$		\$/liter	
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## IMPORT 2014

## JANUARY-DECEMBER / asia

BOTTLED	Liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
France	124.948.165	-2,9	613.182.552	-6,9	4,91	-4,1
Australia	36.192.649	-0,6	247.065.412	9,3	6,83	10,0
Chile	34.188.184	33,9	124.500.111	24,5	3,64	-7,1
Spain	35.057.294	17,8	96.137.999	4,9	2,74	-11,0
Italy	18.349.893	-6,7	81.192.152	-9,9	4,42	-3,5
USA	12.828.974	1,0	65.153.404	-11,4	5,08	-12,3
New Zealand	2.010.694	5,3	24.062.796	21,3	11,97	15,3
South Africa	5.144.502	12,0	21.588.313	-3,2	4,20	-13,6
Germany	3.712.293	7,9	19.226.796	1,8	5,18	-5,7
Argentina	4.193.800	-6,3	17.634.576	-21,5	4,20	-16,2
Portugal	3.920.226	-11,5	14.172.362	-20,4	3,62	-10,1
Others	7.537.141	1,7	40.671.495	-3,0	5,40	-4,6
Total	288.083.815	3,2	1.364.587.968	-1,3	4,74	-4,4

SPARKLING	Liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
France	2.473.201	4,8	43.960.422	9,4	17,77	4,4
Italy	6.718.313	78,9	22.266.555	55,9	3,31	-12,9
Spain	2.303.089	169,7	6.652.169	126,0	2,89	-16,2
Australia	808.147	29,8	3.834.451	21,9	4,74	-6,1
Germany	698.006	76,1	2.345.255	56,4	3,36	-11,2
USA	148.028	-4,7	778.667	50,5	5,26	57,8
South Africa	91.887	-15,6	370.686	-8,8	4,03	8,1
Argentina	52.980	-43,8	257.185	-18,8	4,85	44,4
Others	578.635	62,9	1.967.100	33,6	3,40	-17,9
Total	13.872.286	59,4	82.432.490	27,2	5,94	-20,2

BOTTLED	Liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
France	3.909.582	-5,8	42.326	1,7	10,83	8,0
Chile	8.009.683	11,4	36.954	5,5	4,61	-5,3
Italy	3.690.598	3,4	23.827	7,9	6,46	4,4
USA	2.961.450	-10,4	19.990	8,7	6,75	21,3
Spain	3.589.009	-2,6	10.109	7,8	2,82	10,7
Australia	1.181.039	14,9	7.316	3,8	6,19	-9,7
Argentina	679.094	16,6	3.608	13,7	5,31	-2,5
Germany	516.448	7,4	2.900	17,2	5,62	9,1
New Zealand	198.087	19,6	1.877	23,7	9,48	3,4
South Africa	432.821	100,6	1.516	75,9	3,50	-12,3
Portugal	43.860	40,7	360	45,2	8,21	3,1
Others	145.765	-65,5	1.651	-20,7	11,33	129,5
Total	25.357.436	2,1	152.434	6,0	6,01	3,7

SPARKLING	Liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
France	438.043	6,8	13.208	16,9	30,15	9,5
Italy	1.091.212	-6,8	6.042	0,7	5,54	8,0
South Africa	1.264.594	31,9	2.687	32,8	2,12	0,6
Spain	289.948	15,6	1245	28,5	4,29	11,2
Australia	99.763	158,7	524	110,4	5,25	-18,7
USA	90.579	1,6	468	14,4	5,17	12,7
Germany	53.569	2,3	245	-1,2	4,57	-3,4
Others	83.166	167,1	349	110,2	4,20	-21,3
Total	3.410.874	13,6	24.768	16,0	7,26	2,0

BOTTLED	Liters		Thousand HKD		HKD/liter	
	2014	% change	2014	% change	2014	% change
France	13.667.744	-8,1	2.510.542	-7,5	183,68	0,7
UK	1.568.419	18,5	1.682.752	0,7	1.072,90	-15,0
China	4.149.413	106,3	1.028.145	306,4	247,78	97,0
Australia	7.890.393	1,7	701.755	18,7	88,94	16,7
USA	6.559.195	13,5	529.249	-28,1	80,69	-36,6
Switzerland	65.576	-10,8	255.722	-20,8	3.899,63	-11,2
Italy	2.437.398	-4,1	231.029	11,9	94,79	16,8
Germany	1.168.906	-14,7	161.294	-2,4	137,99	14,4
Chile	4.377.493	24,1	142.281	17,2	32,50	-5,6
Spain	3.106.456	-5,6	97.096	-12,6	31,26	-7,4
New Zealand	1.089.292	-12,0	86.221	-16,5	79,15	-5,1
Singapore	567.978	69,4	82.609	-8,3	145,44	-45,9
South Africa	643.759	-6,7	32.861	-17,8	51,05	-11,9
Portugal	289.043	-25,7	19.216	-4,5	66,48	28,6
Argentina	311.089	-6,8	11.468	-8,6	36,86	-1,9
Others	1.867.261	19,3	337.268	-7,4	180,62	-22,4
Total	49.759.415	5,6	7.909.508	5,2	158,96	-0,5

SPARKLING	Liters		Thousand HKD		HKD/liter	
	2014	% change	2014	% change	2014	% change
Singapore	610.041	7,8	252.925	6,3	414,60	-1,4
France	633.959	-2,1	144.798	9,3	228,40	11,6
Belgium	64.906	31,5	24.599	34,9	378,99	2,6
Italy	326.224	-2,1	17.476	-1,7	53,57	0,4
UK	75.847	11,2	11.053	-14,0	145,73	-22,7
USA	73.91					

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# JANUARY-DECEMBER / europe

BOTTLED BY CATEGORY	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
Slightly sparkling (frizzanti)	162.748.807	-5,2	343.761.711	-5,5	2,11	-0,3
Dop (Doc-Docg)	424.602.578	-0,9	1.844.562.161	1,2	4,34	2,2
Igp/Igt	466.320.368	2,3	1.306.762.033	4,7	2,80	2,3
Varietals	12.287.946	-11,8	29.598.942	-8,5	2,41	3,7
Common wines	95.525.308	-4,6	157.077.179	-5,1	1,64	-0,5
Still wines total	998.736.200	0,0	3.338.000.315	2,1	3,34	2,1
Sweet and fortified	5.545.157	5,9	46.131.213	12,3	8,32	6,0
Riexport	52.054.240	0,1	112.796.303	-4,3	2,17	-4,4
Total	1.219.084.404	-0,7	3.840.689.542	1,3	3,15	2,0

SPARKLING BY CATEGORY	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
Champagne (riexport)	635.561	20,2	24.001.516	23,8	37,76	3,0
Asti	44.798.753	-6,1	158.077.951	-7,6	3,53	-1,6
Dop (Prosecco and oth.)	140.696.139	36,1	504.199.617	27,6	3,58	-6,2
Igp	4.686.026	30,6	15.174.395	8,1	3,24	-17,2
Varietals	8.359.432	-0,2	21.383.679	-6,6	2,56	-6,4
Common sparkling	41.166.260	3,7	117.566.396	3,8	2,86	0,0
Total	240.342.171	18,2	840.403.554	14,2	3,50	-3,4

BOTTLED	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
USA	245.042.035	-1,7	941.527.271	2,9	3,84	4,7
Germany	273.580.800	2,9	742.066.043	3,5	2,71	0,6
UK	204.947.013	-7,7	432.458.623	-5,1	2,11	2,8
Canada	60.258.606	-2,5	253.693.675	-2,4	4,21	0,2
Switzerland	42.210.924	4,7	246.399.935	1,1	5,84	-3,5
Japan	32.755.911	-4,4	117.697.491	-2,7	3,59	1,8
Denmark	28.999.121	0,3	117.252.738	3,5	4,04	3,2
Netherlands	37.728.078	0,9	106.000.540	4,7	2,81	3,8
Sweden	22.361.508	-9,8	90.937.685	-4,1	4,07	6,3
France	39.737.925	-1,6	89.744.855	-3,2	2,26	-1,6
Belgium	20.623.511	2,5	67.959.856	5,6	3,30	3,1
Norway	13.930.911	-1,5	64.573.566	2,3	4,64	3,9
Russia	26.773.104	-6,6	61.202.835	-1,8	2,29	5,2
Austria	24.263.541	5,5	60.459.574	1,6	2,49	-3,7
China	19.068.092	8,1	59.263.541	-4,4	3,11	-11,6
Spain	17.313.224	10,5	31.536.507	6,8	1,82	-3,4
Ireland	11.369.533	2,6	27.532.097	2,0	2,42	-0,6
Poland	9.768.044	32,5	26.758.939	22,8	2,74	-7,3
Brazil	8.250.544	-4,1	25.480.673	-0,3	3,09	4,0
Hong Kong	2.460.218	-8,3	22.078.374	4,4	8,97	13,9
Finland	4.776.861	1,1	18.689.768	2,9	3,91	1,8
Czech R.	8.089.382	-6,3	17.777.561	-4,0	2,20	2,4
South Korea	3.403.341	-4,0	17.684.358	9,2	5,20	13,7
Singapore	1.357.084	5,2	11.110.159	14,1	8,19	8,4
Ukraine	3.113.796	0,9	8.700.562	-15,3	2,79	-16,0
Hungary	1.073.282	2,9	2.599.224	17,8	2,42	14,5
Others	55.828.015	9,5	179.503.092	8,6	3,22	-0,8
Total	1.219.084.404	-0,7	3.840.689.542	1,3	3,15	2,0

SPARKLING	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
UK	59.862.865	51,9	181.476.176	42,1	3,03	-6,5
USA	41.166.069	14,9	152.132.490	11,0	3,70	-3,4
Germany	21.473.998	-15,2	83.138.030	-8,4	3,87	8,0
Switzerland	10.657.095	10,6	47.607.594	10,8	4,47	0,2
Russia	13.638.976	-6,9	40.231.713	-21,8	2,95	-16,1
Belgium	7.636.027	22,3	29.780.389	24,6	3,90	1,8
Japan	6.705.053	11,0	28.400.444	1,6	4,24	-8,5
Austria	6.705.411	9,9	25.657.551	4,5	3,83	-4,9
Sweden	5.616.577	55,6	20.894.139	47,4	3,72	-5,3
France	7.133.195	-11,1	20.670.142	-0,8	2,90	11,6
Canada	3.829.216	11,2	18.306.963	10,2	4,78	-0,9
China	5.083.880	93,6	12.212.330	47,8	2,40	-23,7
Netherlands	2.348.547	-15,2	11.988.256	4,0	5,10	22,6
Norway	2.598.449	47,9	10.926.654	44,4	4,21	-2,3
Denmark	2.650.823	17,7	8.955.139	10,4	3,38	-6,2
Poland	2.685.520	39,4	7.913.583	45,9	2,95	4,7
Finland	1.590.974	25,6	5.580.677	23,7	3,51	-1,5
Ukraine	1.548.538	11,9	5.570.301	1,8	3,60	-9,0
Spain	1.543.383	101,0	5.457.480	1,6	3,54	-49,5
Czech R.	1.449.671	63,9	4.505.072	60,0	3,11	-2,4
Brazil	1.113.683	-6,7	3.710.786	-4,5	3,33	2,4
Singapore	754.768	19,8	3.506.584	12,2	4,65	-6,4
Hong Kong	497.414	7,5	2.572.883	5,9	5,17	-1,5
Ireland	573.184	15,3	2.221.674	10,4	3,88	-4,3
Hungary	641.596	0,6	2.050.992	-2,8	3,20	-3,4
South Korea	417.009	59,7	1.564.257	69,0	3,75	5,8
Others	30.420.250	18,4	103.371.255	22,8	3,40	3,7
Total	240.342.171	18,2	840.403.554	14,2	3,50	-3,4

BULK AND
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## EXPORT 2014

## JANUARY-DECEMBER / europe

REGION / TYPE	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
Champagne	104.029.091	5,2	2.394.481.572	7,8	23,02	2,4
Other sparkling	60.800.150	3,4	234.926.969	8,1	3,86	4,6
Sparkling total	164.829.241	4,5	2.629.408.541	7,8	15,95	3,1
Slightly sparkling	617.794	-38,2	2.789.151	-10,7	4,51	44,5
Bordeaux	200.271.249	-8,5	1.743.400.783	-17,2	8,71	-9,5
Bourgogne	55.067.366	-12,8	700.283.235	-1,0	12,72	13,5
Alsace	20.827.936	3,5	100.633.956	4,1	4,83	0,5
Val de Loire	34.030.750	3,1	189.595.014	7,6	5,57	4,4
Beaujolais	22.266.880	-8,2	102.266.007	-4,5	4,59	4,1
Côtes du Rhône	57.598.478	-4,0	325.613.610	-1,5	5,65	2,6
Languedoc-Roussillon	44.653.213	4,4	149.594.804	10,0	3,35	5,3
Igp-Vin de Pays	306.766.134	1,7	718.884.997	2,1	2,34	0,3
Varietals	69.383.016	2,7	140.454.368	2,7	2,02	0,1
Common wines	114.152.793	17,7	187.733.152	18,6	1,64	0,8
Others	99.591.381	0,1	411.300.156	5,4	4,13	5,3
Bottled total	1.025.226.990	-0,3	4.772.549.233	-5,6	4,66	-5,2
Bulk	245.960.666	-9,1	303.483.334	-4,1	1,23	5,5
Total export	1.436.016.897	-1,4	7.705.441.108	-1,3	5,37	0,1

CHAMPAGNE	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
UK	24.458.646	5,6	477.347.514	7,3	19,52	1,6
USA	14.590.384	6,8	363.518.941	4,6	24,91	-2,0
Singapore	9.392.204	3,6	242.656.080	21,2	25,84	17,0
Germany	9.363.721	4,9	190.660.602	7,3	20,36	2,3
Belgium	6.950.642	1,1	141.344.340	4,6	20,34	3,4
Italy	4.122.743	5,3	109.939.614	6,4	26,67	1,0
Japan	3.652.114	6,3	98.209.296	14,4	26,89	7,6
Switzerland	4.110.734	6,6	92.320.573	4,8	22,46	-1,6
Spain	2.639.376	12,3	63.713.576	13,5	24,14	1,1
Australia	2.631.091	9,5	50.539.254	8,3	19,21	-1,2
Netherlands	1.952.397	22,1	45.999.937	19,7	23,56	-1,9
U. Arab Emirates	1.343.776	7,2	40.717.047	8,4	30,30	1,1
Sweden	1.903.624	5,6	40.574.129	6,2	21,31	0,6
Canada	1.274.519	0,5	38.306.460	-9,5	30,06	-10,0
Austria	1.037.490	5,0	26.871.394	5,9	25,90	0,8
Nigeria	576.816	5,3	23.666.518	10,8	41,03	5,2
Russia	835.328	4,9	21.342.935	-10,3	25,55	-14,5
Denmark	827.907	0,9	20.178.582	5,0	24,37	4,0
Hong Kong	711.434	8,0	19.470.549	12,6	27,37	4,3

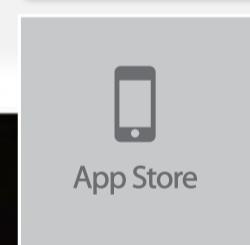
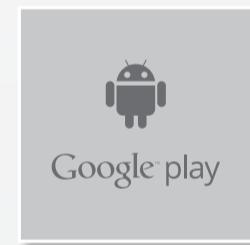
BORDEAUX	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
China	36.425.796	-18,7	219.105.412	-20,7	6,02	-2,5
Hong Kong	8.233.737	3,4	208.331.598	-12,5	25,30	-15,5
UK	19.599.181	-25,5	195.817.859	-46,4	9,99	-28,2
USA	17.476.246	-2,7	177.168.683	-10,8	10,14	-8,3
Germany	25.706.715	26,5	159.363.233	17,7	6,20	-7,0
Belgium	20.206.989	-3,4	113.266.841	-10,4	5,61	-7,3
Japan	15.857.537	-11,0	111.945.380	-8,4	7,06	2,9
Switzerland	4.314.861	-18,7	97.251.721	-27,7	22,54	-11,1
Canada	5.827.610	-16,0	52.458.531	-26,9	9,00	-13,0
Netherlands	7.640.336	15,0	44.896.860	0,7	5,88	-12,5
Singapore	1.673.596	8,4	33.936.064	-19,5	20,28	-25,7

BOURGOGNE	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
USA	10.247.324	-9,7	153.032.463	-0,5	14,93	10,2
UK	10.837.965	-23,3	110.289.692	-8,4	10,18	19,3
Japan	5.945.775	-9,7	96.237.803	3,6	16,19	14,7
Canada	3.877.981	-14,2	36.459.218	-16,2	9,40	-2,4
Belgium	4.323.720	-17,3	34.723.809	-3,7	8,03	16,4
Switzerland	1.042.562	-14,0	33.902.525	11,1	32,52	29,1
Germany	3.143.653	12,7	31.198.867	19,3	9,92	5,9
Hong Kong	597.662	-16,9	23.450.699	-18,7	39,24	-2,1
Netherlands	2.671.156	-7,0	20.504.020	6,3	7,68	14,3
Sweden	2.424.432	-12,3	17.506.050	-1,4	7,22	12,4
China	1.159.823	9,5	16.723.117	26,7	14,42	15,6

BOTTLED	Liters		Euro		Euro/liter	
	2014	% change	2014	% change	2014	% change
UK	123.954.883	1,1	275.887.775	2,9	2,23	1,7
Germany	94.493.746	2,7	213.503.332	-1,3	2,26	-3,9
USA	46.163.276	-4,7	194.223.060	1,7	4,21	6,8
Switzerland	17.497.419	-1,1	95.999.921	1,8	5,49	3,0
Netherlands	43.708.314	10,0	92.047.086	7,0	2,11	-2,7
China	38.082.830	35,7	72.000.942	14,8	1,89	-15,4
Canada	13.567.852	3,5	60.888.412	3,5	4,49	0,0
France	51.789.149	29,0	58.720.572	-6,0	1,13	-27,1
Mexico	12.373.044	10,8	47.112.104	9,7	3,81	-0,9
Japan	22.445.407	-8,6	45.080.041	-5,8	2,01	3,2
Denmark	15.990.186	3,6	32.850.521	4		

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### LINEA DI PRODOTTI



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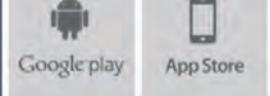
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### ESPERIENZA & INNOVAZIONE



### NUOVI PRODOTTI



**LALLEMAND**

# JANUARY-DECEMBER / america

BOTTLED	Thousand liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
Canada	54.027	7,3	412.894	1,7	7,64	-5,2
UK	42.852	-19,2	142.107	-18,1	3,32	1,4
Japan	13.342	-20,6	68.358	-17,4	5,12	4,0
Hong Kong	8.922	1,7	58.630	-14,7	6,57	-16,1
China	12.110	-12,3	57.270	-5,2	4,73	8,1
Germany	15.725	-5,4	48.168	-14,3	3,06	-9,4
France	1.817	-0,6	36.997	5,0	20,36	5,6
Belgium-Luxembourg	5.430	-8,3	21.821	6,9	4,02	16,6
Poland	6.049	-18,3	16.606	-3,7	2,75	17,9
Sweden	3.942	-12,0	15.454	-24,2	3,92	-13,8
South Korea	2.617	-7,9	14.964	10,8	5,72	20,3
Netherlands	3.474	-22,2	14.198	-24,6	4,09	-3,1
Denmark	3.714	8,7	14.043	-15,7	3,78	-22,5
Switzerland	2.349	-6,7	13.554	8,8	5,77	16,6
Singapore	2.095	11,2	12.033	24,5	5,75	11,9
Mexico	3.272	6,1	11.220	11,9	3,43	5,5
Taiwan	1.457	18,2	8.856	24,7	6,08	5,5
Philippines	2.482	-10,8	6.949	-14,5	2,80	-4,2
Others	29.488	23,8	145.818	-15,8	4,94	-32,0
Total	215.163	-4,4	1.119.940	-7,5	5,21	-3,2

BULK	Thousand liters		Thousand \$		\$/liter	
	2014	% change	2014	% change	2014	% change
UK	60.315	-7,6	77.699	-3,5	1,29	4,4
Italy	47.434	5,1	49.775	5,2	1,05	0,1
Germany	14.029	-9,0	18.524	-20,6	1,32	-12,8
Canada	12.709	41,6	18.514	18,7	1,46	-16,2
Japan	11.397	-4,3	16.577	6,1	1,45	10,8
China	3.931	30,4	10.173	-14,9	2,59	-34,8
Hong Kong	1.645	-38,4	5.898	-18,0	3,58	33,1
Others	26.100	15,9	56.063	16,1	2,15	0,2
Total	177.560	1,5	253.223	1,3	1,43	-0,2

United States



BOTTLED	Liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
USA	62.662.564	-5,3	269.996.606	-6,6	4,31	-1,4
Canada	17.935.938	-1,7	76.910.929	-5,3	4,29	-3,7
UK	16.696.509	27,2	63.584.865	25,4	3,81	-1,4
Brazil	13.911.655	1,2	55.895.632	3,4	4,02	2,2
Netherlands	10.140.805	0,8	35.808.528	3,2	3,53	2,5
Mexico	5.591.316	14,4	21.005.783	9,4	3,76	-4,3
China	4.250.834	7,8	18.053.153	-6,7	4,25	-13,4
Japan	2.997.678	-3,1	14.769.830	-4,1	4,93	-1,0
Switzerland	3.832.320	9,7	14.232.836	5,6	3,71	-3,8
Germany	2.779.825	12,1	12.888.112	11,4	4,64	-0,6
Denmark	2.784.183	1,4	12.724.703	5,8	4,57	4,3
Sweden	3.213.272	-2,3	12.235.567	-8,6	3,81	-6,4
Peru	2.675.187	-0,1	12.094.500	-3,0	4,52	-2,9
Belgium	2.336.189	4,5	9.505.004	9,1	4,07	4,5
Paraguay	2.372.749	-22,0	8.642.925	-8,0	3,64	18,0
Russia	2.613.681	-16,0	7.895.991	-16,8	3,02	-0,9
Others	23.713.483	3,0	94.022.029	0,2	3,96	-2,7
Total	180.508.188	0,6	740.266.993	-1,1	4,10	-1,7

BULK	Liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
USA	37.976.600	-40,1	33.771.129	-36,8	0,89	5,5
UK	4.798.500	-12,6	7.112.660	-19,0	1,48	-7,4
Denmark	3.575.500	25,2	5.283.786	25,4	1,48	0,2
Germany	3.448.461	19,8	4.399.865	20,6	1,28	0,7
Canada	5.871.000	-12,9	3.989.052	-11,5	0,68	1,6
Belgium	1.897.960	94,1	1.861.460	51,2	0,98	-22,1
France	1.632.000	4,6	1.727.675	5,2	1,06	0,5
Japan	1.337.800	-29,6	1.159.866	-27,4	0,87	3,2
Russia	2.592.000	-79,2	968.528	-76,9	0,37	10,8
Netherlands	959.380	81,7	884.233	69,2	0,92	-6,9
Spain	240.000	-97,7	194.400	-96,0	0,81	71,7
Italy	96.000	-20,6	163.593	-21,3	1,70	-0,8
Others	2.266.488	-61,1	2.220.749	-50,4	0,98	27,5
Total	66.691.689	-42,0	63.736.996	-31,7	0,96	17,8

Argentina



BOTTLED	Thousand liters		\$		\$/liter	
	2014	% change	2014	% change	2014	% change
USA	60.648	-1,6	194.967	-3,1	3,21	-1,5
UK	57.505	-16,1	178.177	-6,6	3,10	11,4
Japan	44.381	17,9	129.436	14,9	2,92	-2,6
China	32.389	28,5	112.584	22,5	3,48	-4,7
Brazil	34.305	19,9	110.167	18,7	3,21	-0,9
Netherlands	30.234	6,3	98.781	9,8	3,27	3,2
Canada	19.209	6,0	80.598	-0,3	4,20	-5,9
Denmark	11.606	1,9	46.181	8,4	3,98	6,4
Ireland	12.949	1,5	43.335	3,6	3,35	2,0
Germany	10.988	-1,2	41.369	13,3	3,76	14,6
Russia	13.692	-15,3	38.709	-10,6	2,83	5,6
South Korea	8.390	14,7	37.055	10,7	4,42	-3,4
Mexico	10.599	-7,4	32.438	-5,5		

# JANUARY-DECEMBER / oceania

BOTTLED	Liters		AUD		AUD/liter	
	2014	% change	2014	% change	2014	% change
USA	112.501.372	-9,6	386.684.925	-7,4	3,44	2,4
China	36.232.385	-0,3	196.671.490	-2,4	5,43	-2,1
UK	44.537.804	1,8	147.897.073	-6,8	3,32	-8,5
Canada	28.556.284	-4,8	145.671.169	-2,0	5,10	2,9
Hong Kong	10.558.908	20,8	120.572.898	42,3	11,42	17,9
New Zealand	14.070.441	11,8	54.608.443	3,8	3,88	-7,2
Singapore	7.446.249	41,1	52.314.462	26,7	7,03	-10,2
Malaysia	3.058.259	10,9	33.640.844	18,9	11,00	7,2
Netherlands	9.555.559	3,1	33.459.478	4,0	3,50	0,8
Japan	6.500.772	-7,3	31.489.613	7,1	4,84	15,6
Germany	4.400.017	-10,6	18.656.074	-12,7	4,24	-2,3
Others	34.522.862	10,0	159.965.075	0,0	4,63	-9,1
Total	311.940.912	-1,4	1.381.631.544	0,4	4,43	1,8

BULK	Liters		AUD		AUD/liter	
	2014	% change	2014	% change	2014	% change
UK	211.243.516	10,1	224.559.308	9,5	1,06	-0,6
USA	53.835.507	-22,3	52.716.021	-19,9	0,98	3,1
Netherlands	31.671.904	-7,1	27.681.578	-18,4	0,87	-12,2
Canada	29.387.445	45,6	24.824.650	31,1	0,84	-10,0
New Zealand	14.715.418	-17,5	14.011.052	-11,2	0,95	7,6
Italy	9.984.884	102,5	13.483.049	145,7	1,35	21,3
China	4.109.555	12,6	9.739.645	-1,6	2,37	-12,5
Denmark	9.573.387	-23,7	9.172.267	-33,7	0,96	-13,1
Belgium	6.893.727	15,5	6.716.836	17,0	0,97	1,3
Germany	5.584.945	48,0	5.403.375	45,0	0,97	-2,0
Russia	7.423.300	-13,6	3.266.252	-9,5	0,44	4,8
Others	15.863.398	72,3	23.775.598	49,9	1,50	-13,0
Total	400.286.986	4,8	415.349.631	4,4	1,04	-0,4


 Australia

BOTTLED	Liters		NZD		NZD/liter	
	2014	% change	2014	% change	2014	% change
Australia	36.851.064	-6,2	298.815.263	-10,1	8,11	-4,1
USA	36.546.460	24,5	276.067.093	18,9	7,55	-4,4
UK	32.791.800	8,8	245.684.926	13,3	7,49	4,2
Canada	8.223.398	13,9	83.492.095	6,0	10,15	-6,9
Netherlands	4.374.565	17,0	31.245.437	16,6	7,14	-0,3
China	1.878.961	9,2	27.518.639	33,1	14,65	21,8
Singapore	1.547.270	5,0	20.297.814	4,3	13,12	-0,7
Ireland	2.080.512	-7,9	14.915.137	-9,5	7,17	-1,8
Hong Kong	1.290.219	-7,1	14.848.888	-13,2	11,51	-6,6
Japan	1.084.979	-4,3	12.111.988	-11,8	11,16	-7,9
Sweden	1.446.962	-3,8	11.842.304	-7,1	8,18	-3,4
Germany	1.341.252	151,8	8.313.299	76,4	6,20	-29,9
U. Arab Emirates	618.508	28,6	6.816.800	39,1	11,02	8,1
Denmark	672.185	15,0	5.913.498	12,1	8,80	-2,6
Others	4.593.464	15,8	48.304.463	13,9	10,52	-1,6
Total	135.341.599	8,4	1.106.187.644	5,9	8,17	-2,3

BULK	Liters		NZD		NZD/liter	
	2014	% change	2014	% change	2014	% change
UK	22.429.509	36,1	88.459.557	47,8	3,94	8,6
USA	14.712.242	-5,3	66.372.947	-4,1	4,51	1,2
Australia	14.767.875	13,1	51.177.676	8,3	3,47	-4,2
Belgium	864.500	97,4	3.791.022	103,1	4,39	2,9
Netherlands	900.375	13,2	3.578.000	2,0	3,97	-9,8
Germany	806.741	-47,3	3.545.722	-46,3	4,40	1,9
France	384.000	-8,6	1.962.749	-6,5	5,11	2,2
Denmark	360.000	49,9	1.473.538	53,0	4,09	2,1
Canada	289.020	70,9	873.341	77,0	3,02	3,6
Others	613.299	251,7	2.702.587	120,8	4,41	-37,2
Total	56.127.561	14,9	223.937.139	16,0	3,99	0,9


 New Zealand

BOTTLED	Liters		Rand		Rand/liter	
	2014	% change	2014	% change	2014	% change
UK	33.144.626	-5,3	899.059.940	10,5	27,13	16,7
Netherlands	18.049.350	-6,0	604.733.246	20,0	33,50	27,7
Germany	16.852.536	-8,4	602.653.826	6,9	35,76	16,7
Canada	7.836.305	-0,3	407.768.654	14,5	52,04	14,9
USA	9.770.943	-3,0	405.238.349	5,5	41,47	8,7
Namibia	20.489.780	21,7	327.106.693	26,5	15,96	4,0
Sweden	6.495.825	-2,4	287.386.396	0,1	44,24	2,6
China	4.727.019	12,8	196.775.894	0,6	41,63	-10,8
Belgium	4.451.323	0,5	188.395.854	12,3	42,32	11,8
Denmark	4.285.500	30,9	159.060.150	26,9	37,12	-3,1
Japan	2.866.763	9,9	116.216.370	10,7	40,54	0,8
U. Arab Emirates	1.737.207	-4,5	85.382.100	19,1	49,15	24,6
Nigeria	2.773.142	-11,4	78.444.228	-7,1	28,29	4,9
Finland	2.014.286	-7,6	66.406.554	-0,7	32,97	7,5
Kenya	1.856.785	-13,1	59.698.012	-3,0	32,15	11,6
Ireland	1.092.153	-19,3	35.749.873	-11,3	32,73</td	