



Australian Government
Australian Trade Commission

Wine to Spain.

Trends and opportunities

The market

Spain has over one million hectares of land in wine grape production, the largest production area in Europe. Despite the area of cultivation, France has a larger production of wine than Spain. This is because many Spanish vineyards suffer from lack of irrigation, poor soils and frosts.

The main production areas in Spain are:

- ✦ Castilla-La Mancha – 48 per cent of volume
- ✦ Catalonia – nine per cent
- ✦ Extremadura – eight per cent
- ✦ Valencia – six per cent
- ✦ Rioja – six per cent

The most common grape varieties are:

Red	White
Tempranillo	Air én
Garnacha	Viura
Monastrell	Albariño
Cariñena	Verdelho (known as verdejo in Spain)
Shiraz, which is now being planted extensively	Godello
Cabernet and Merlot – in smaller quantities	Chardonnay and Sauvignon Blanc are also now being planted

The 'everyday' wine (ordinary table wine) accounts for 18.8 litres of the total per head consumption and is sold mainly in bottles, but is also available in tetra-brick packs. Quality wines are always sold in 75cl bottles, and are usually reserved for celebrations or special occasions out of the home. Sixty per cent of quality wine sold in Spain is red, with rosé and white wines equally sharing the remaining 40 per cent.

There are currently 54 designations of origin (denominaciones de origen - D.O) in Spain, which have carefully controlled standards. Wines have traditionally been promoted by their D.O., and so Spanish consumers tend to recognise wines by the markings rather than grape varieties. Some of the most popular D.O. wines are Cava, La Rioja, Ribiero, La Mancha, Penedés and Rias Baixas.

Opportunities

The best opportunities for Australian suppliers are high-end, quality bottled wines. Spanish consumers tend to drink the lightest table wines at mealtimes, but there are opportunities for special occasion wines and for products for the hotel, restaurant and catering sector to serve the 50-70 million tourists who visit Spain each year.

Competitive environment

Ninety five per cent of Spain's imports come from other European Union countries, primarily France, Portugal and Italy. Australian wines reach Spain via small direct imports as well as via importers in the UK and other European countries, but these do not show in the statistics.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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