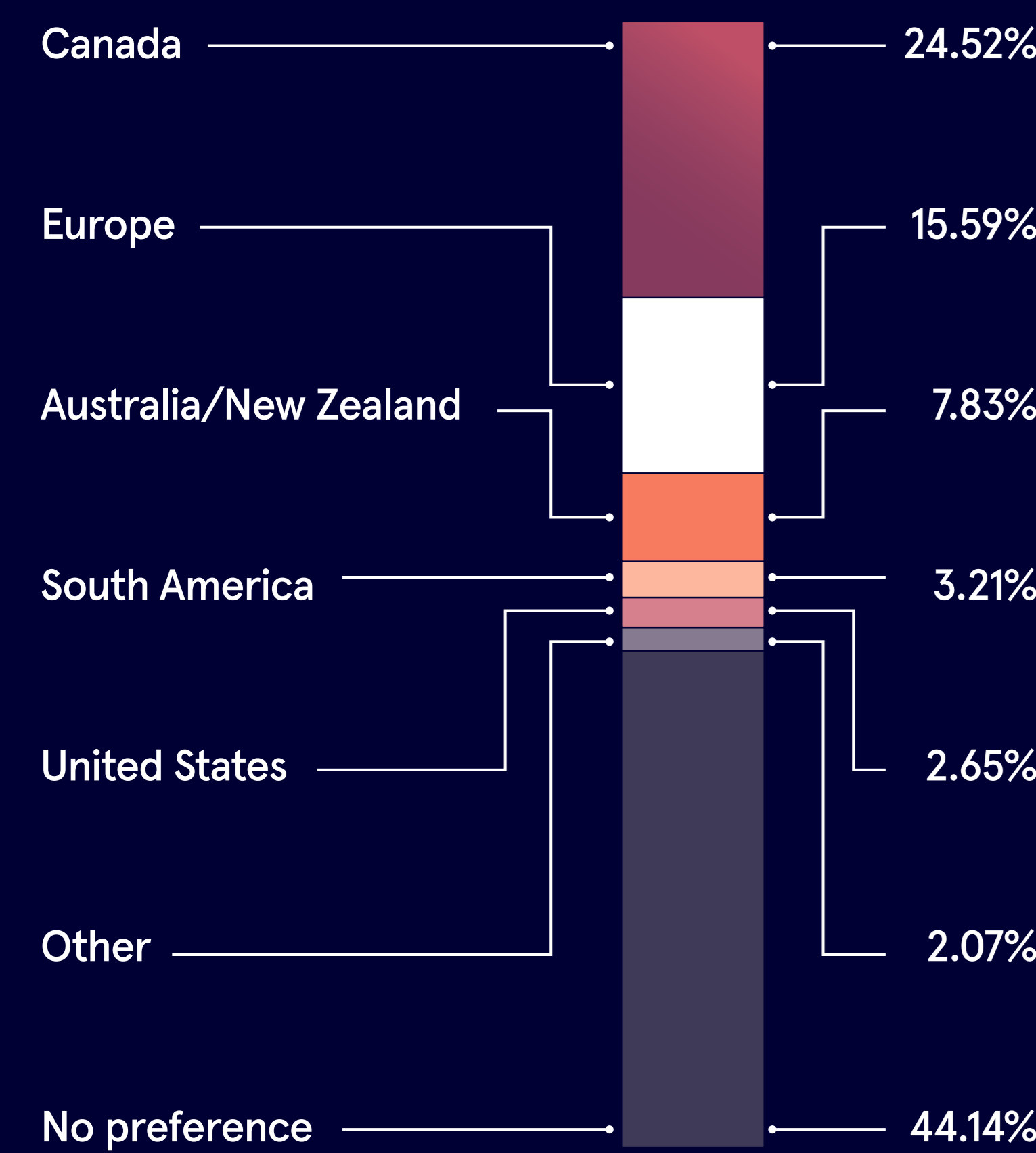


# WINE AROUND THE WORLD

The global wine industry generated \$370 billion in revenue in 2019 and is tipped for strong growth in the coming years. Currently the United States tops the leaderboard, when it comes to consumption, with Americans drinking an average of 3.7 litres each, but as China overtakes Italy for third position, it is clear that the global landscape is shifting

## CANADA'S WINE OF CHOICE... COMES FROM CANADA

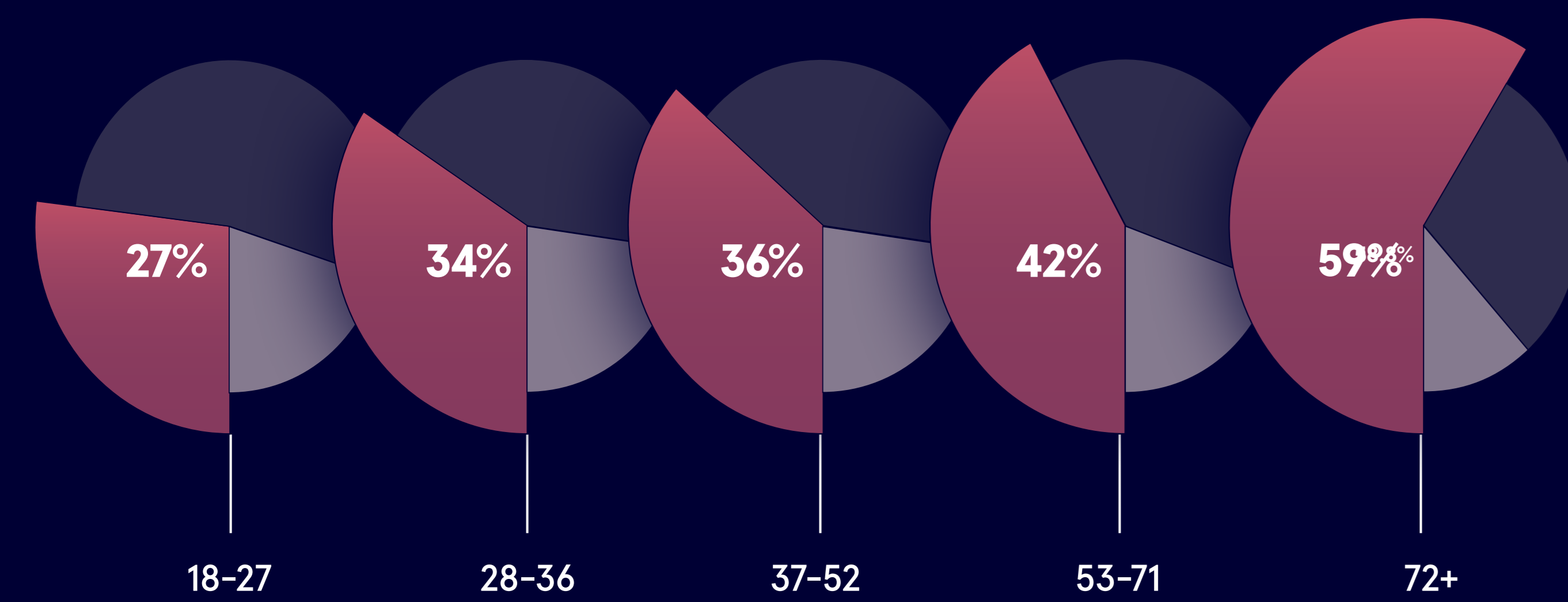
Wine origin preferred by Canadian consumers, as of July 2019



ProdegeMR 2019

## A TASTE FOR WINE COMES WITH AGE

Americans' favourite alcohol beverage by generation



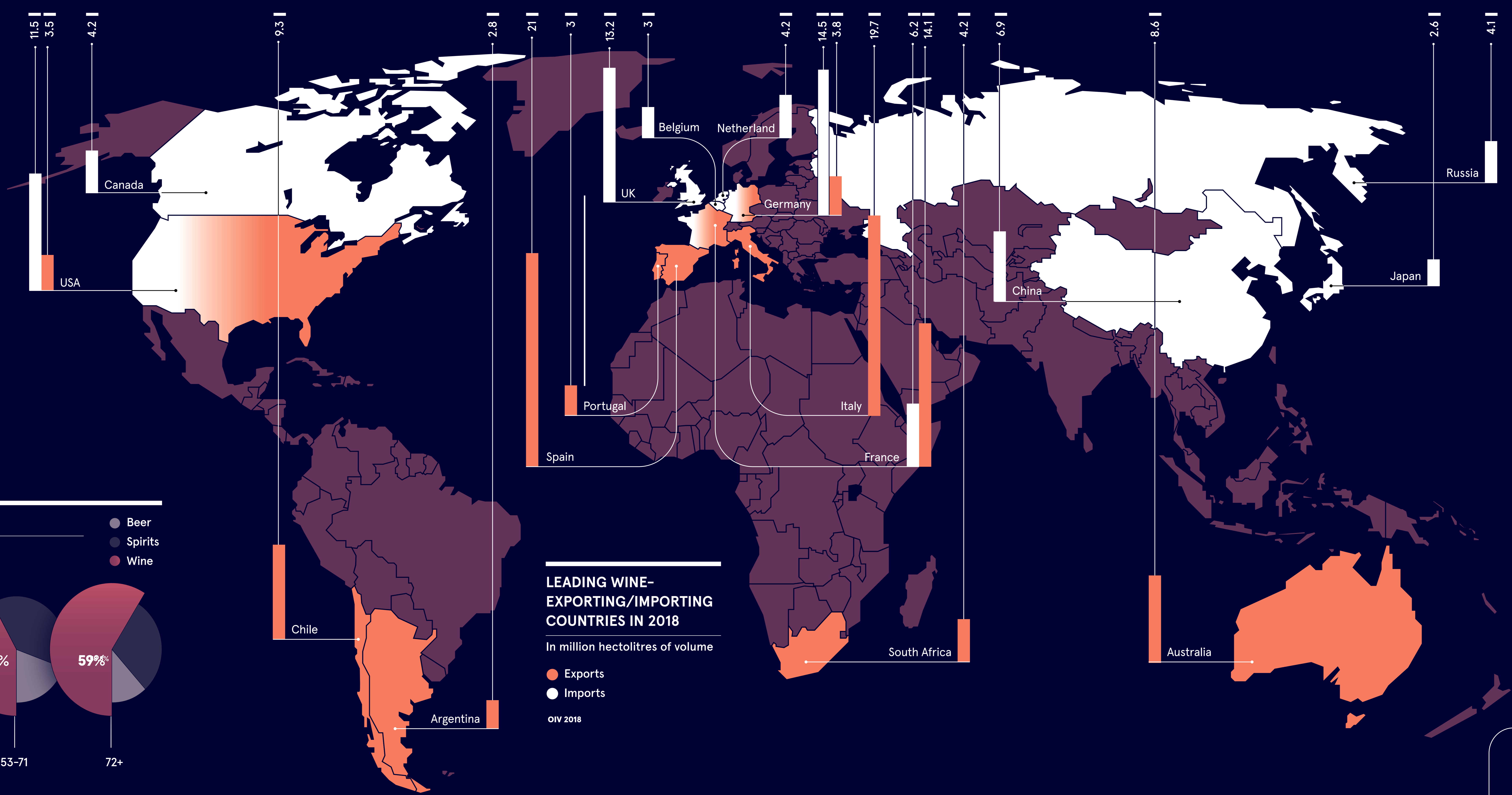
Trendsource 2019

## COUNTRIES WHERE MOST WINE REVENUE IS GENERATED

(\$ billion)

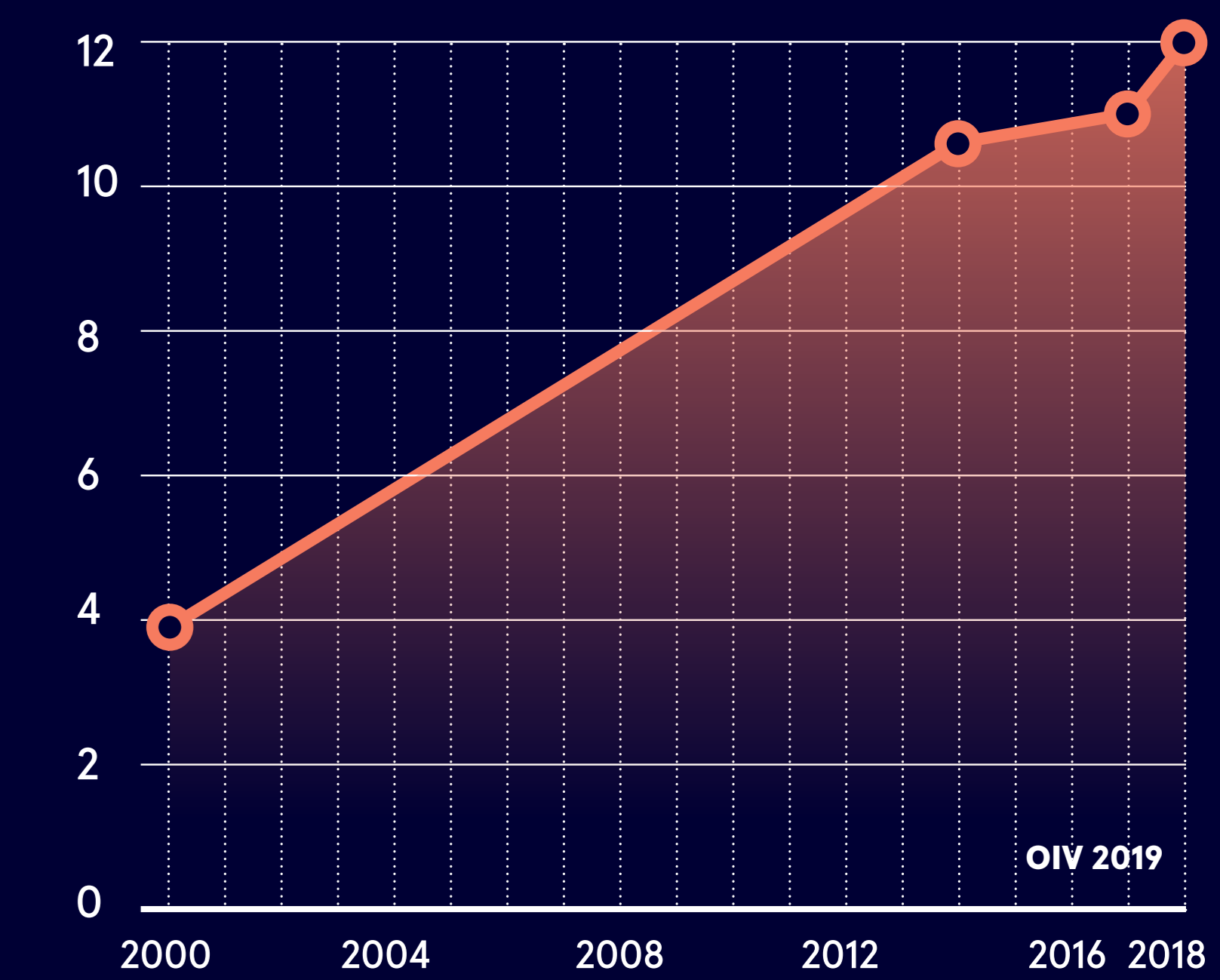
Statista 2019

RACONTEUR



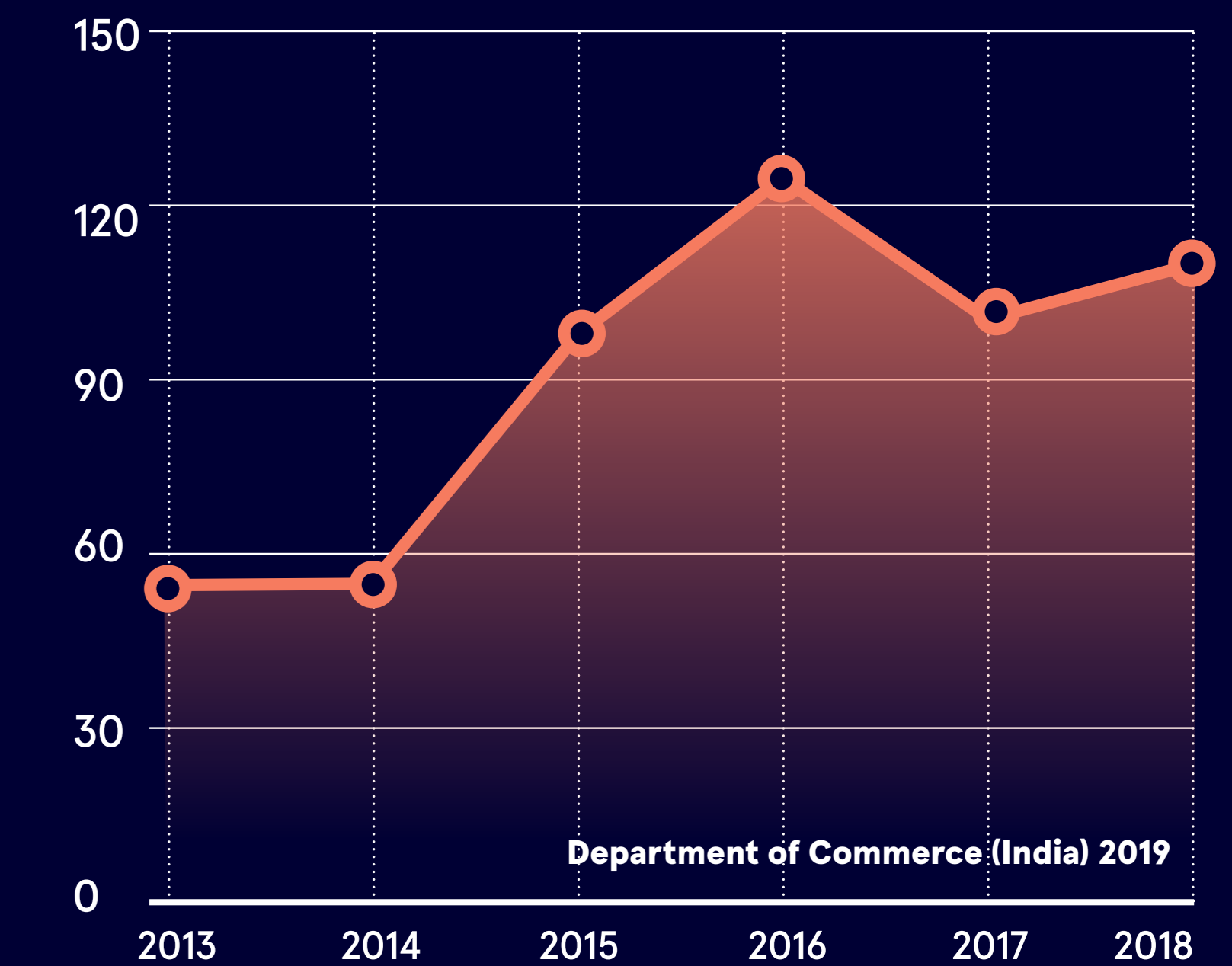
## SHARE OF CHINESE VINEYARDS IN GLOBAL WINE-GROWING REGIONS

From 2000 to 2018



## INDIA HAS A TASTE FOR ARGENTINIAN WINE

Volume of wine imports from Argentina to India, in thousand litres, 2013 to 2018



**\$12.79**

average price per unit for still wine worldwide

**\$38.33**

average price per unit for still wine in Indonesia