Overview of APEC Region Wine Trade

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APEC region trade in rice, grape and other fruit wine has grown dramatically in importance for both exporting and importing member economies.

• Wine consumption is rising steadily in most APEC economies and the outlook is promising for continued wine consumption growth.
• APEC economies have become significant factors both in the global wine trade and within the APEC Region.
Change in Wine Consumption by Economy Since 1990

Consumption Has Grown Considerably in Most APEC Economies

China
U.S.
Russia
Australia
Japan
Canada
New Zealand
Hong Kong
Chile
Others

Wine Consumption Increases

Millions of Liters

Sources: OIV, TDA, Global Wine Statistical Compendium

The Value of Total Wine Trade in APEC Economies

Rose to US$18 Billion in 2010 from US$7 Billion in 2000

APEC Trade Value in Billions of US$

Source: Global Trade Information Services.
APEC Economies Made Up More than One-Quarter of All Global Wine Trade in 2010, Up from 21.8% in 2000

2010 Total Wine Trade $70 Billion

- APEC Members 26%
  - $18 Billion
- Other Countries 74%
  - $52 Billion

Source: Global Trade Information Services.

About One-Fifth of APEC Members' Global Wine Trade Is Carried Out Within the APEC Member Economies

Total Wine Trade of All APEC Economies Was $18 Billion in 2010

- With APEC Members 20%
  - $3.6 Billion
- With Other Countries 80%
  - $14.4 Billion

Source: Global Trade Information Services.
APEC Regional Wine Trade, 2000 to 2010
Trade Value More than Tripled to US $3.6 Billion

Source: Global Trade Information Services.

APEC Regional Trade, Wine Imports by Region
Trade in All Regions Expanded Rapidly Since 2000

Source: Global Trade Information Services.
### Value of Wine Exports from APEC Economies in All Regions

In Millions of US $

<table>
<thead>
<tr>
<th>Exported To</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>$709.0</td>
<td>$1,736.6</td>
<td>145%</td>
</tr>
<tr>
<td>Asia</td>
<td>$355.8</td>
<td>$1,498.8</td>
<td>321%</td>
</tr>
<tr>
<td>Oceania</td>
<td>$63.3</td>
<td>$410.1</td>
<td>548%</td>
</tr>
<tr>
<td>Total</td>
<td>$1,128.1</td>
<td>$3,645.5</td>
<td>223%</td>
</tr>
</tbody>
</table>

Source: Global Trade Information Services

**APEC Countries**

Wine Exports from APEC Asian Economies to the Americas and Oceania Are Growing Rapidly.
Wine Exports from APEC Asian Economies, 2000 to 2010

**Asian Wine Exports to Other APEC Economies Grow Rapidly**

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>$19.1</td>
<td>$64.6</td>
<td>237%</td>
</tr>
<tr>
<td>Asia</td>
<td>$146.7</td>
<td>$523.4</td>
<td>257%</td>
</tr>
<tr>
<td>Oceania</td>
<td>$2.6</td>
<td>$75.8</td>
<td>++%</td>
</tr>
<tr>
<td>Total</td>
<td>$168.4</td>
<td>$663.8</td>
<td>294%</td>
</tr>
</tbody>
</table>

Source: Global Trade Information Services
### Value of Wine Exports from APEC Economies in Americas

<table>
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<tr>
<th>Exported To</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Americas</td>
<td>$376.7</td>
<td>$719.7</td>
<td>91%</td>
</tr>
<tr>
<td>Asia</td>
<td>$141.5</td>
<td>$578.1</td>
<td>309%</td>
</tr>
<tr>
<td>Oceania</td>
<td>$3.9</td>
<td>$4.7</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$522.1</td>
<td>$1,302.5</td>
<td>149%</td>
</tr>
</tbody>
</table>

Source: Global Trade Information Services

### Value of Wine Exports from APEC Economies in Oceania

<table>
<thead>
<tr>
<th>Exported To</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>$313.2</td>
<td>$952.3</td>
<td>204%</td>
</tr>
<tr>
<td>Asia</td>
<td>$67.6</td>
<td>$397.4</td>
<td>488%</td>
</tr>
<tr>
<td>Oceania</td>
<td>$56.8</td>
<td>$329.6</td>
<td>480%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$437.6</td>
<td>$1,679.3</td>
<td>284%</td>
</tr>
</tbody>
</table>

Source: Global Trade Information Services
Outlook & Conclusions

- The outlook for continued wine trade growth among the APEC economies is promising.
- However, future trade expansion will be obstructed by a wide variety of costly Non-Tariff Barriers (NTBs) affecting APEC member economies and private industry.
- Eliminating these burdensome NTBs will reduce the costs of cross-border wine trade, stimulate demand, and increase sales.
- More coherent regulations throughout the region will assist small and midsize enterprises by saving them the time and expense of dealing with differing compliance regulations throughout the region.