FÓRUM ANUAL VINHOS DE PORTUGAL EXPORTAÇÕES

MARIA JOÃO REAL DIAS
IVV, IP

Lisboa, 25 de novembro de 2020

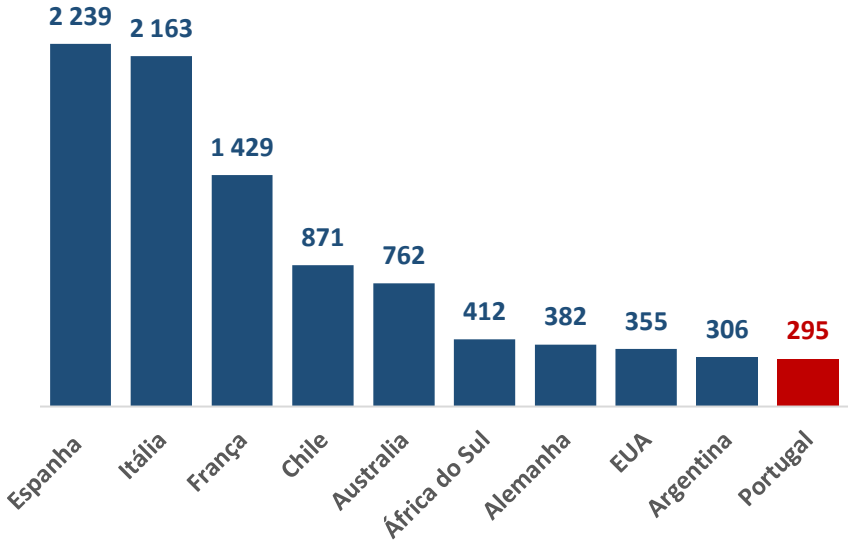
1

EXPORTAÇÕES NACIONAIS DE VINHO

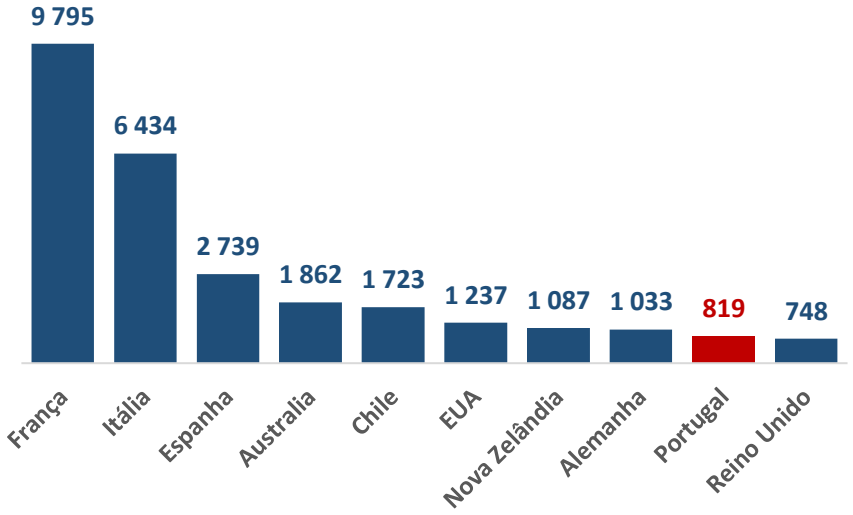
PERSPETIVA GLOBAL – 2010 A 2019

EXPORTADORES MUNDIAIS (2019) – TOP 10

VOLUME (MILHÕES LITROS)

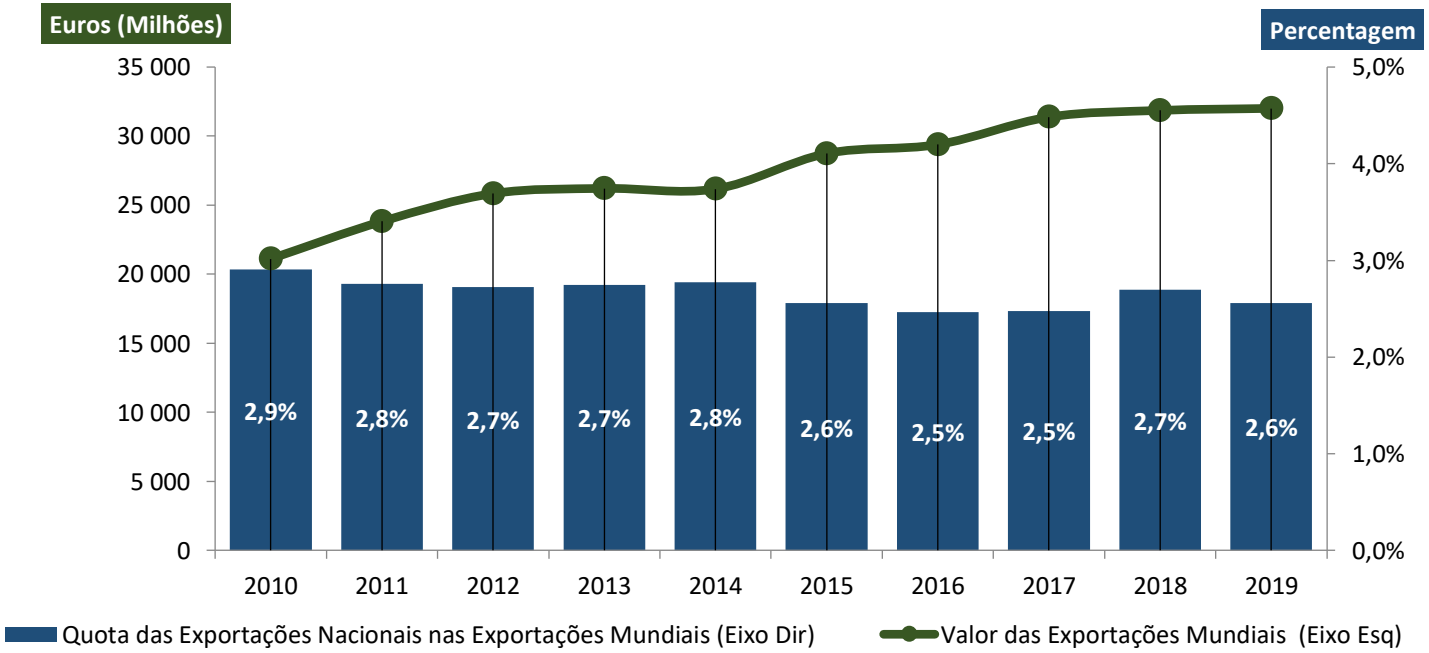


VALOR (MILHÕES EUROS)

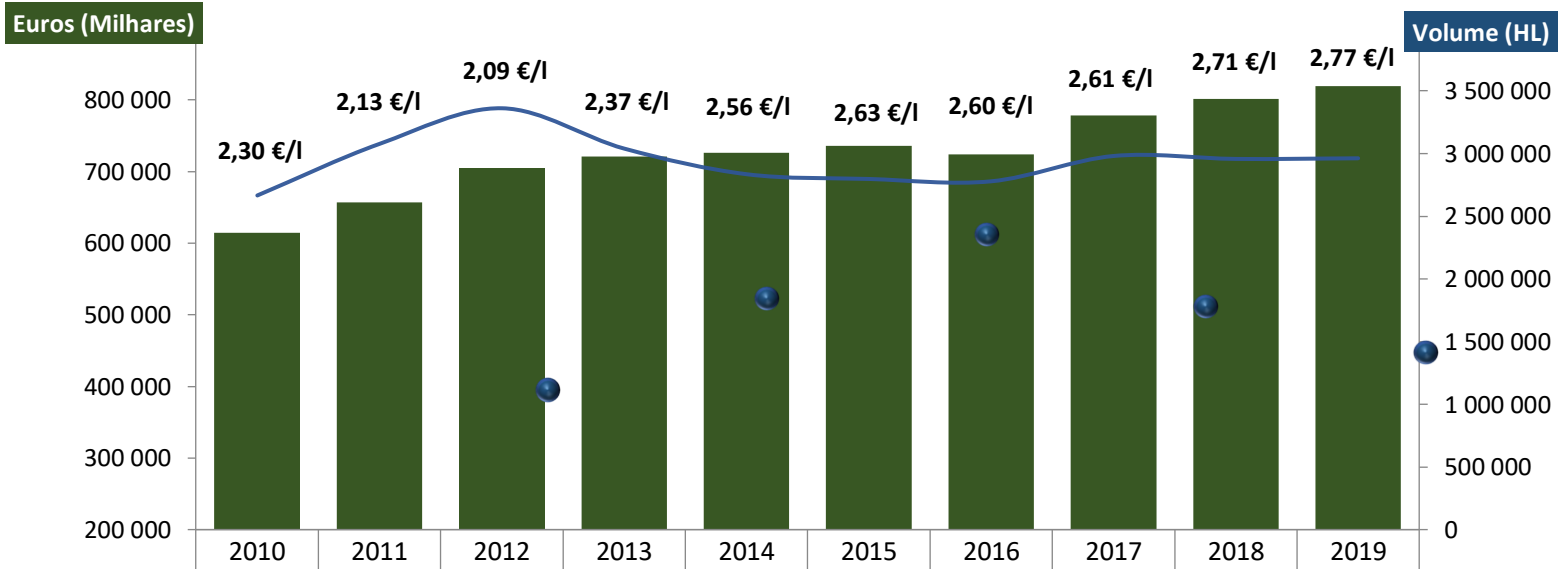


FONTE: INTERNATIONAL TRADE STATISTICS

PORTUGAL NO MERCADO GLOBAL



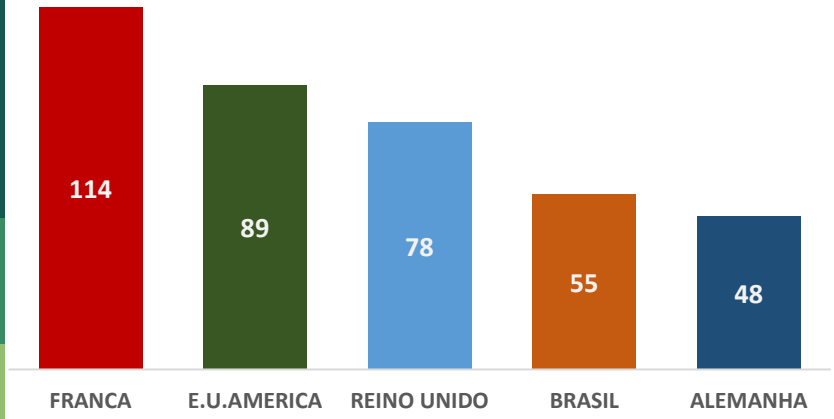
PORTUGAL - EVOLUÇÃO DAS EXPORTAÇÕES



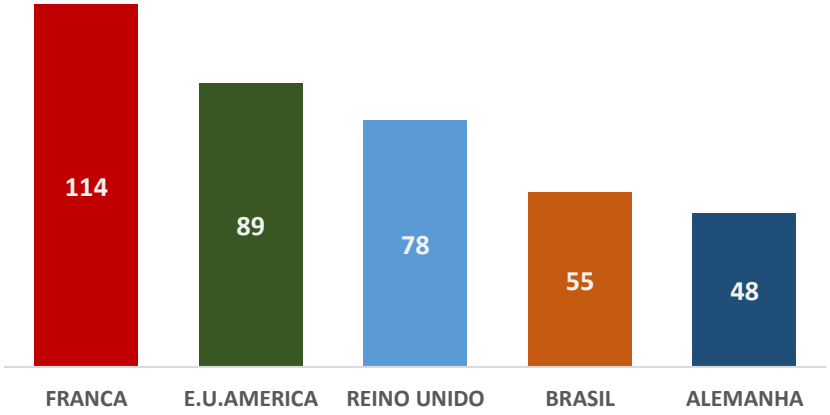
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Valor (Eixo Esq)	614 380	656 918	703 505	720 794	726 285	735 534	723 974	778 041	801 217	819 402
Volume (Eixo Dir)	2 666 45	3 078 61	3 362 67	3 040 61	2 836 16	2 798 18	2 779 50	2 981 56	2 958 19	2 963 21

PORTUGAL - TOP 5 MERCADOS DE DESTINO 2019

VALOR (MILHÕES EUROS)



VOLUME (MILHÕES LITROS)



5 MAIORES MERCADOS DE DESTINO EM VALOR REPRESENTAM:

47,1% DO VALOR TOTAL EXPORTADO

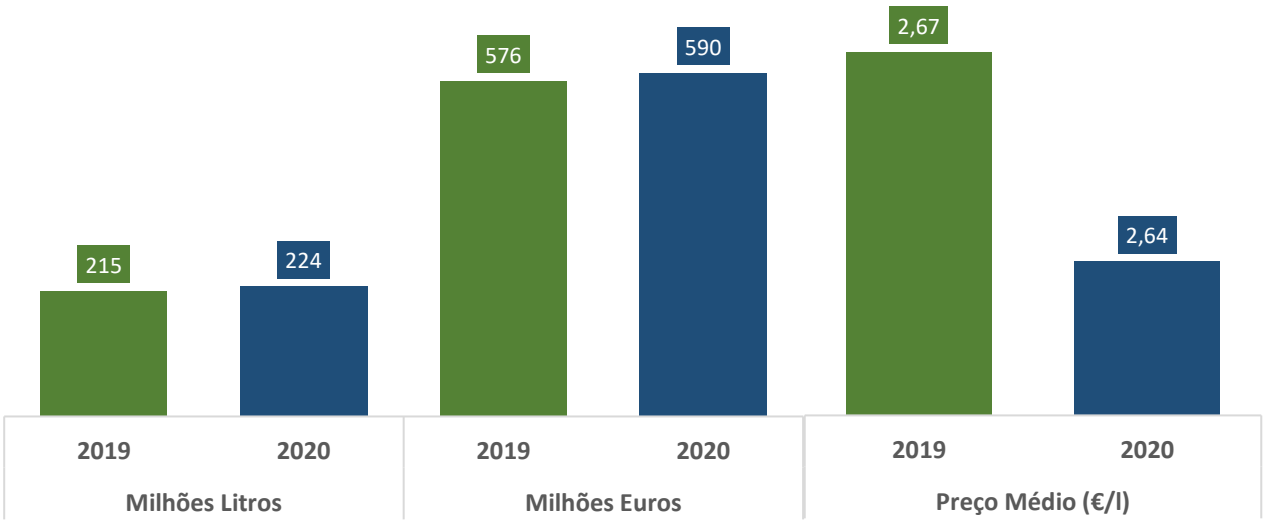
43,6% DO VOLUME TOTAL EXPORTADO

2

EXPORTAÇÕES NACIONAIS DE VINHO

JANEIRO A SETEMBRO 2020

PORTUGAL - JAN A SET 2020 VS 2019



Janeiro a Setembro
Δ 2020 - 2019

VOLUME

3,8%

VALOR

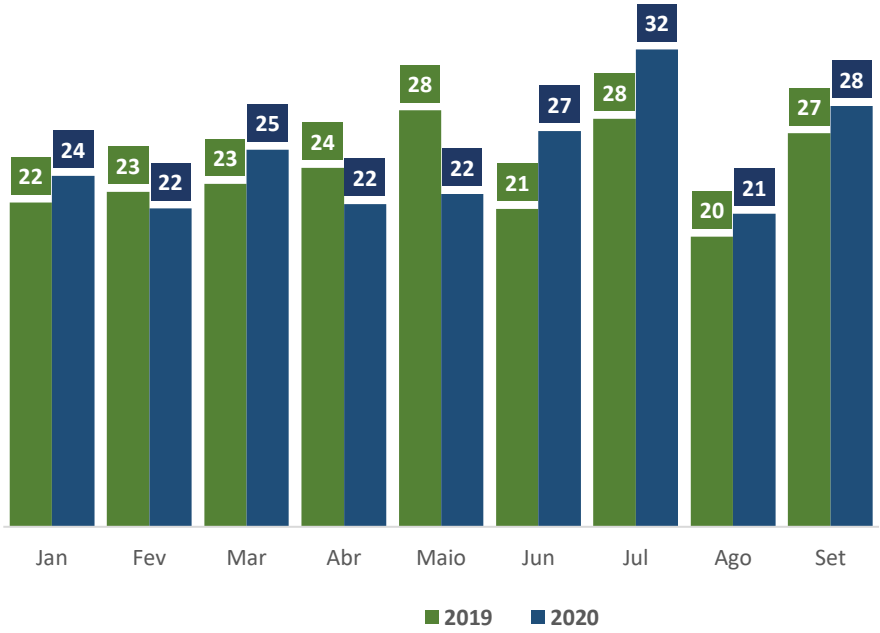
2,4%

PREÇO MÉDIO

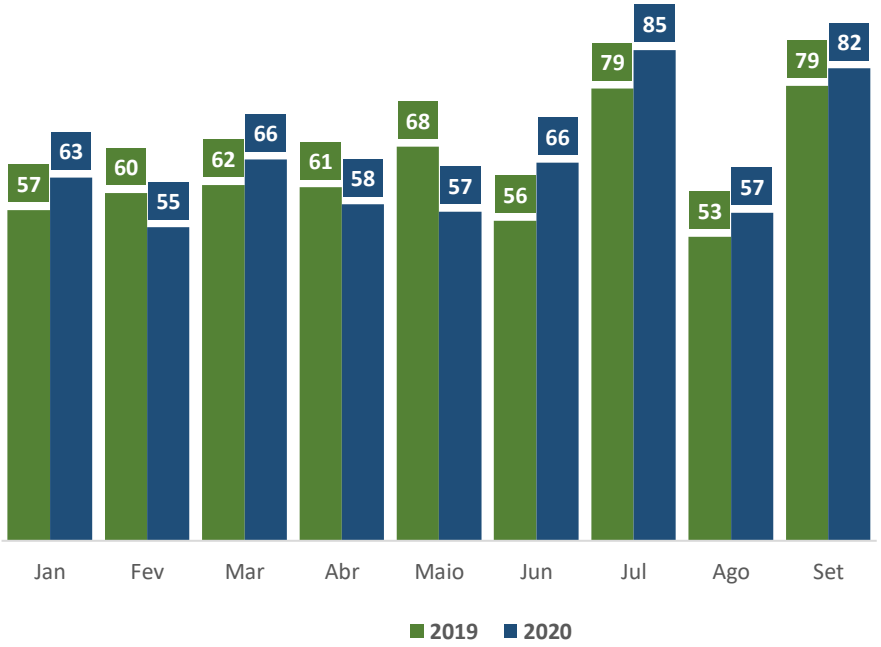
1,3%

PORTUGAL – EVOLUÇÃO MENSAL 2020 *VS* 2019

VOLUME (MILHÕES LITROS)

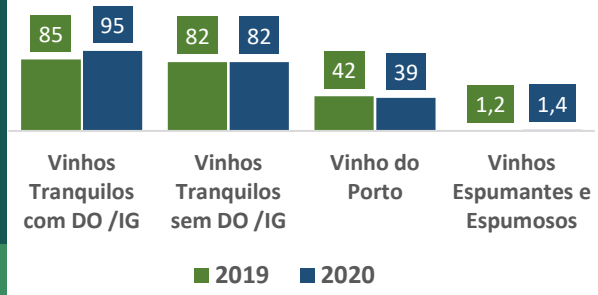


VALOR (MILHÕES EUROS)

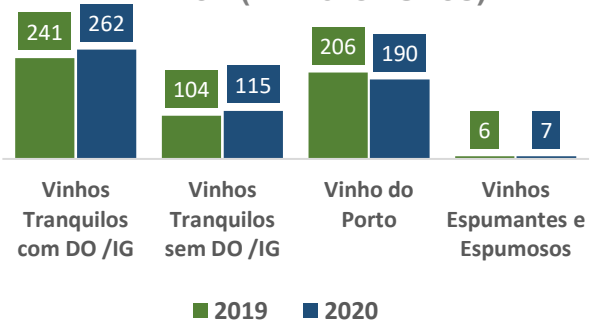


PORTUGAL – TIPO DE PRODUTO
JAN – SET 2020 *VS* 2019

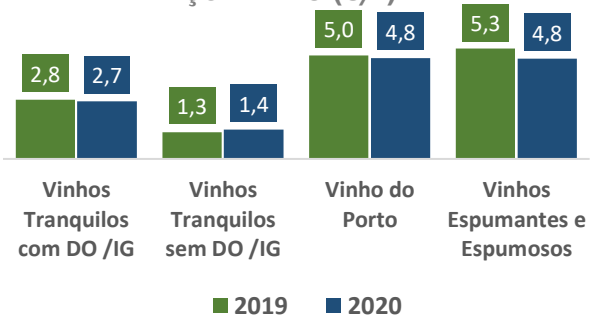
VOLUME (MILHÕES LITROS)



VALOR (MILHÕES EUROS)

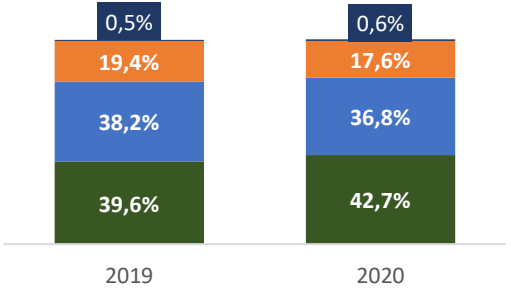


PREÇO MÉDIO (€/l)

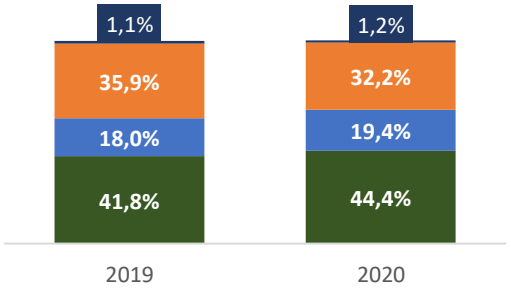


PESO POR TIPO DE PRODUTO EM VOLUME E VALOR

%

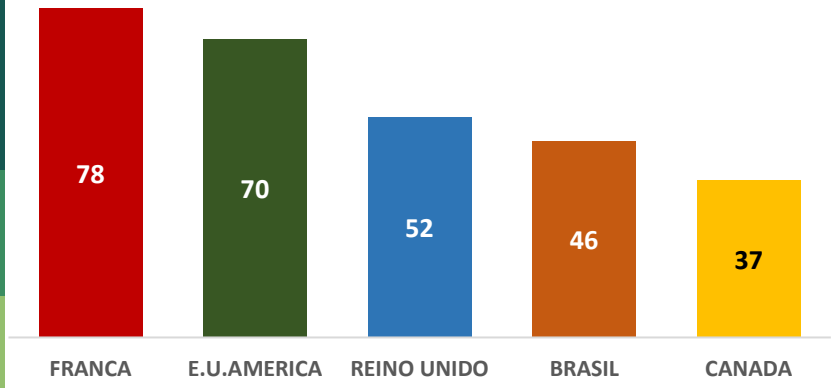


- Vinhos Espumantes e Espumosos
- Vinho do Porto
- Vinhos Tranquilos sem DO /IG
- Vinhos Tranquilos com DO /IG

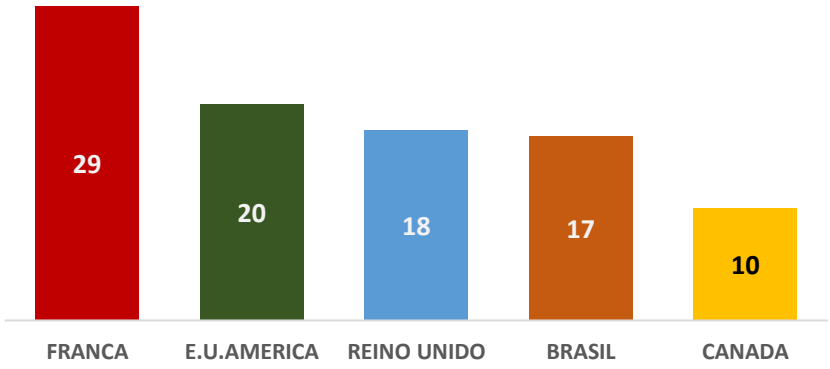


PORTUGAL - TOP 5 MERCADOS DE DESTINO 2020

VALOR (MILHÕES EUROS)



VOLUME (MILHÕES LITROS)



5 MAIORES MERCADOS DE DESTINO EM VALOR REPRESENTAM:

48,1% DO VALOR TOTAL EXPORTADO

41,6% DO VOLUME TOTAL EXPORTADO

3

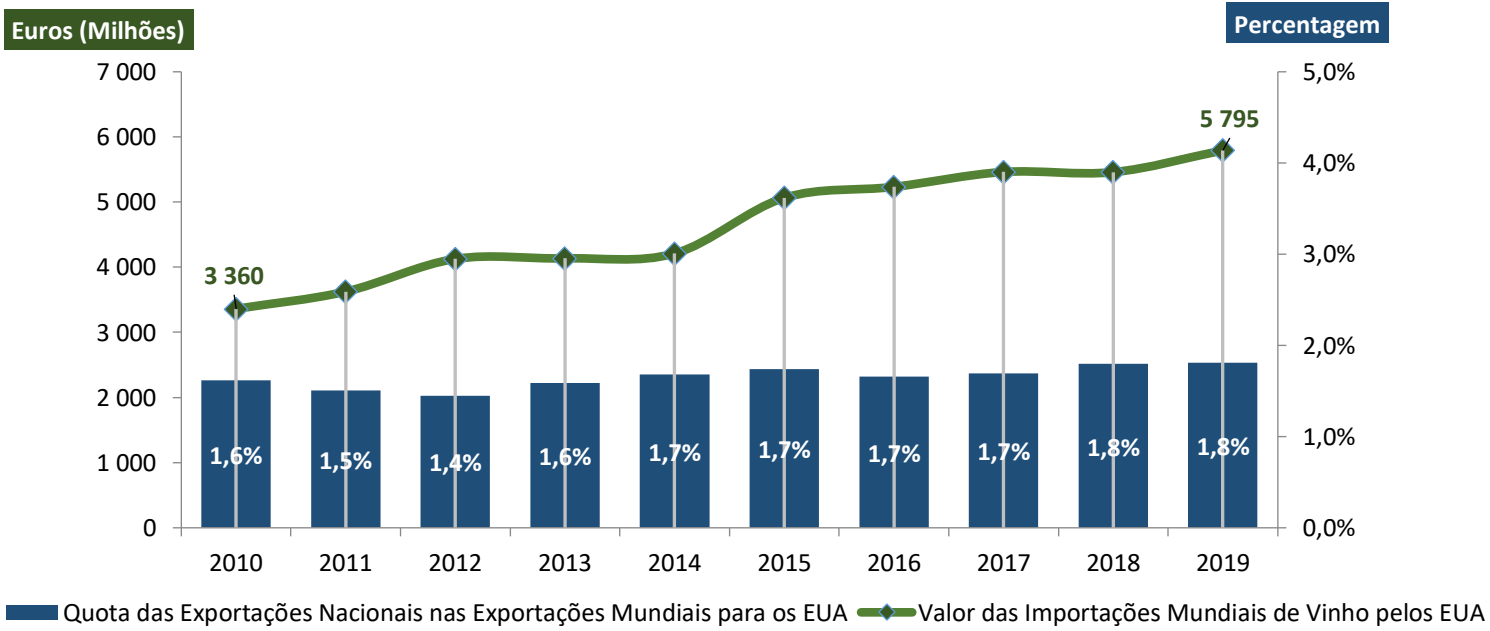
5 MAIORES IMPORTADORES MUNDIAIS DE VINHO

COMPORTAMENTO DE PORTUGAL NESSES MERCADOS

E.U.A.

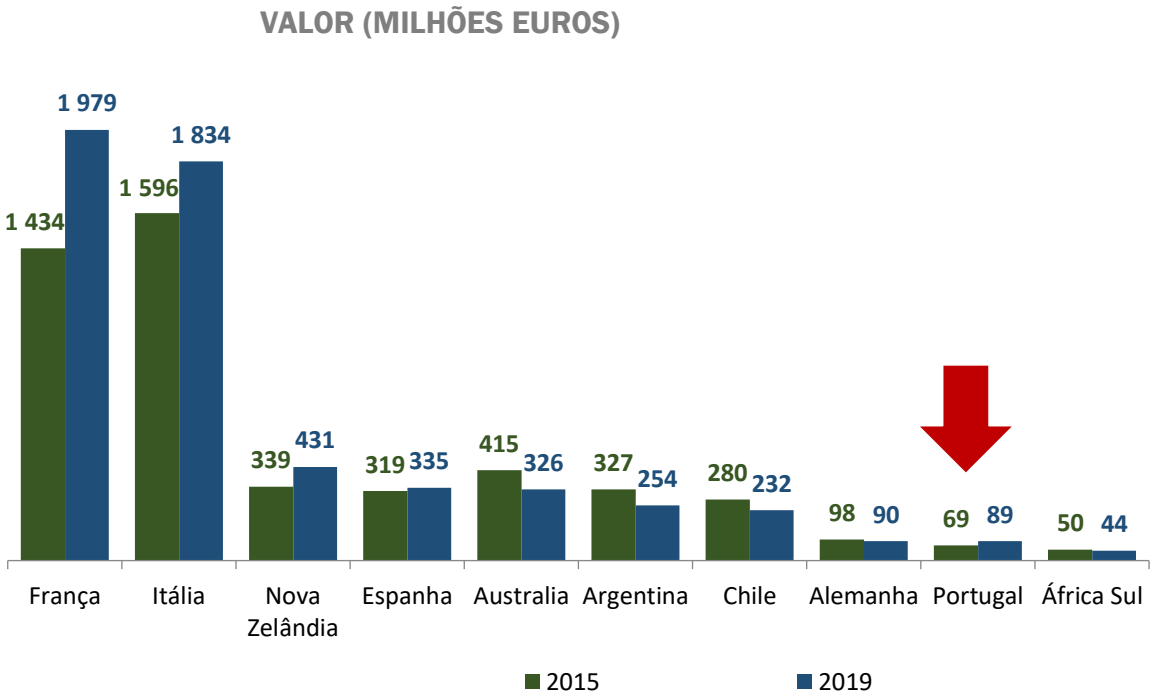
MAIOR IMPORTADOR MUNDIAL DE VINHO EM 2019

PORTUGAL – EUA EVOLUÇÃO DAS EXPORTAÇÕES 2010-2019



FONTE: INTERNATIONAL TRADE STATISTICS

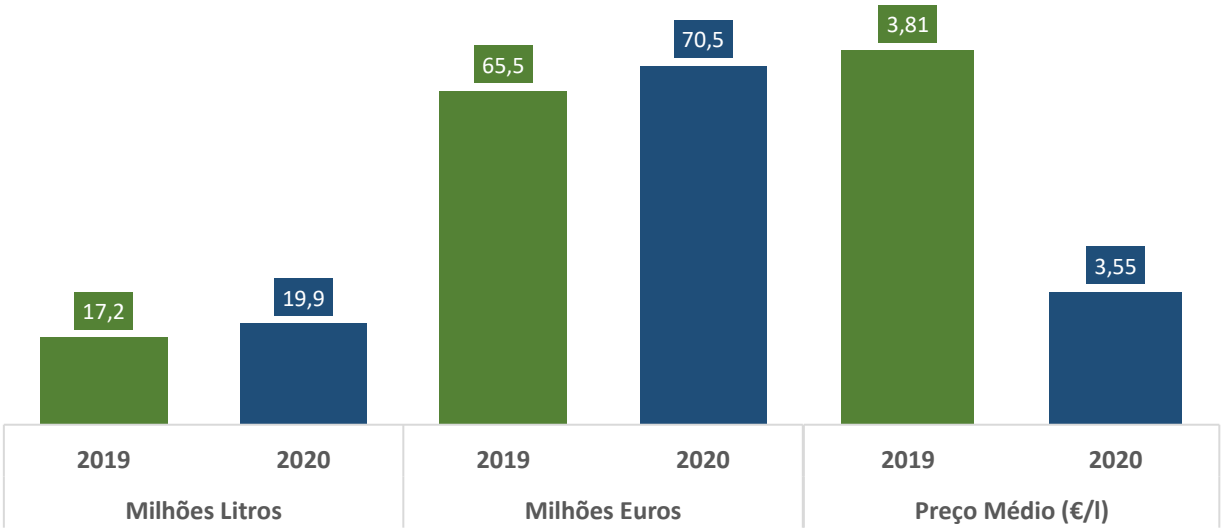
EUA
RANKING DOS 10 MAIORES EXPORTADORES



2019
PT – 9.º MAIOR EXPORTADOR PARA OS EUA

FONTE: INTERNATIONAL TRADE STATISTICS

PORTUGAL - EUA
JANEIRO A SETEMBRO



Janeiro a Setembro
Δ 2020 - 2019

VOLUME

15,7%

VALOR

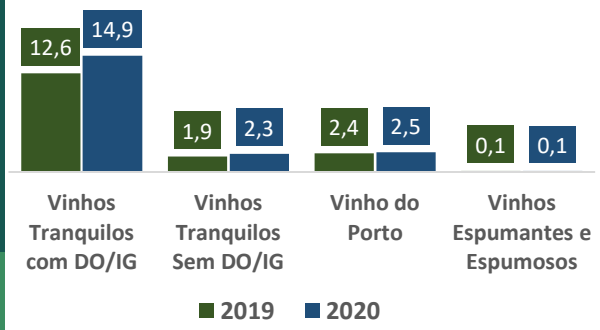
7,6%

PREÇO MÉDIO

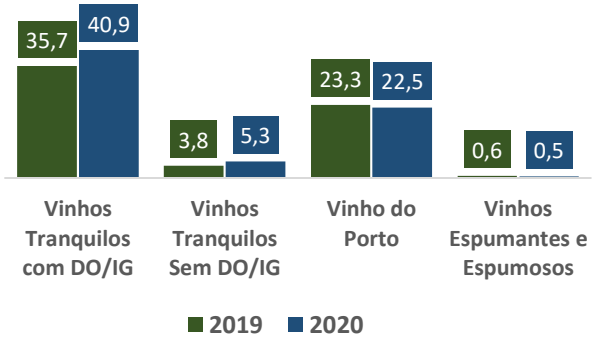
7,0%

PORTUGAL – EUA
TIPO DE PRODUTO
JANEIRO A SETEMBRO

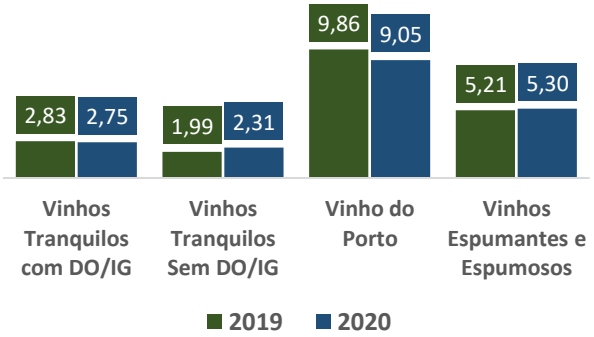
VOLUME (MILHÕES LITROS)



VALOR (MILHÕES EUROS)

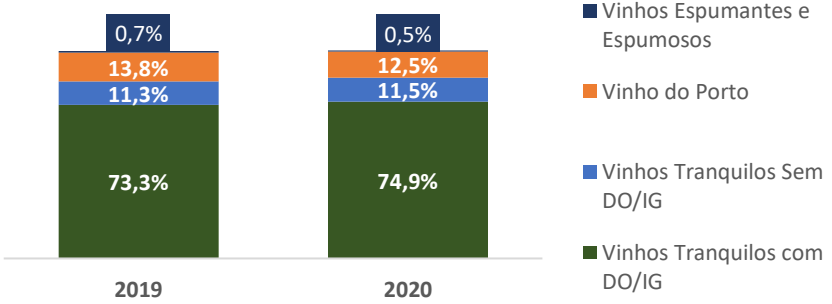


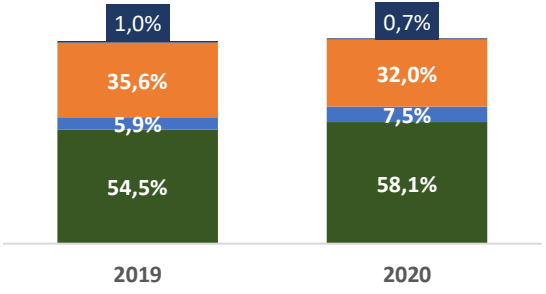
PREÇO MÉDIO (€/l)



PESO POR TIPO DE PRODUTO EM VOLUME E VALOR

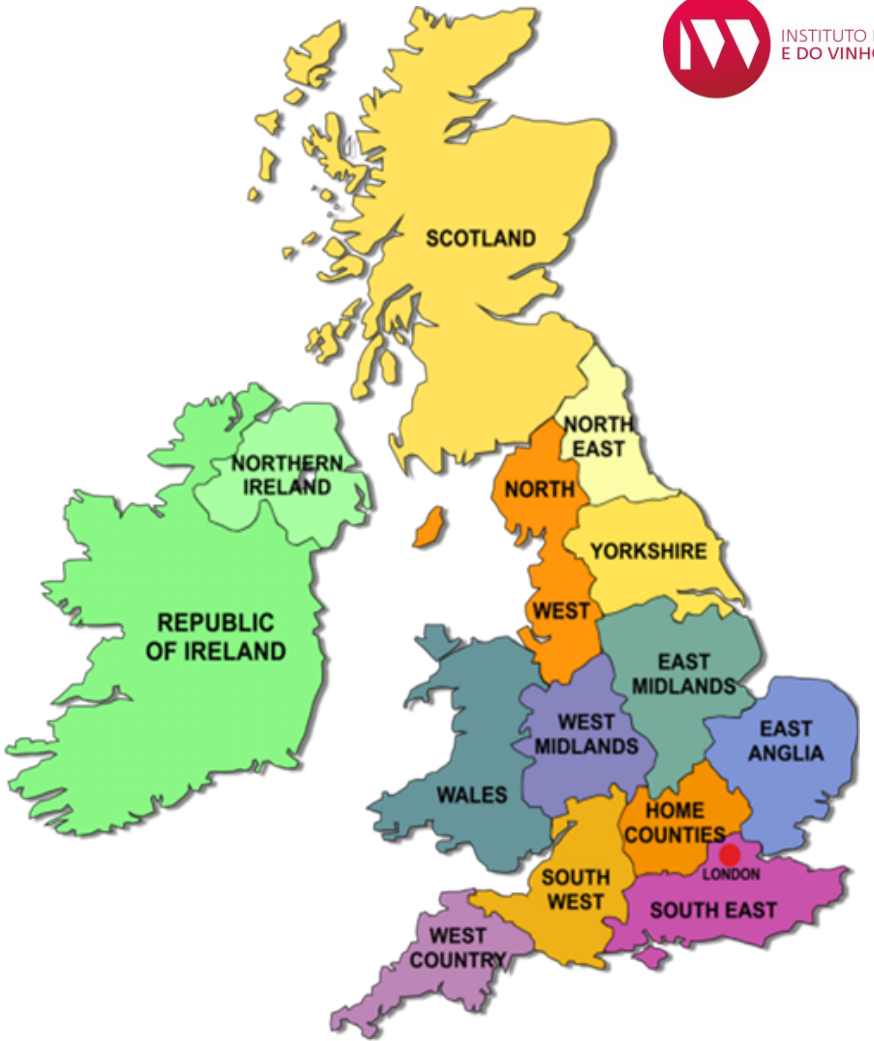
%



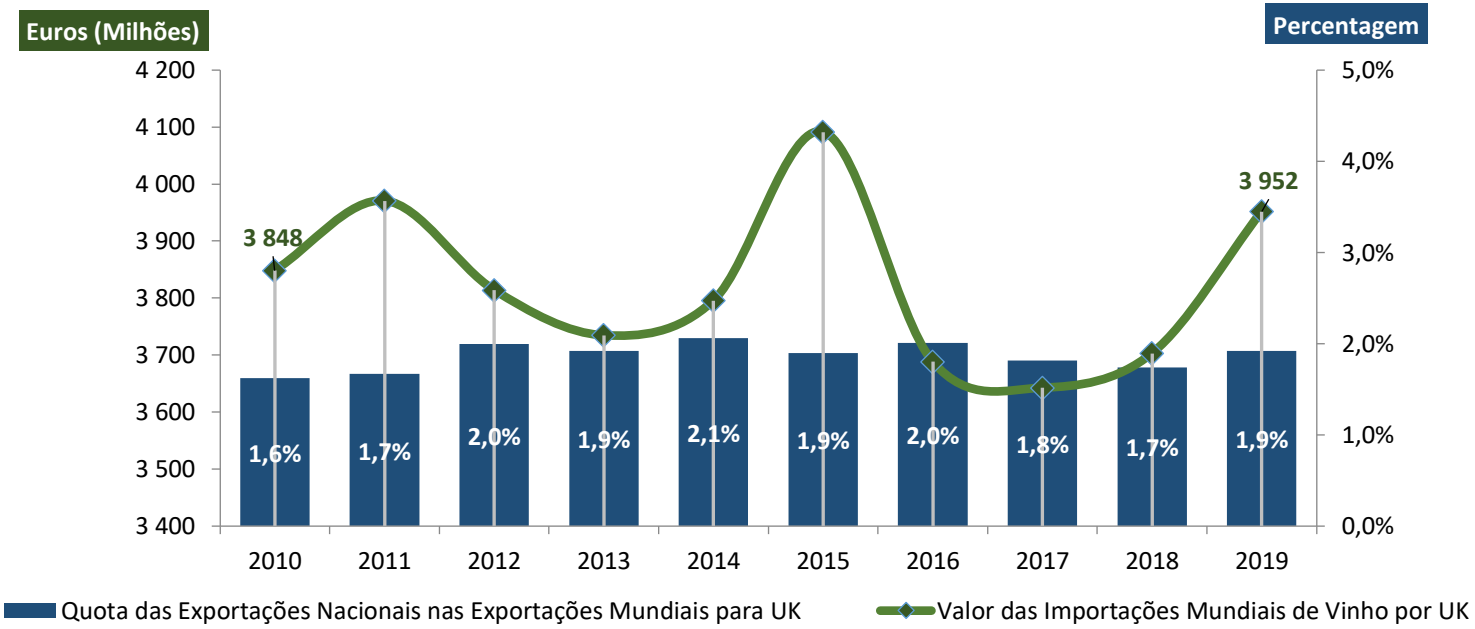


REINO UNIDO

2.ºMAIOR IMPORTADOR MUNDIAL DE VINHO EM 2019

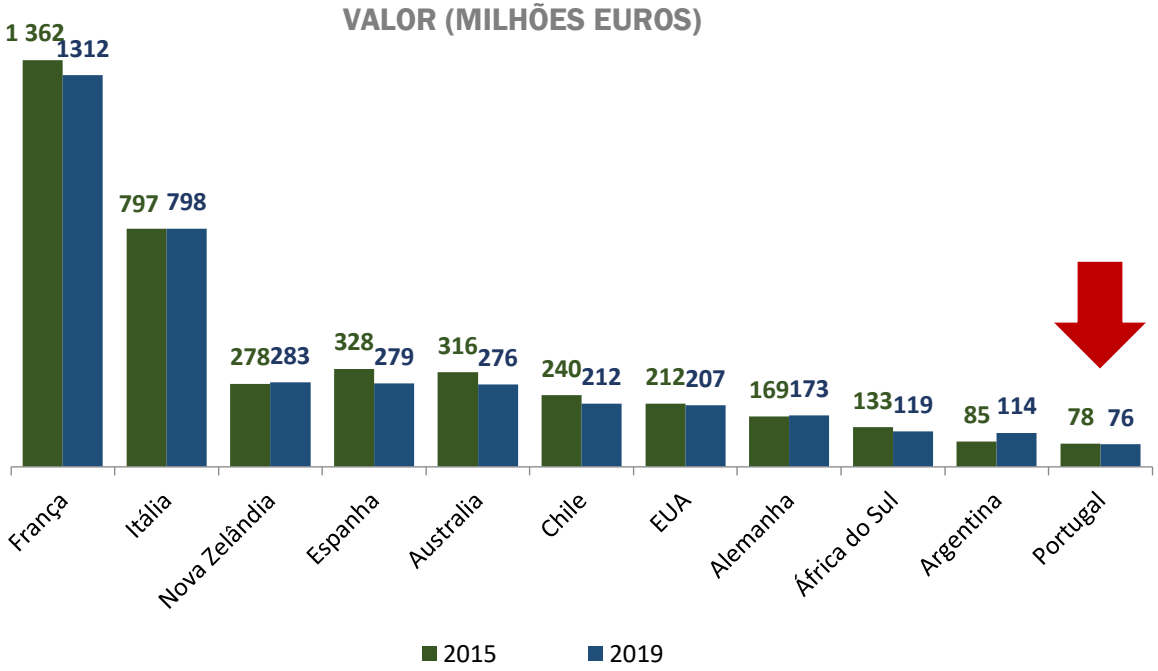


PORTUGAL – REINO UNIDO



FONTE: INTERNATIONAL TRADE STATISTICS

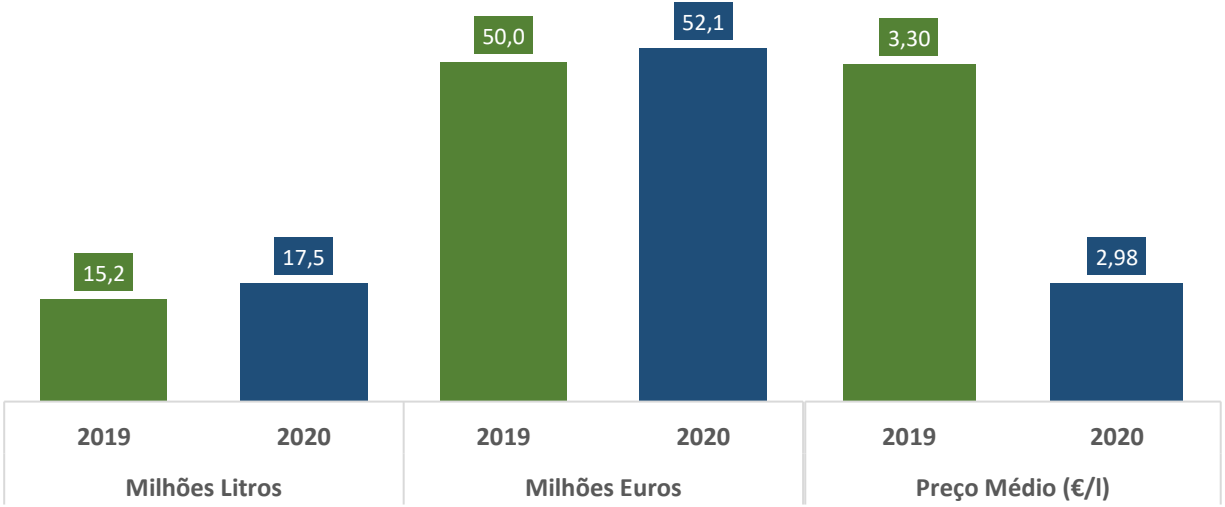
REINO UNIDO
RANKING DOS 10 MAIORES EXPORTADORES



2019
PT – 11.º MAIOR EXPORTADOR PARA O REINO UNIDO

FONTE: INTERNATIONAL TRADE STATISTICS

PORTUGAL - REINO UNIDO
JANEIRO A SETEMBRO



Janeiro a Setembro
Δ 2020 - 2019

VOLUME

15,4%

VALOR

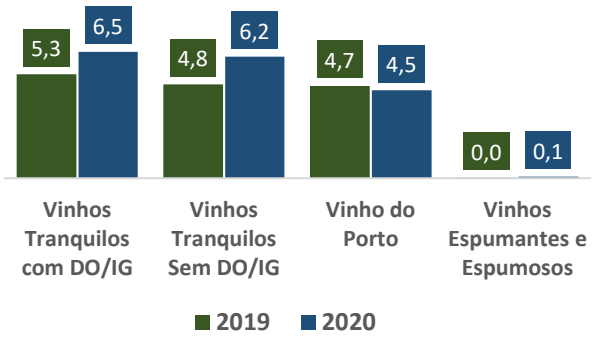
4,1%

PREÇO MÉDIO

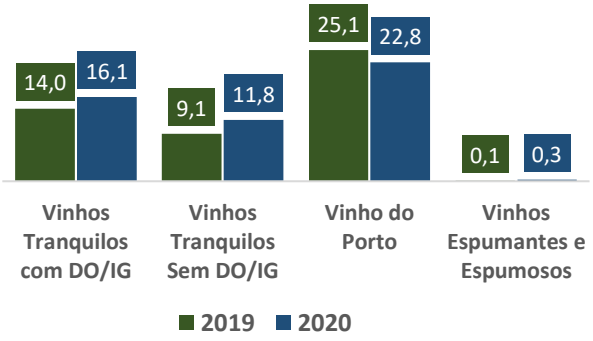
9,8%

PORTUGAL – REINO UNIDO
TIPO DE PRODUTO
JANEIRO A SETEMBRO

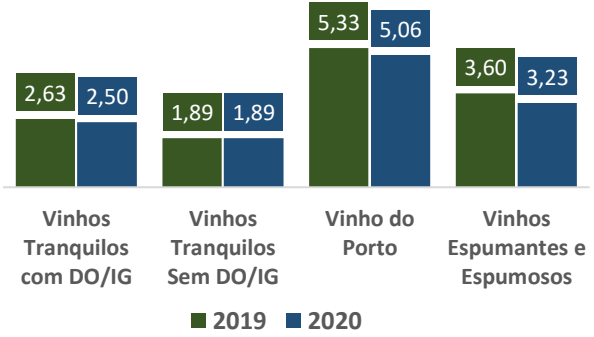
VOLUME (MILHÕES LITROS)



VALOR (MILHÕES EUROS)

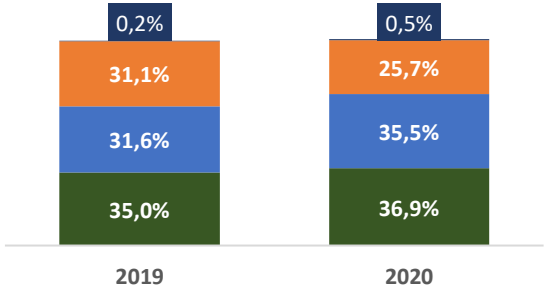


PREÇO MÉDIO (€/l)

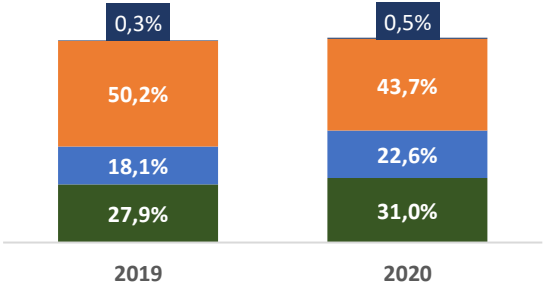


PESO POR TIPO DE PRODUTO EM VOLUME E VALOR

%



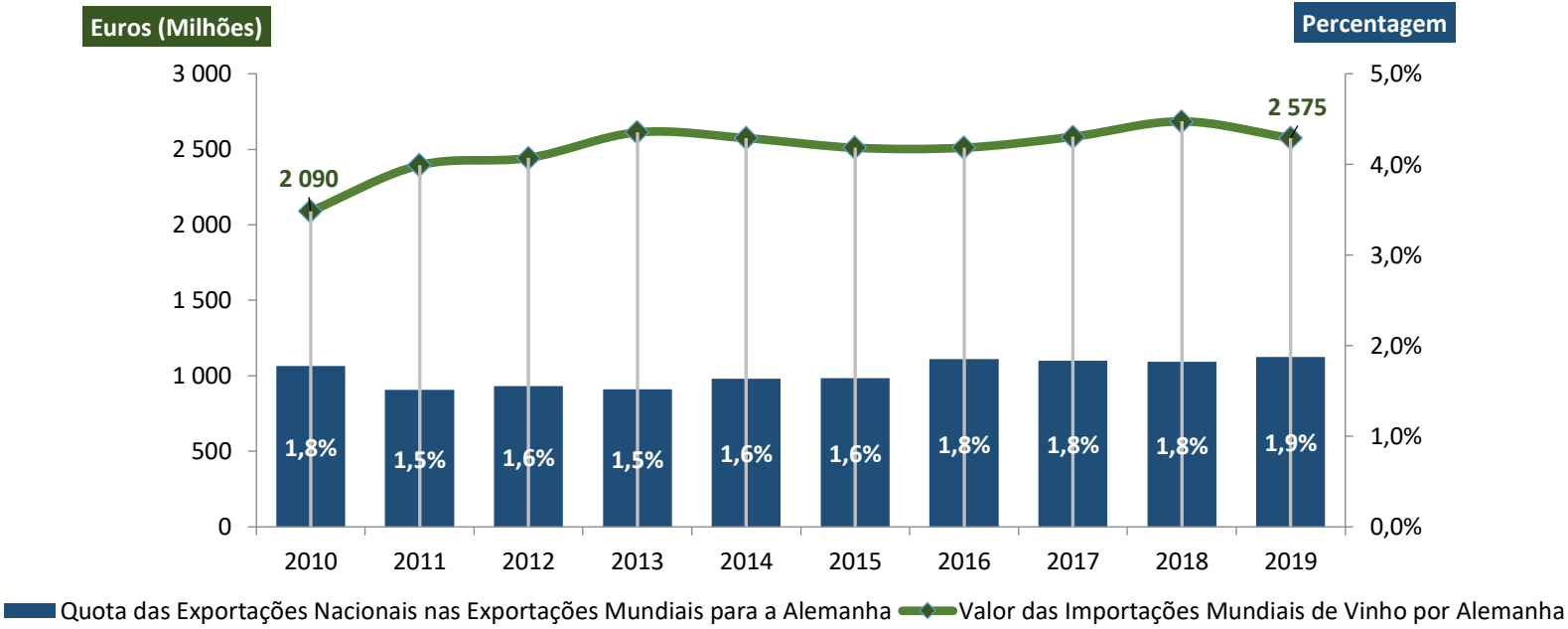
- Vinhos Espumantes e Espumosos
- Vinho do Porto
- Vinhos Tranquilos Sem DO/IG
- Vinhos Tranquilos com DO/IG



ALEMANHA

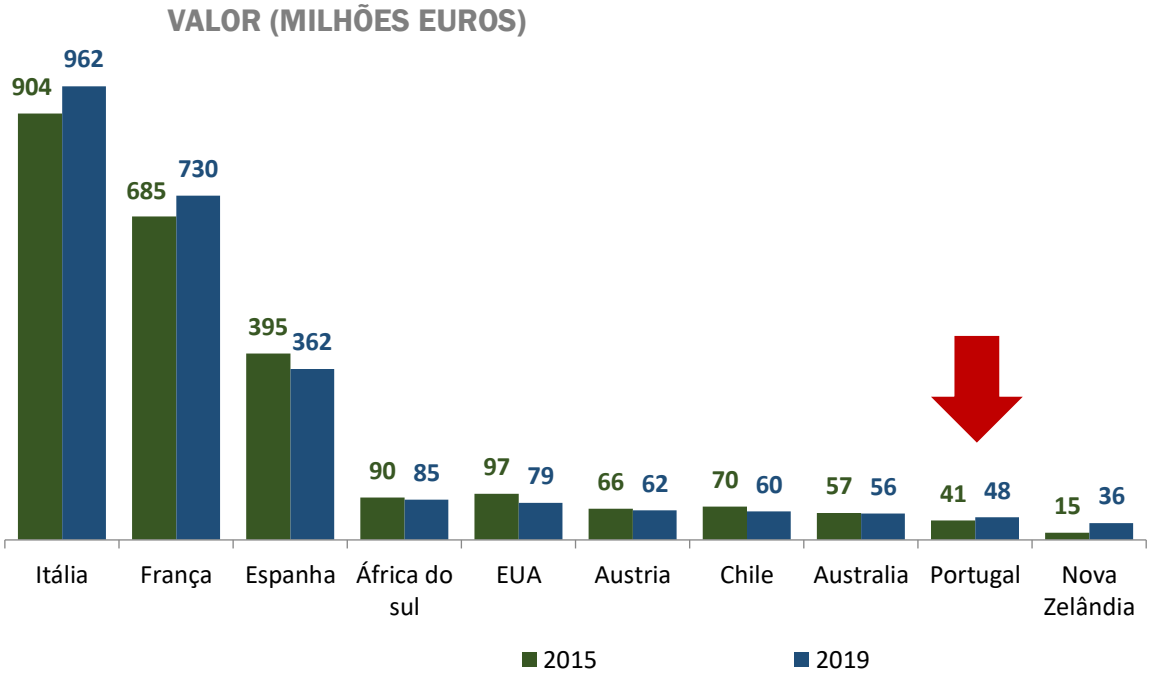
3.ºMAIOR IMPORTADOR MUNDIAL DE VINHO EM 2019

PORTUGAL – ALEMANHA



FONTE: INTERNATIONAL TRADE STATISTICS

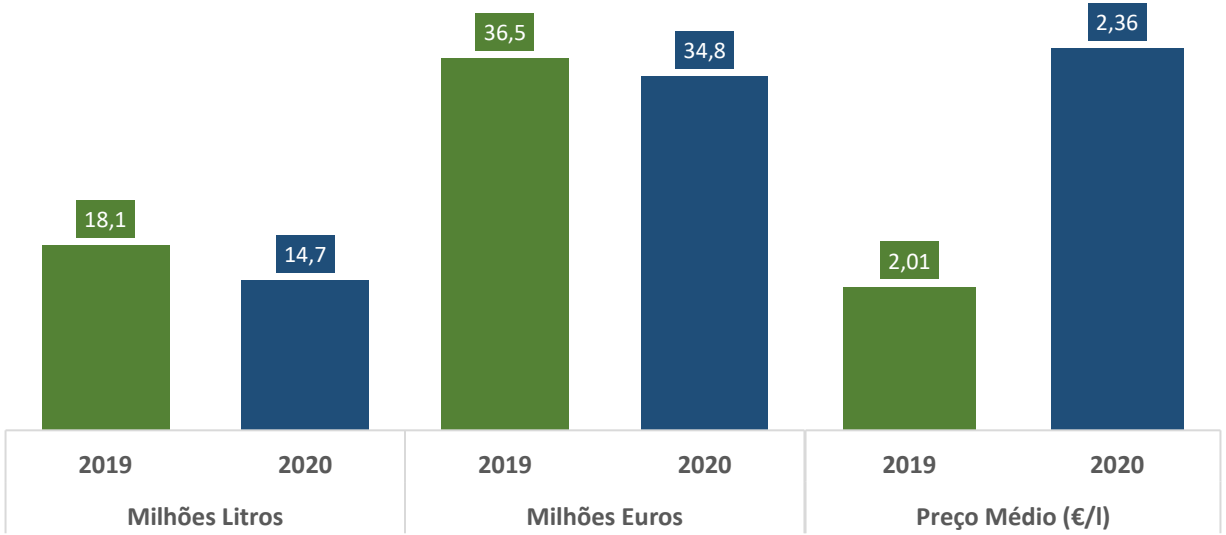
ALEMANHA
RANKING DOS 10 MAIORES EXPORTADORES



2019
PT –9.º MAIOR EXPORTADOR PARA A ALEMANHA

FONTE: INTERNATIONAL TRADE STATISTICS

PORTUGAL - ALEMANHA
JANEIRO A SETEMBRO



Janeiro a Setembro
Δ 2020 - 2019

VOLUME

18,9%

VALOR

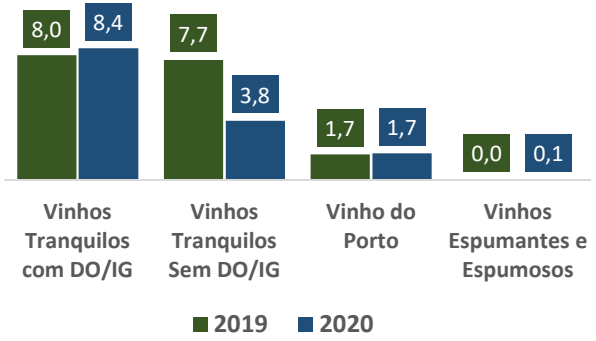
4,7%

PREÇO MÉDIO

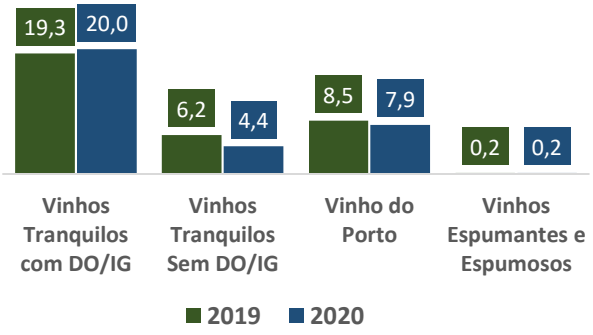
17,5%

PORTUGAL – ALEMANHA
TIPO DE PRODUTO
JANEIRO A SETEMBRO

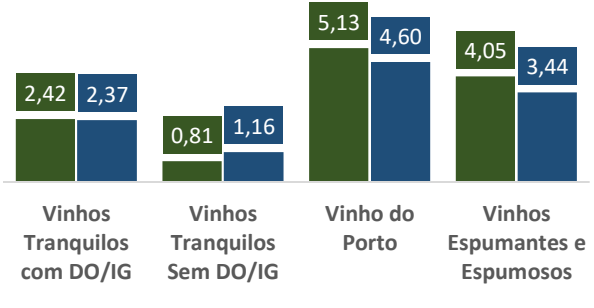
VOLUME (MILHÕES LITROS)



VALOR (MILHÕES EUROS)

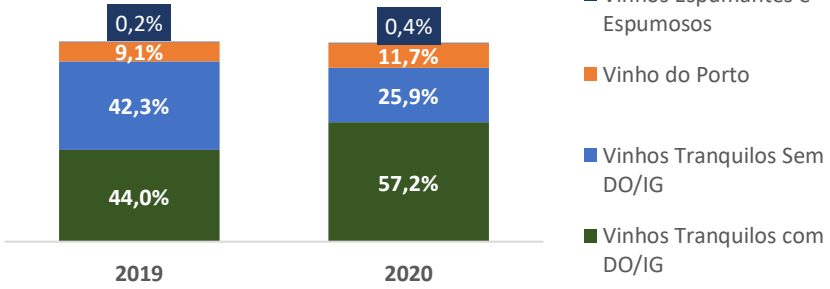


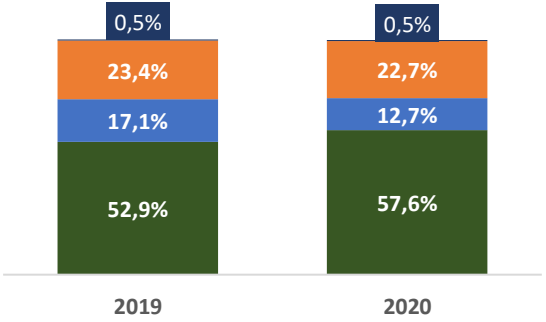
PREÇO MÉDIO (€/l)



PESO POR TIPO DE PRODUTO EM VOLUME E VALOR

%

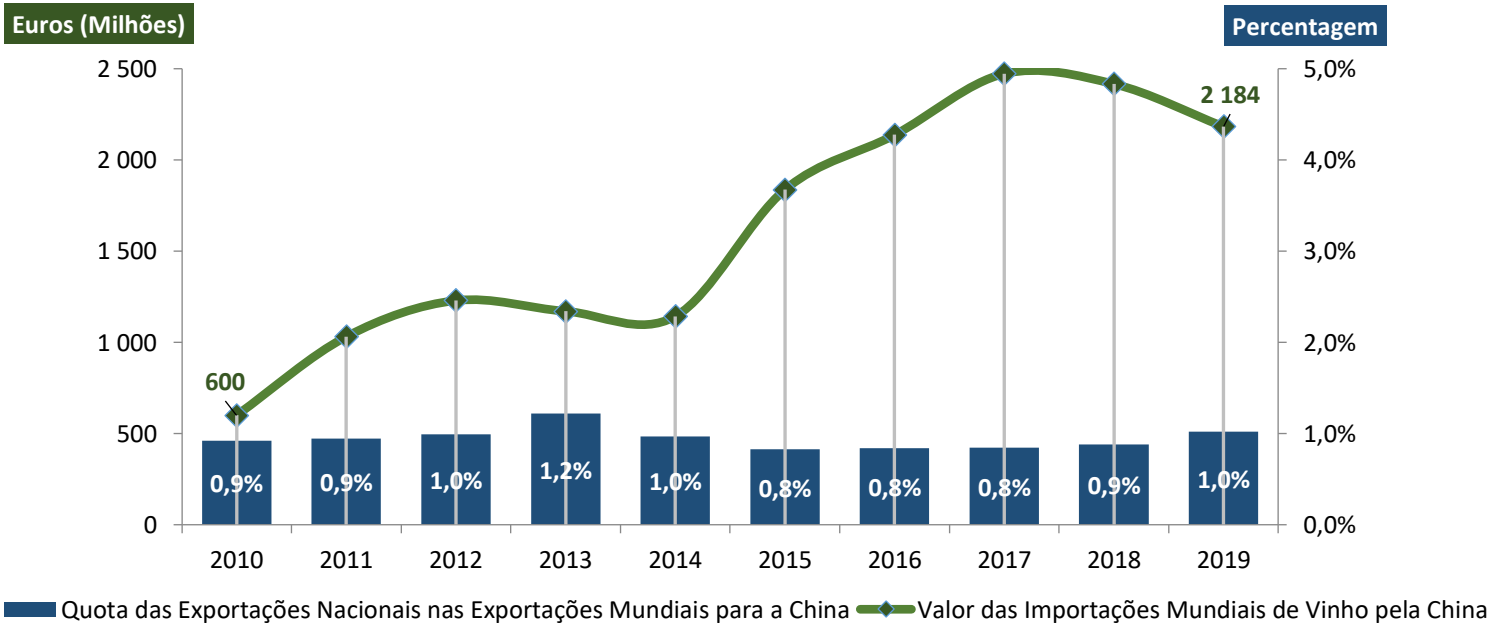




CHINA

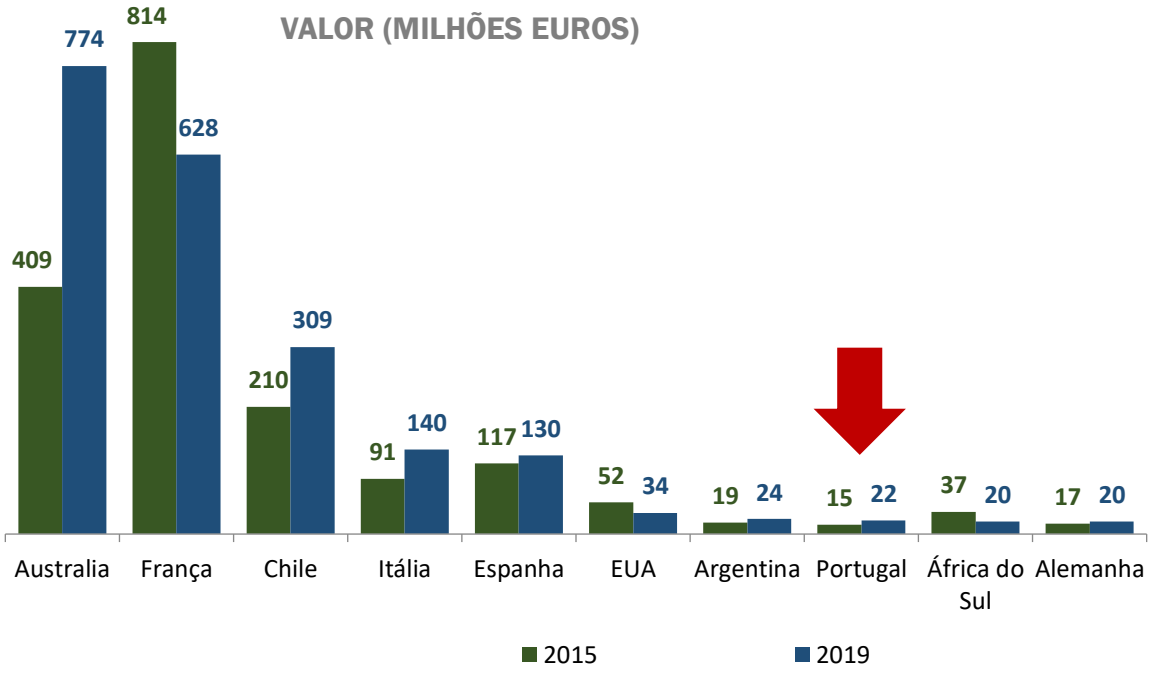
4.ºMAIOR IMPORTADOR MUNDIAL DE VINHO EM 2019

PORTUGAL – CHINA



FONTE: INTERNATIONAL TRADE STATISTICS

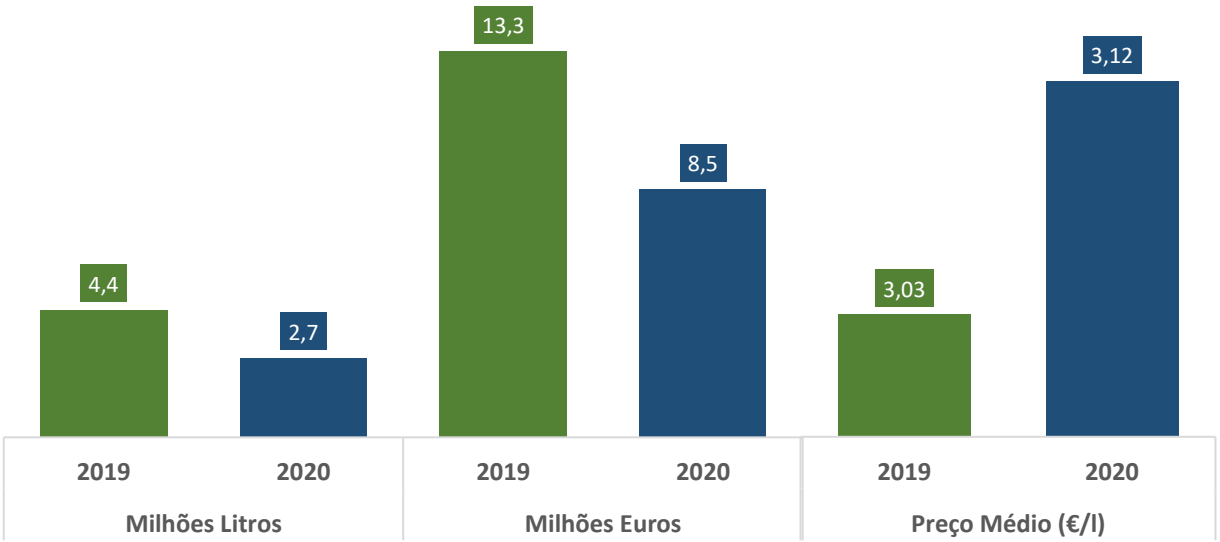
CHINA
RANKING DOS 10 MAIORES EXPORTADORES



2019
PT –8.º MAIOR EXPORTADOR PARA A CHINA

FONTE: INTERNATIONAL TRADE STATISTICS

PORTUGAL - CHINA
JANEIRO A SETEMBRO



Janeiro a Setembro
Δ 2020 - 2019

VOLUME

37,6%

VALOR

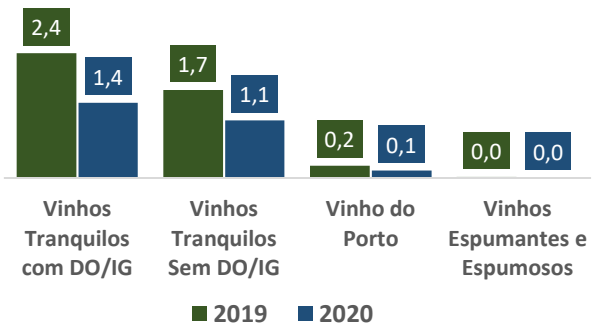
35,8%

PREÇO MÉDIO

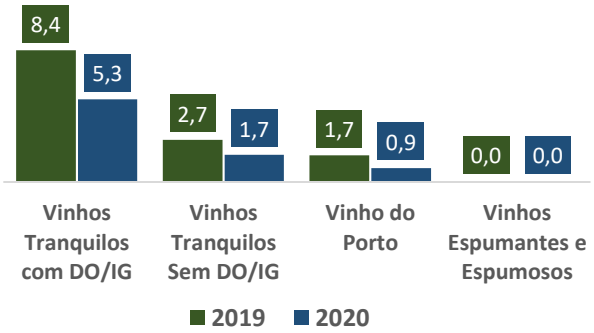
3,0%

PORTUGAL – CHINA
TIPO DE PRODUTO
JANEIRO A SETEMBRO

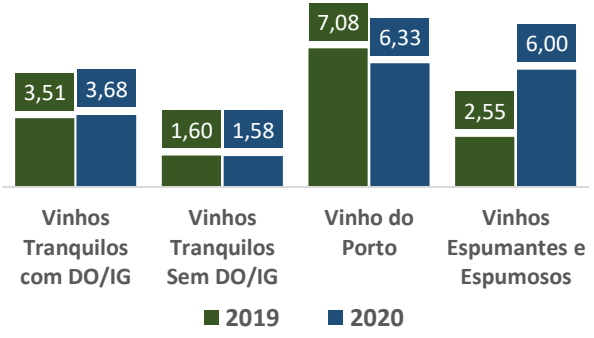
VOLUME (MILHÕES LITROS)



VALOR (MILHÕES EUROS)

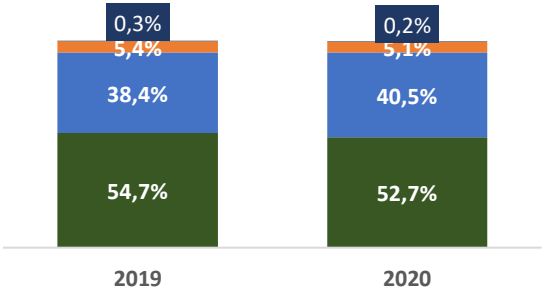


PREÇO MÉDIO (€/l)

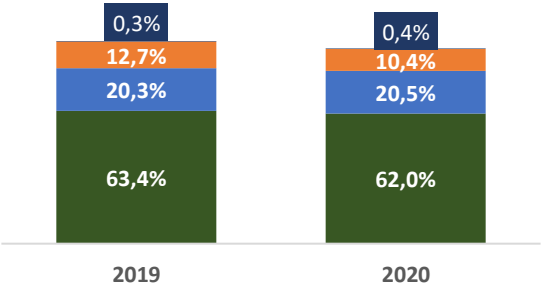


PESO POR TIPO DE PRODUTO EM VOLUME E VALOR

%



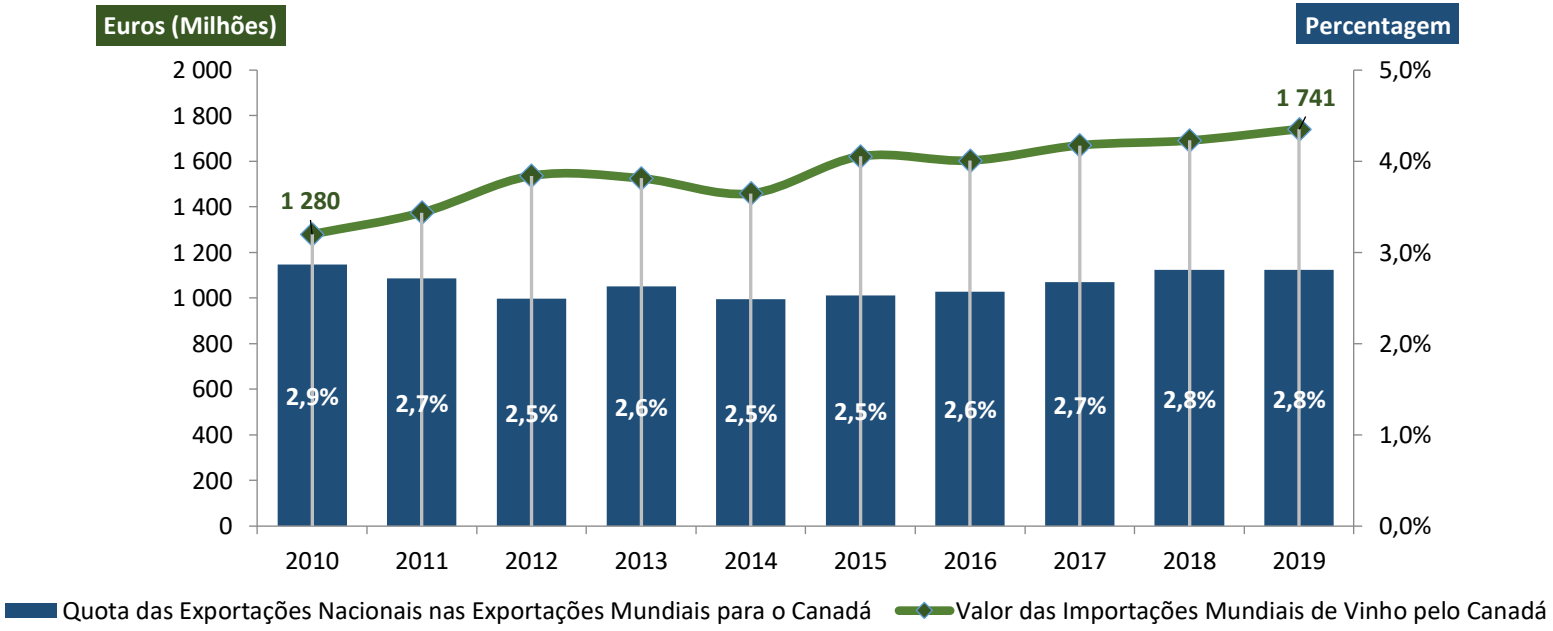
- Vinhos Espumantes e Espumosos
- Vinho do Porto
- Vinhos Tranquilos Sem DO/IG
- Vinhos Tranquilos com DO/IG



CANADÁ

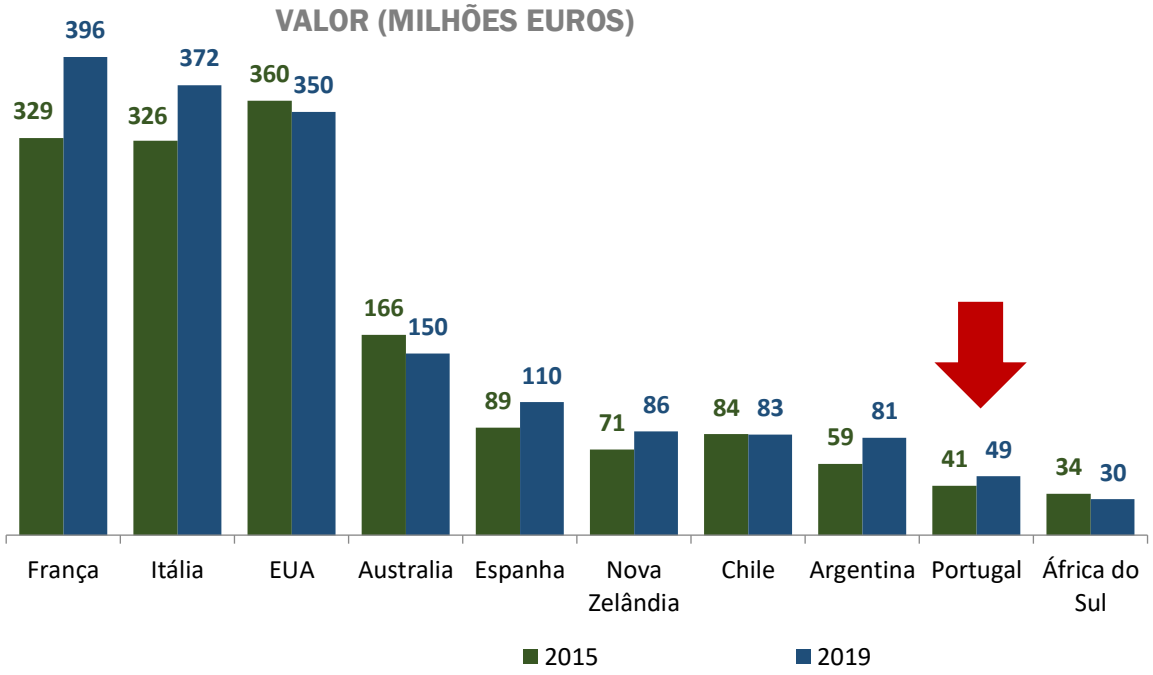
5.ºMAIOR IMPORTADOR MUNDIAL DE VINHO EM 2019

PORTUGAL – CANADÁ



FONTE: INTERNATIONAL TRADE STATISTICS

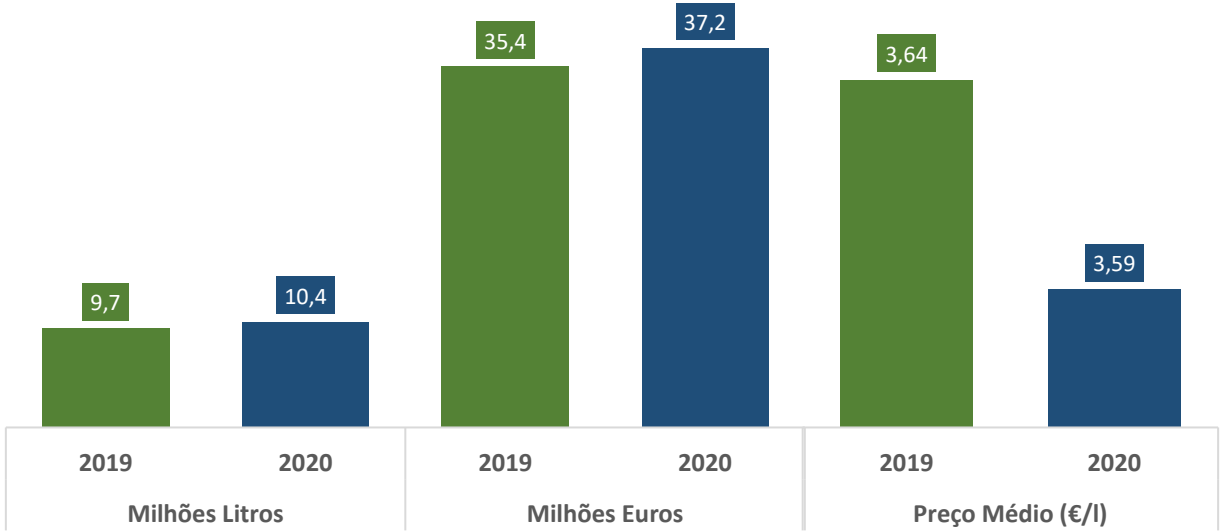
CANADÁ
RANKING DOS 10 MAIORES EXPORTADORES



2019
PT –9.º MAIOR EXPORTADOR PARA O CANADÁ

FONTE: INTERNATIONAL TRADE STATISTICS

PORTUGAL - CANADÁ
JANEIRO A SETEMBRO



Janeiro a Setembro
Δ 2020 - 2019

VOLUME

6,4%

VALOR

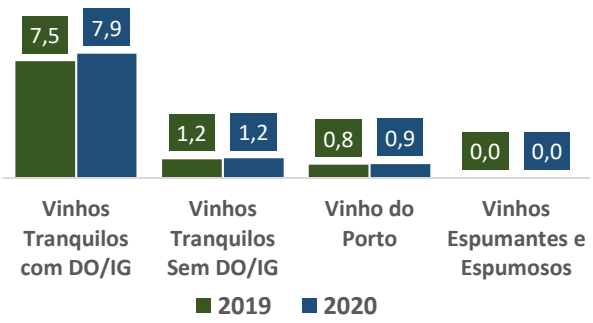
5,0%

PREÇO MÉDIO

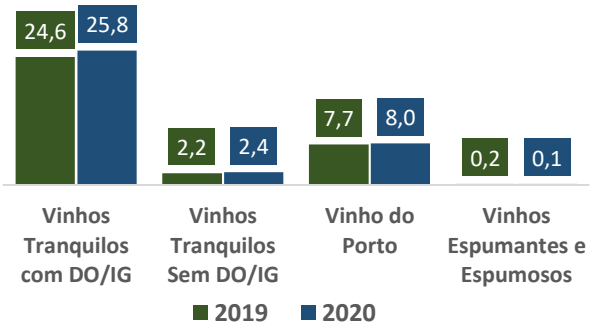
1,3%

PORTUGAL – CANADÁ
TIPO DE PRODUTO
JANEIRO A SETEMBRO

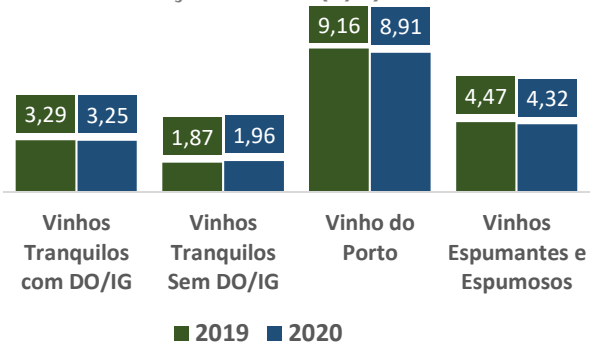
VOLUME (MILHÕES LITROS)



VALOR (MILHÕES EUROS)

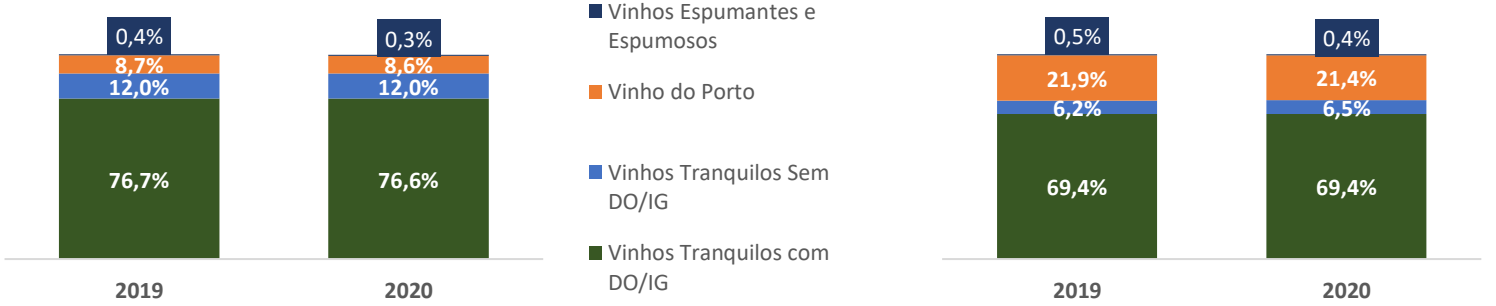


PREÇO MÉDIO (€/l)



PESO POR TIPO DE PRODUTO EM VOLUME E VALOR

%



MUITO OBRIGADA