



Wine in Numbers: North America

FIVS – OIV Dialogue

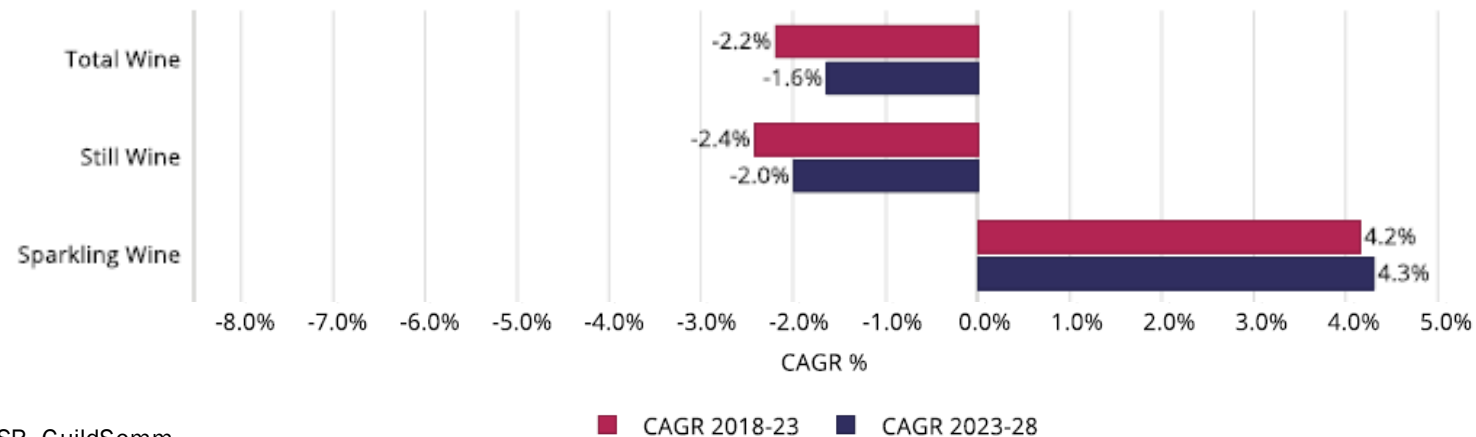
SEPTEMBER 24, 2024

Canada 2023



Vineyard area:	12,565 hectares
Total wine production:	70,660,000 liters
Total wine market vol:	462,179,833 liters
Total wine market value:	C\$7.683 billion
Per capita consumption:	15 liters (estimate)

Wine By Category – Historical and Forecast Growth Rates



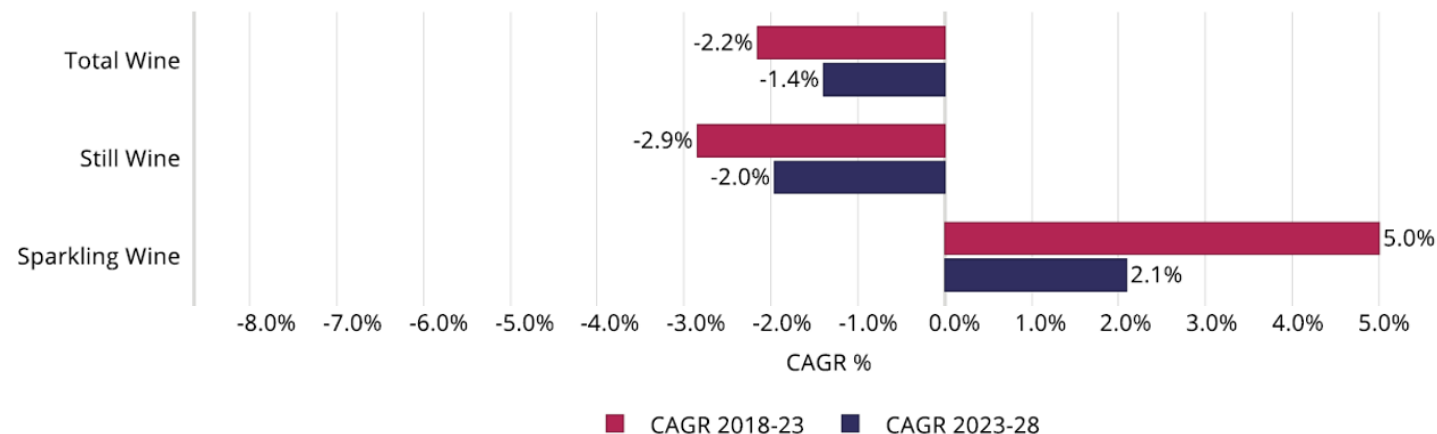
Sources: Winegrowers Canada, IWSR, GuildSomm

United States 2023



Vineyard area:	423,705 hectares
Total wine production:	2,709,021,582 liters
Total wine market vol:	3,401,018,379 liters
Total wine market value:	\$108.08 billion
Per capita consumption:	9.94 liters

Wine By Category — Historical and Forecast Growth Rates

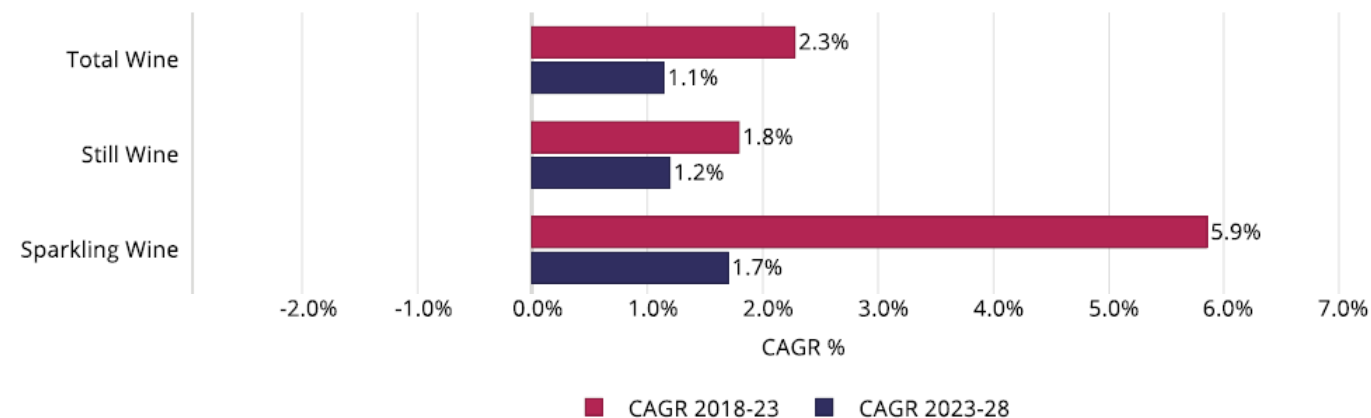


Mexico 2023



Vineyard area:	36,000 hectares (9,000 wine)
Total wine production:	39,600,000 liters
Total wine market vol:	109,602,000 liters
Total wine market value:	MXP 6.044 billion (\$315 million)
Per capita consumption:	1.3 liters

Wine By Category — Historical and Forecast Growth Rates



Sources: Consejo Mexicano Vitivinicola, IWSR