



GLOBAL
TRADE
ALERT

Policy Dynamics, Geopolitics, and Disruption in the Global Wine Market

Presentation to OIV-Private Sector Inaugural Strategic Dialogue

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**St. Gallen
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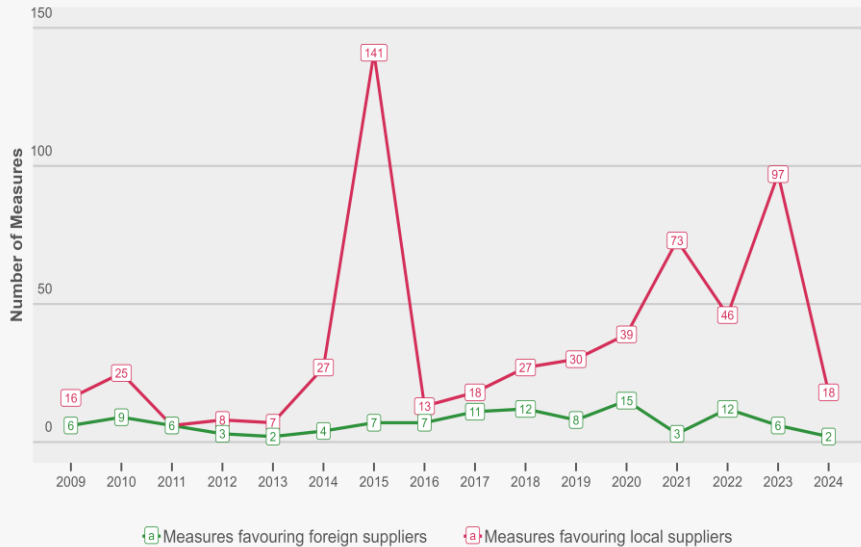
Purpose and findings of this presentation



- Fundamentally, it is to make the case that a comprehensive overview of policy dynamics can usefully inform strategic deliberation sector-wide, by the public as well as the private sector, and by individual firms. Transparency supports technocratic dialogue, can build trust, and foster best practice transfer.
- Policy change can be source of opportunity, narrow commercial advantage, and even disruption.
- Here I will chart the resort to unilateral commercial policy and regulation in the global wine market since the Global Financial Crisis.
- I demonstrate that almost global wine trade is covered by such unilateralism.
- I will illustrate the role that trade tensions and “economic coercion” can play in disrupting cross-border delivery of wine. But disruption for some creates opportunity for others.
- I will make the case for export diversification for some producers—I will recommend they search for underserved customer segments in geopolitically non-aligned states.

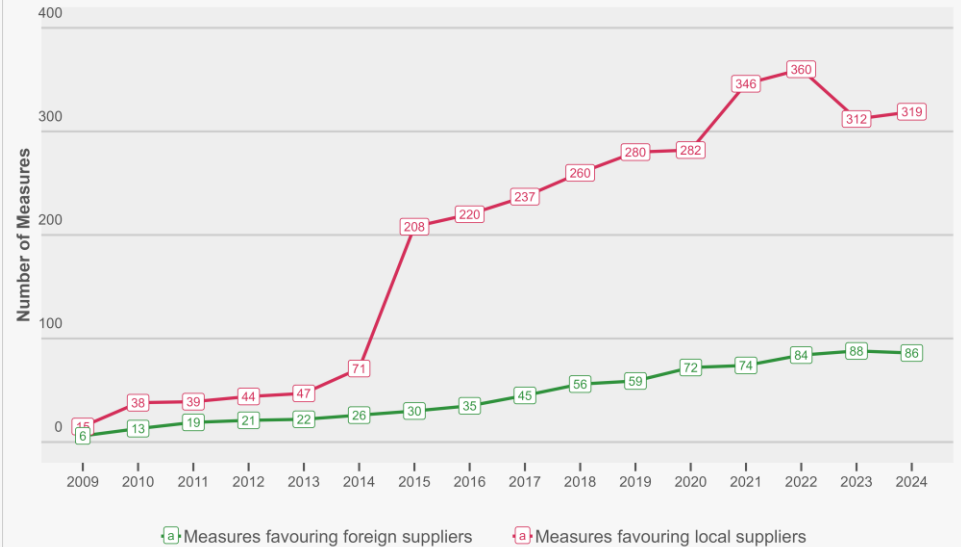
The build-up of unilateral measures favouring local producers in the wine sector

Number of newly introduced state measures affecting the wine sector, by year



Source: Global Trade Alert (2024).

Number of state measures affecting the wine sector in force on 31 December, by year

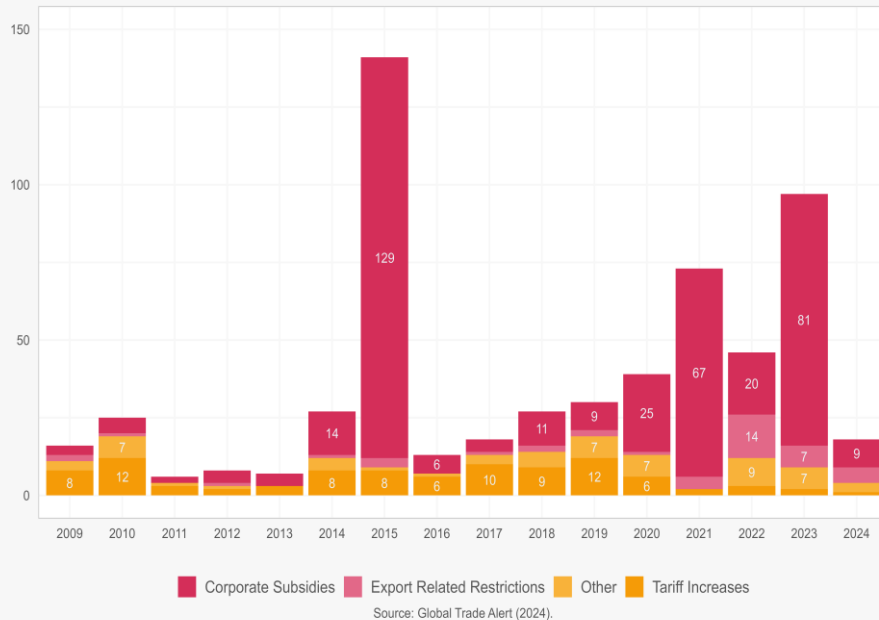


Source: Global Trade Alert (2024).

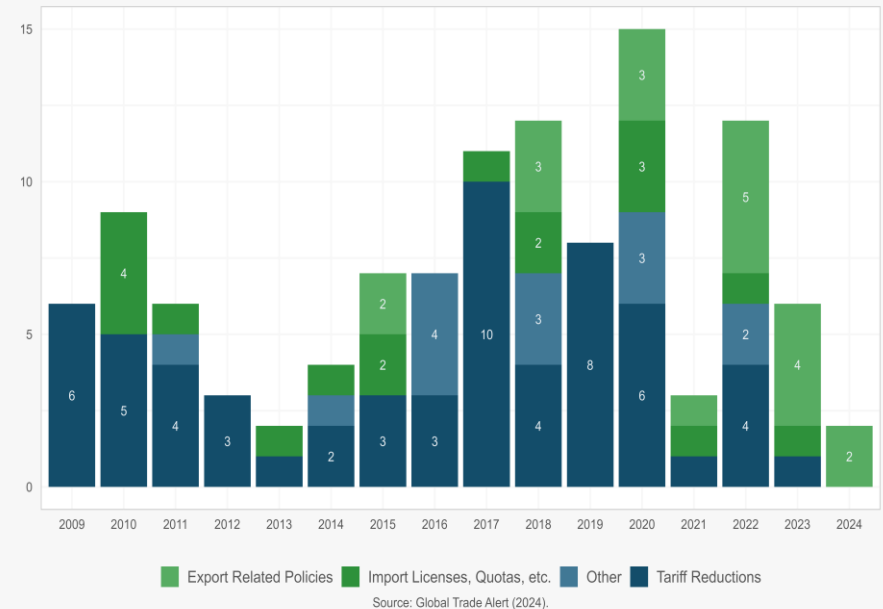
Note: Data for 2024 was up-to-date as of 30 September 2024.

Subsidies to local producers grew in importance in recent years

Number of state measures favouring local suppliers affecting the wine sector, by MAST chapter

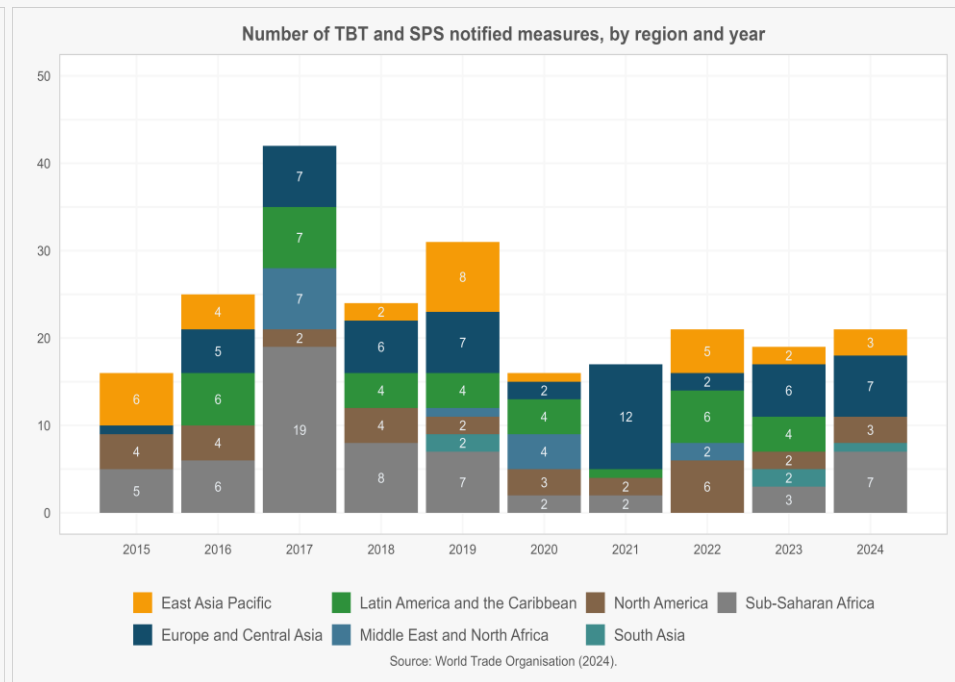
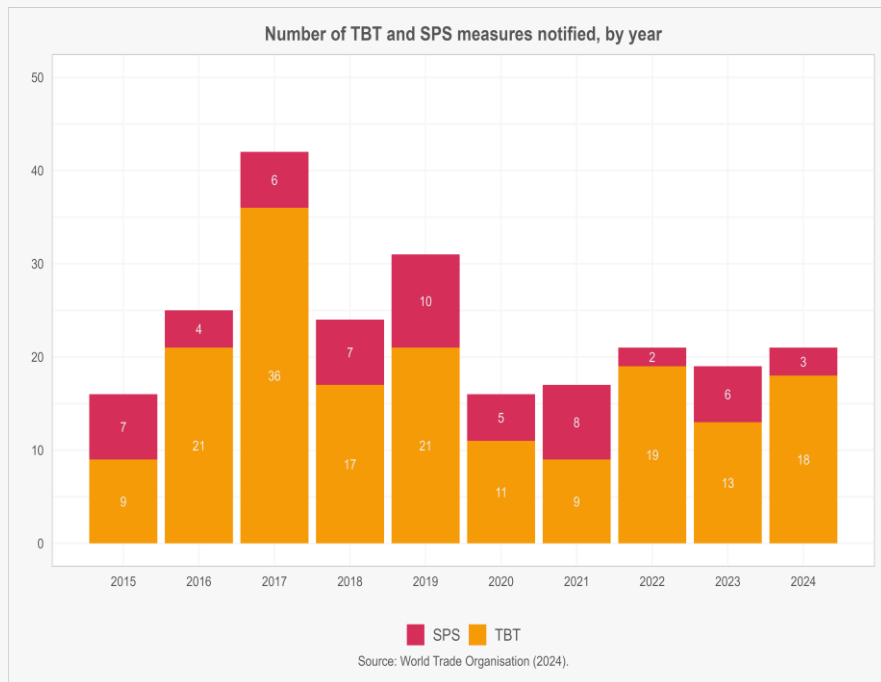


Number of state measures favouring foreign suppliers affecting the wine sector, by MAST chapter



Note: Data for 2024 was up-to-date as of 30 September 2024.

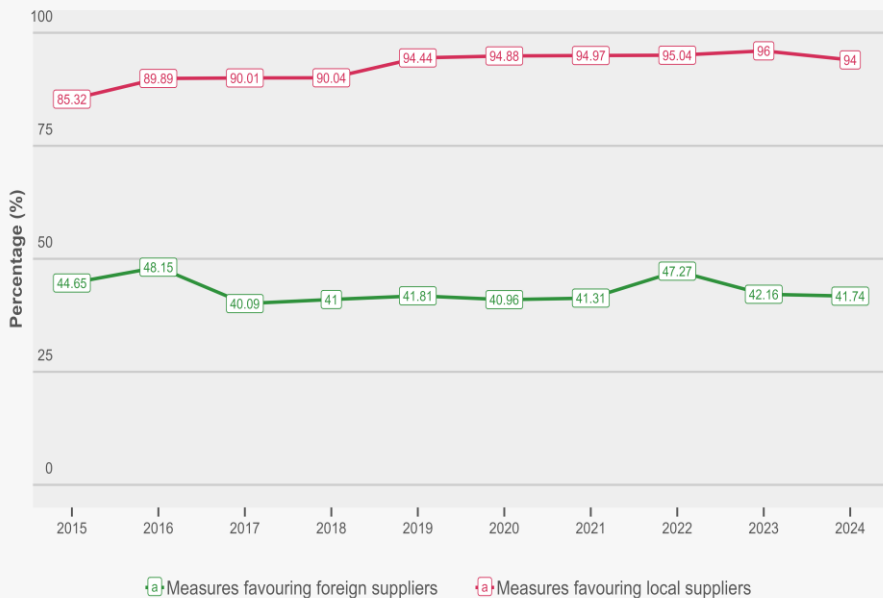
Around 30 new regulations are notified to the WTO every year—lots from Africa and Europe



Note: Data for 2024 was up-to-date as of 30 September 2024.

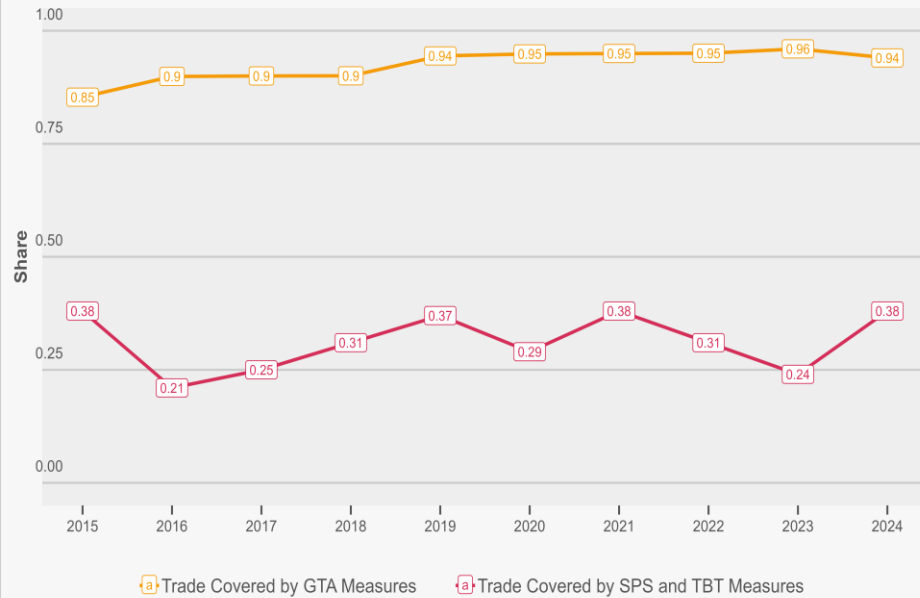
Less than 6% of wine trades freely—has been so since 2019

Percentage of wine trade covered



Source: Global Trade Alert (2024).

Share of World wine covered

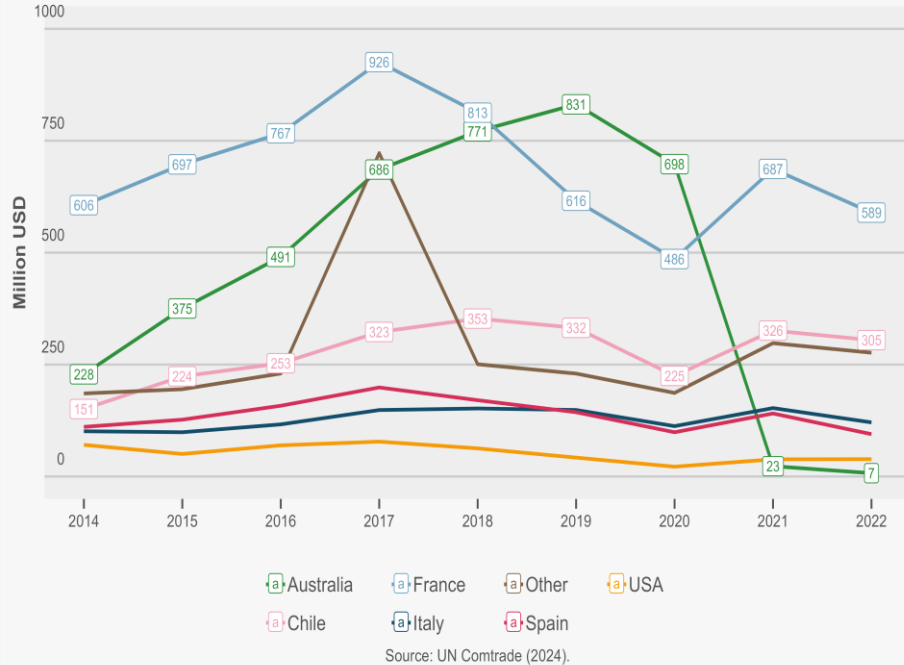


Source: World Trade Organisation (2024) & Global Trade Alert (2024).

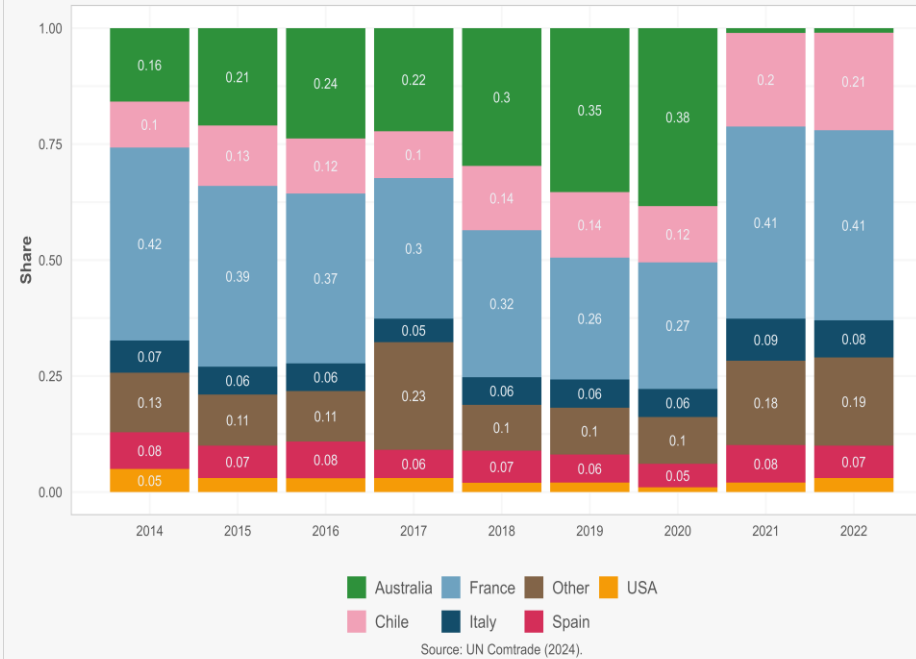
Note: Data for 2024 was up-to-date as of 30 September 2024.

An example of Economic Coercion: The Sudden Drop of Aussie Exports

Annual wine exports to China



Wine exports to China, by origin



What you have just seen is the tip of the iceberg...



- Even-handed policy surveillance is possible—we have delivered it for 15 years.
- Implications for market access changes and the commercial opportunities available to trading partners can be scaled in an objective, data-driven manner.
- Granular assessment down to the 6 digit HS code level is possible—in each customs territory and over time.
- Established and emergent policy trends can be detected and assessed.
- Policy surveillance is at a premium during times of crisis and disruption.
- As a high-profile product, wine can be drawn into trade disputes that originate in other sectors. Developing playbooks of likely policy and trade dynamics is possible.
- Information on policy dynamics can be combined with international trade data and company information to generate insights—see our [reports page](#) for examples.