



THE WINE INDUSTRY IN AUSTRIA AND SINGAPORE

INTRODUCTION

Austria: Picturesque vineyards along the Danube, renowned for its quality white wines.

Singapore: A dynamic metropolis that has become a hub for the wine and food trade in Asia.

Shared passion: Wine transcends borders and brings together wine lovers from all over the world.

Objective of the presentation: To analyse the Austrian and Singaporean markets to determine the best export opportunities for our wine.



Austria

- **Population : 8,9 million**
- **Capital : Vienna**
- **Official language : German**
- **PIB in 2021 : 459 billion dollars**



- Austria is a country that produces a significant quantity of quality wines, particularly white and red wines
- The demand for wines in Austria is very strong : 230 million liters in 2020
- The current trend indicates that Austrian consumers are placing increasing importance on quality when it comes to wine
- In Austria, vineyards and the country's iconic grape varieties are an integral part of the landscape, culture, and daily life
- Red wines range from rich to fruity, and the sweet wines, with great finesse, are among the world's best
- Organic viticulture is gaining importance, contributing to the biodiversity of the wine ecosystem



- **The competition in the wine market is particularly fierce, with a strong demand for local wines, primarily white**
- **Wine production in Austria revolves around 3 million hectoliters**
- **The most important grape variety in Austria is Grüner Veltliner, representing 32.5% of the total cultivated area**
- **To a record export of Austrian wine, with 70.1 million liters**
- **The Austrian market may be challenging due to the presence of numerous established businesses in the country**
- **Their wine exports reached records during the year 2021, indicating the high quality and appreciation of their wines in various countries**



Opportunities for the wine sector in Austria

1

INCREASE IN WINE CONSUMPTION

Wine consumption in Austria is on the rise, especially among younger generations.

2

WINE TOURISM

Wine tourism is thriving in Austria. Vineyards offer tasting experiences, guided tours, and special events for visitors, creating an opportunity for wine-related tourism.

3

SPARKLING WINE MARKET

Austrian sparkling wine production, especially Sekt, is on the rise. Quality sparkling wines are sought after for special occasions.

4

WINE EVENTS

Wine fairs, festivals, and oenological events attract a growing audience. Producers and distributors can promote their wines at these events.





Requirements for import in Austria



FOLLOWS THE RULES OF UE

Austria, like its EU neighbors, enjoys a high degree of freedom when it comes to imports from other EU countries.

COLLABORATION WITH KEY ACTORS

Importers, wholesale distributors, local producers, or distribution chains

SUBJECT TO VAT

Subject to import value-added tax (VAT), calculated based on the customs value of the imported goods

MUST RESPECT THE QUOTAS

Obligation to provide an export license from the country of origin



SINGAPORE WINE MARKET



SOME NUMBERS

Population : 6,2 millions of people

Size : 7 times the size of Paris

Average Salary : 4.700 €

GDP : per capita is the highest in the world with 58,394 €

IDH : 0,939 (One is the best) Rank 12 in the world

SITUATION

- At the end of the Malaysian Peninsula
- Near to the Singapore Strait > Better for the economy
- After Monaco, Singapore has the highest population density in the world.



Current Wine Demand in Singapore



- Wine consumption in 2020: 12.28 million liters (2.1 liters per capita, approximately 0.05% of the global total consumption).
- Growing demand due to the rise of the middle class and increased purchasing power.
- Strong preference for wines from France, Italy, Spain, and Australia.
- Appreciation for diversity in terms of grape varieties, styles, and price ranges.
- Wine consumption at home, in restaurants, bars, clubs, and special events.



The Wine Market in Singapore

- Constant expansion of the wine market, doubling consumption between 2000 and 2010.
- Status as a "dynamic market" according to the International Organisation of Vine and Wine in 2021.
- Massive wine imports in 2020: 121.65 million liters (20.6 liters per capita).
- Import value: 530 million euros.
- Dramatic increase in import volume (242.5% between 2018 and 2020).
- Strategic re-export to Vietnam, Malaysia, China, Japan, and Taiwan.





Market Evolution and the Role of France



- Dominance of the beer market (87.3%), but promising growth prospects for wine.
- France leading wine supplier in terms of volume (43.7% market share) and value (72.1%).
- Import of French wine in 2020: 13.87 million liters, 447.93 million euros.
- Significant impact of the COVID-19 pandemic: increased home consumption, but expected rebound with tourism.
- Trends: demand for traditional wines, sparkling wines, and fortified wines.

Market Opportunities in Singapore



- Niche Products: French producers can excel by offering niche products like organic, natural, or biodynamic wines.
- Growing Spirits Demand: Renowned French spirits, such as cognac, are in high demand.
- Environmental Standards: Strict environmental regulations offer a competitive edge to environmentally-conscious producers.



Consumer Trends in Singapore



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- Health and Environment Focus: Growing demand for organic and sulfite-free wines driven by health and environmental concerns.
- Sparkling Wine Popularity: Sparkling wines like champagne and prosecco are favored during celebrations.
- Wine Education: People seek wine knowledge and affordable, quality options. Online sales are thriving.



Challenges and Regulations



- Strong Local Competition: Straits Wine Company, Crystal Wines, and Vinomofo.
- Importation Process: Requires import license, customs declaration, customs duties, quality checks, and local compliance. Working with local partners is recommended.

CONCLUSION

In conclusion, after a detailed examination of the wine markets in Austria and Singapore, it is increasingly evident that the Singaporean market offers a series of significant advantages for wine producers looking to export their products.
