



# The Georgian Wine Industry in a Few Charts

Karl Storchmann  
*New York University*



**American Association of Wine Economists**  
14th Annual Conference  
August 24 - 28, 2022  
Tbilisi, Georgia

  
aawe

In cooperation with Tbilisi State University (TSU)  
Supported by the National Wine Agency of Georgia,  
the Georgian Wine Association and  
the America-Georgia Business Council



More Information at [www.wine-economics.org](http://www.wine-economics.org)  
or contact Dr. Karl Storchmann, New York University, E-mail: [karl.storchmann@nyu.edu](mailto:karl.storchmann@nyu.edu)



# American Association of Wine Economists

14th Annual Conference

August 24 - 28, 2022

Tbilisi, Georgia



In cooperation with Tbilisi State University (TSU)  
Supported by the National Wine Agency of Georgia,  
the Georgian Wine Association and  
the America-Georgia Business Council

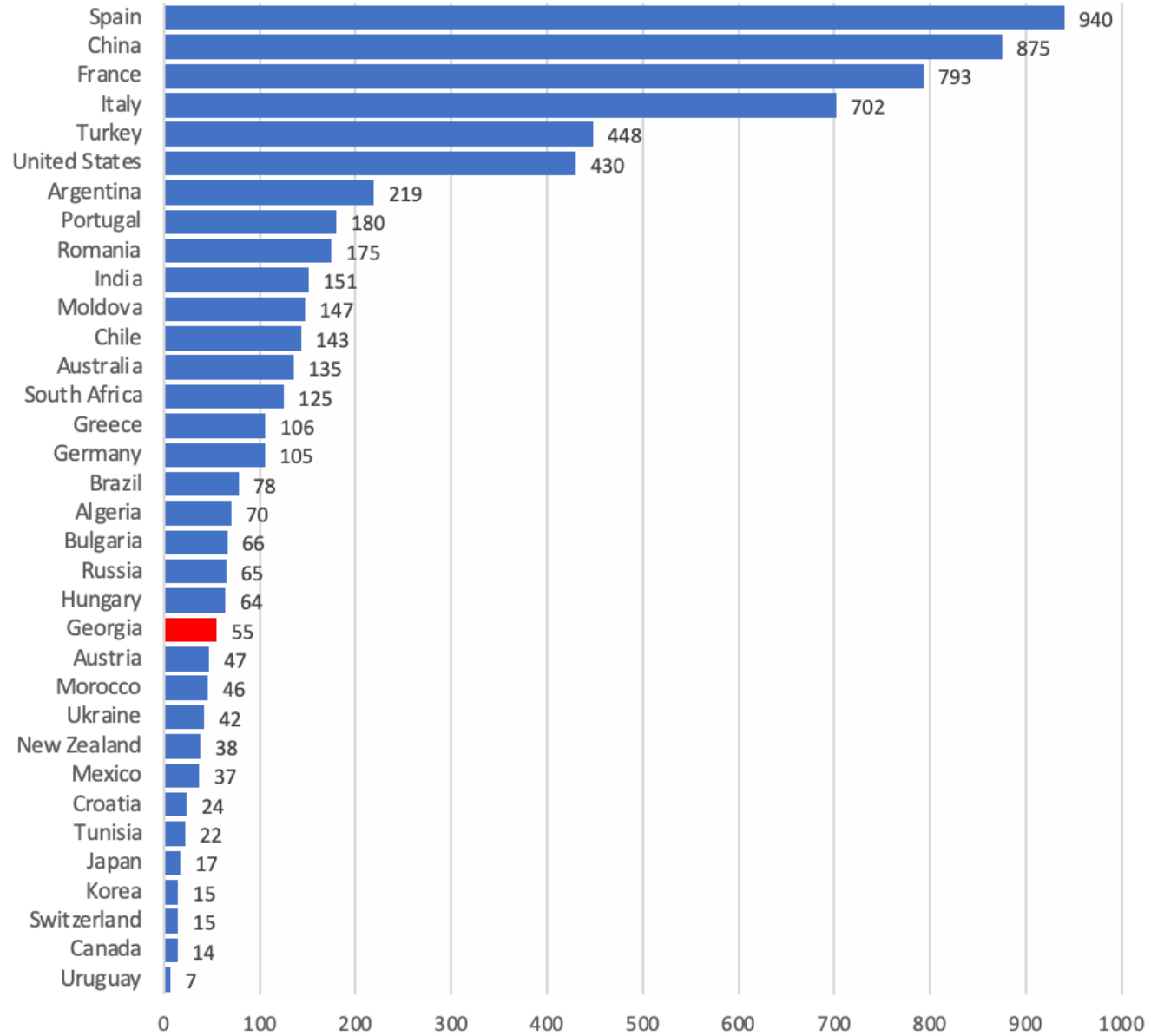


More Information at [www.wine-economics.org](http://www.wine-economics.org)  
or contact Dr. Karl Storchmann, New York University. E-mail: [karl.storchmann@nyu.edu](mailto:karl.storchmann@nyu.edu)

PRODUCTION

## Vineyard Area of Selected Countries, 2018

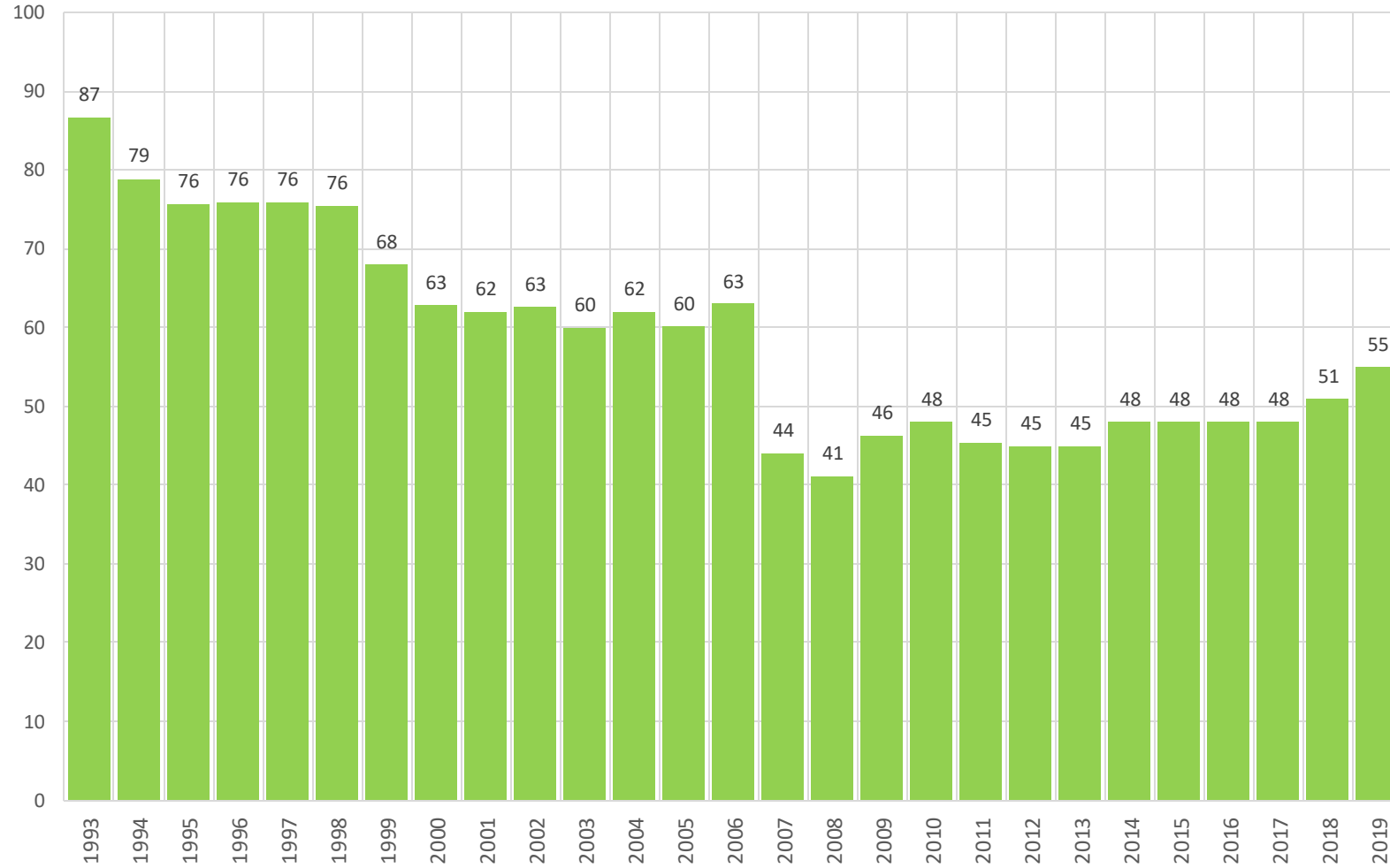
*in '000 hectares; Source: Anderson, K. and Pinilla, V. (2020). Annual Database of Global Wine Markets, 1835 to 2018*





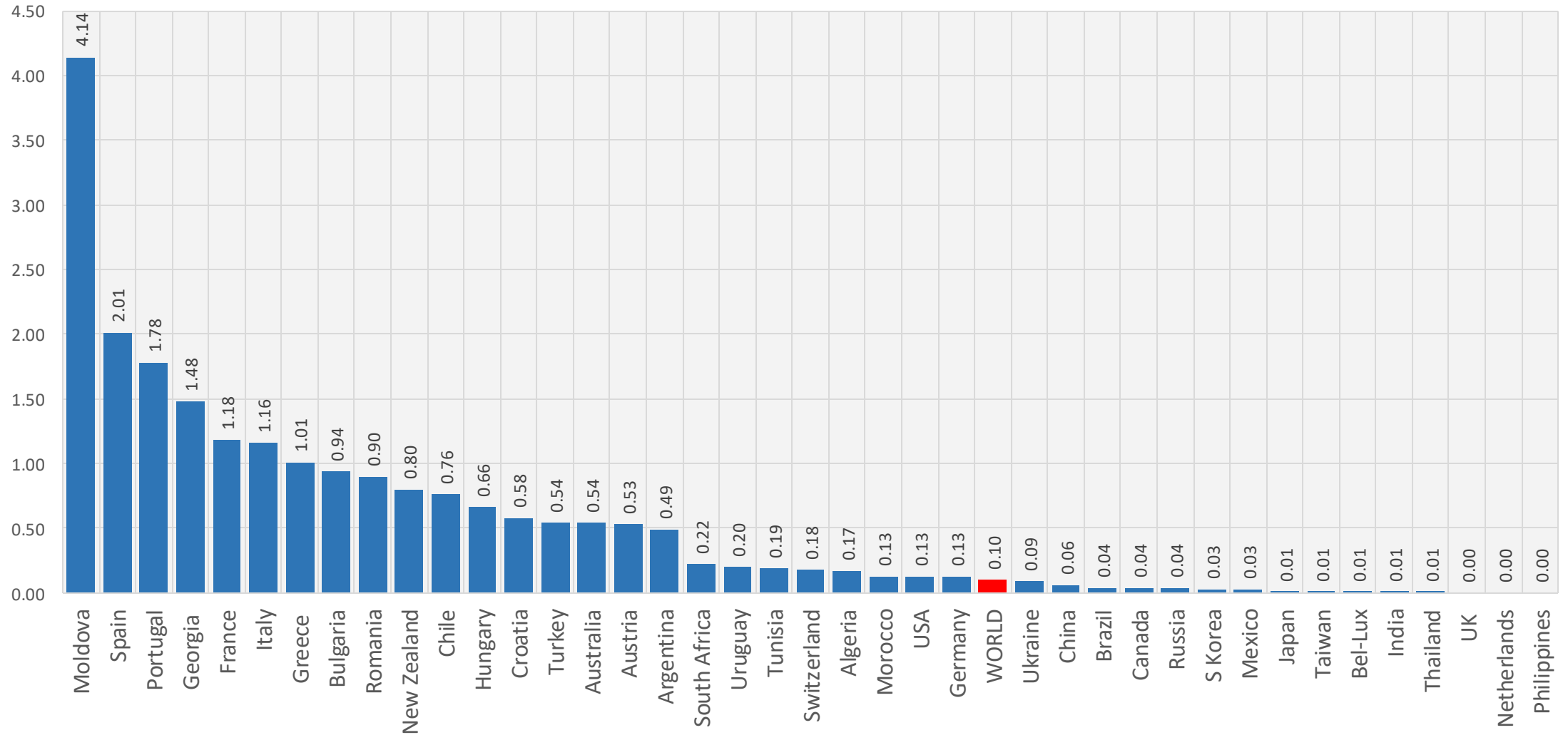
## Vineyard Area in Georgia, 1993-2019

in '000 hectares; Source: Anderson, K. and V. Pinilla (2020), Annual Database of Global Wine Markets, 1835 to 2018



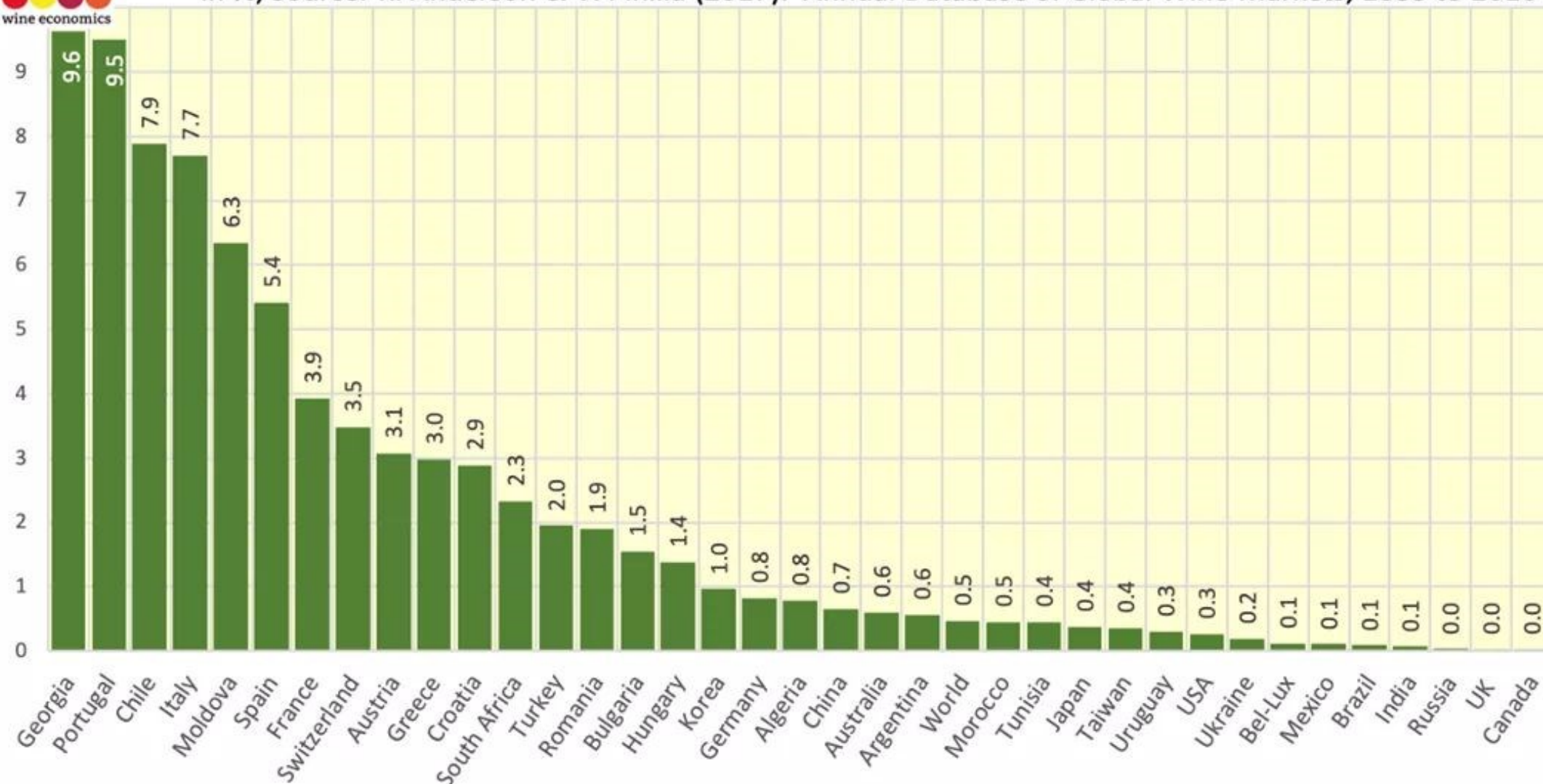
# Per Capita Vineyard Area, 2018

hectares per hundred population; Source: Anderson, Nelgen, Pinilla: Global Wine Markets, 1860 to 2016: A Statistical Compendium (2020)



## Vineyards' Share of Total Agricultural Crop Area, 2014

in %; Source: K. Anderson & V. Pinilla (2017). Annual Database of Global Wine Markets, 1835 to 2016





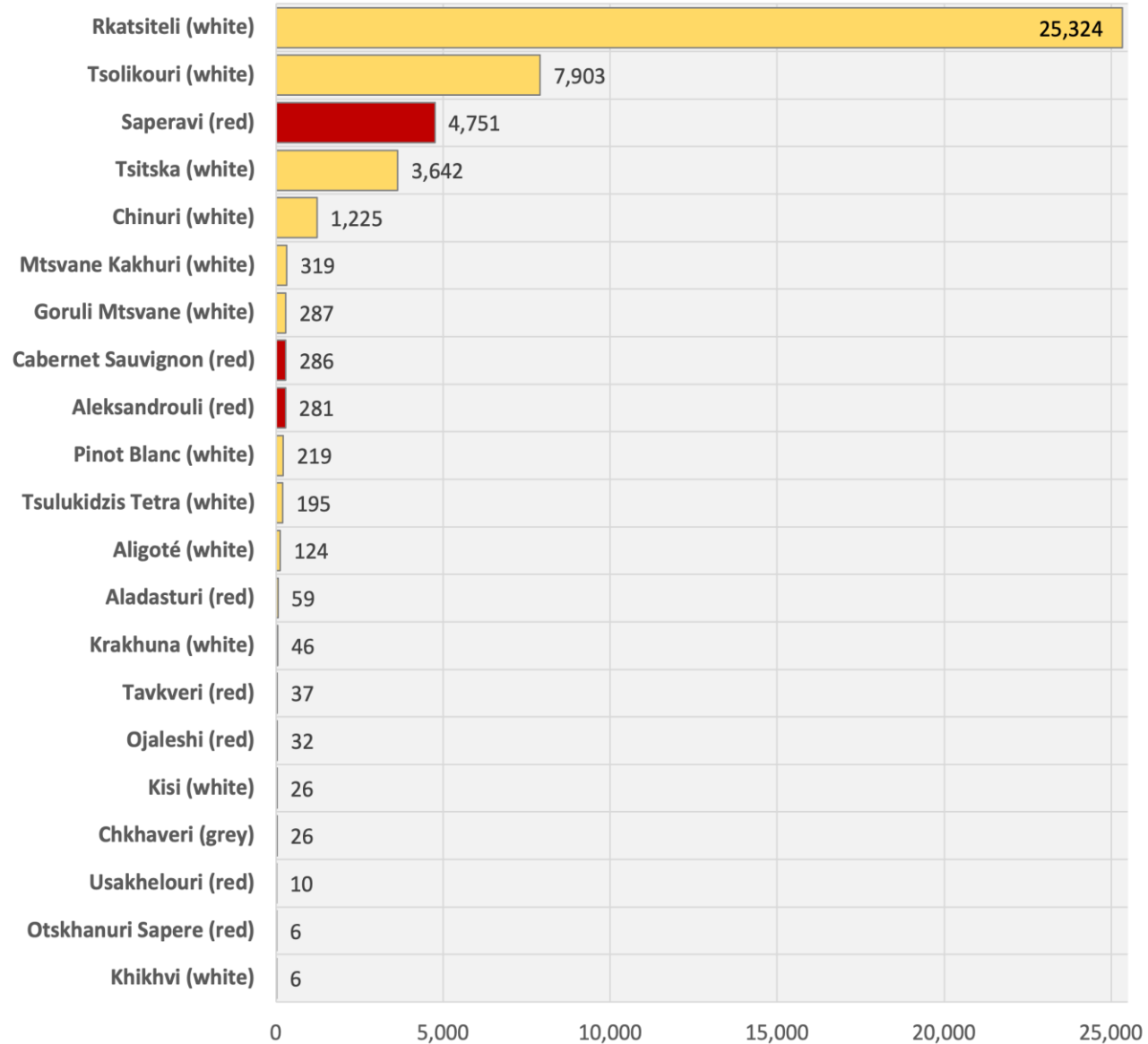
## Grape Production in Georgia, by Region and Color (2020)

*production in '000 tons; Geostat (2021). Agriculture of Georgia 2020*

	red	white	total	share white grapes
Guria	1.9	0.6	2.4	25.0%
Imereti	9.8	22.2	32.1	69.2%
Kakheti	64.4	174.9	239.3	73.1%
Mtskheta-Mtianeti	1.0	3.6	4.6	78.3%
Racha-Lechkhumi, Kvemo Svaneti	1.9	2.1	4.0	52.5%
Samegrelo-Zemo Svaneti	2.4	1.6	3.9	41.0%
Kvemo Kartli	1.3	4.3	5.5	78.2%
Shida Kartli	6.4	12.5	18.9	66.1%
other (Tbilisi, Adjara, Samtskhe-Javakheti)	3.7	2.3	6.1	37.7%
<b>Georgia Total</b>	<b>92.8</b>	<b>224.1</b>	<b>316.9</b>	<b>70.7%</b>

## Main Wine Grape Varieties in Georgia, 2016

*in hectares; K. Anderson & S. Nelgen (2020). Database of Regional, National and Global Winegrape Bearing Areas by Variety, 1960 to 2016*



## Census of Grape Varieties in Georgia, 2014

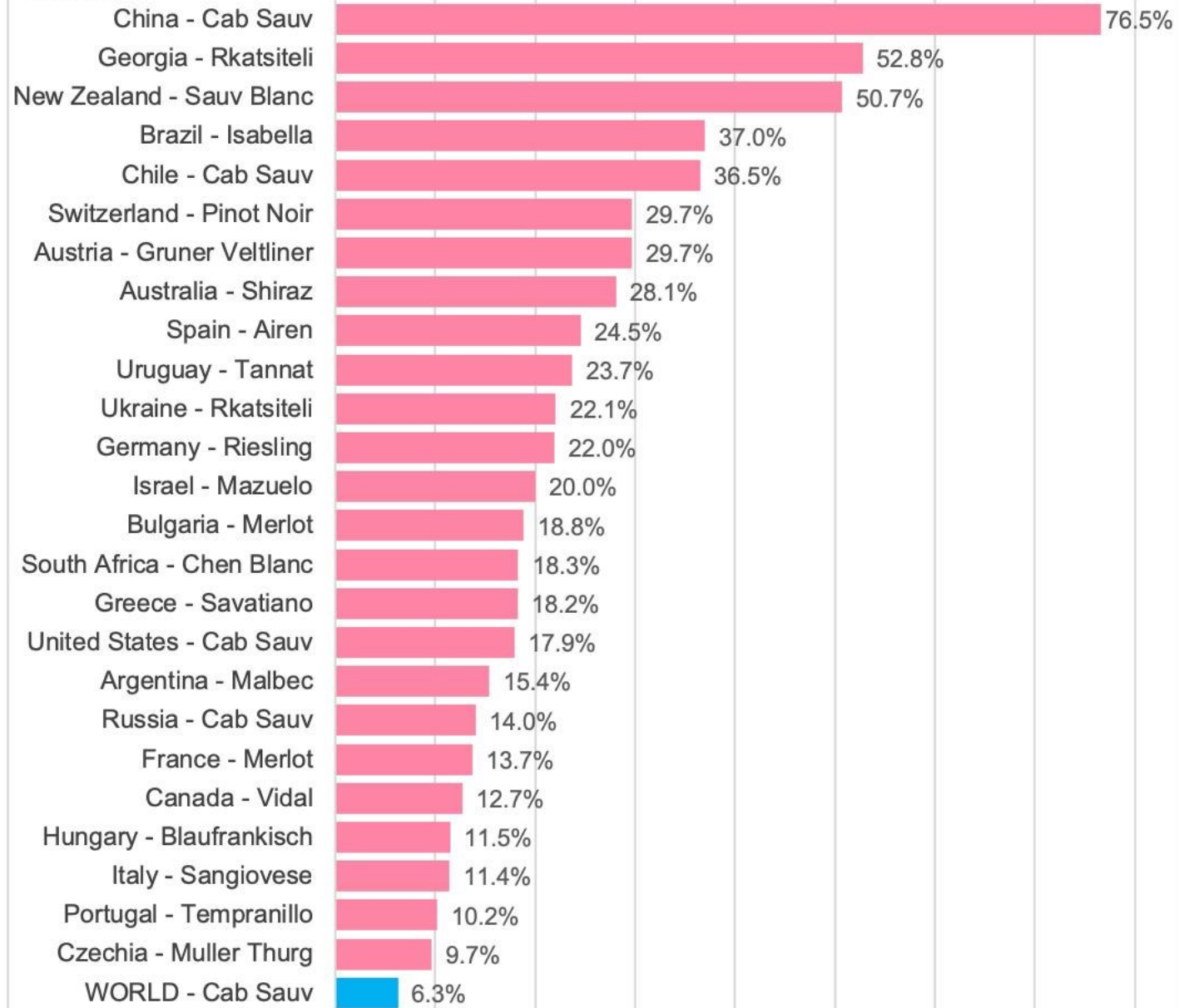
*in '000 vines; Source: National Statistics Office of Georgia. 2014 Agricultural Census Results, Section 3. Permanent Crops*

#	variety	total	of which		% share	
		'000 vines	in vineyards	scattered	in vineyards	scattered
1	Rkatsiteli	49,752.8	49,675.1	77.7	99.8%	0.2%
2	Saperavi	15,503.3	15,413.4	89.9	99.4%	0.6%
3	Tsolikauri	9,279.9	9,129.6	150.3	98.4%	1.6%
4	Tsitska	5,692.7	5,662.1	30.6	99.5%	0.5%
5	Chikuri	2,853.2	1,882.6	153.6	92.7%	7.3%
6	Izabela (Adesa)	1,478.3	566.8	911.5	38.3%	61.7%
7	Gorun Mtsvane	1,177.5	1,101.5	76.0	93.5%	6.5%
8	Dzelshavi	1,166.1	1,151.0	15.1	98.7%	1.3%
9	Aleksandrouli	849.3	833.7	15.6	98.2%	1.8%
10	Utsamli	779.5	774.6	4.9	99.4%	0.6%
11	Tita	723.2	613.6	109.6	84.8%	15.2%
12	Lomiauri	628.4	538.3	90.1	85.7%	14.3%
13	Kaberne	576.9	576.3	0.6	99.9%	0.1%
14	Aladasturi	405.6	277.4	128.2	68.4%	31.6%
15	Kakhuri Mtsvane	317.9	317.4	0.5	99.8%	0.2%
16	Krakhuna	285.4	282.3	3.1	98.9%	1.1%
17	Ojaleshi	257.1	244.8	12.3	95.2%	4.8%
18	Jvarisa	202.0	187.2	14.8	92.7%	7.3%
19	Pino	181.7	172.9	8.8	95.2%	4.8%
20	Kisi	173.2	173.2	0.0	100.0%	0.0%
21	Tsulukidzis tetra	163.5	162.8	0.7	99.6%	0.4%
22	Mujuretuli	91.4	91.0	0.4	99.6%	0.4%
23	Tavkveri	82.6	78.9	3.7	95.5%	4.5%
24	Muskati	78.6	73.7	4.9	93.8%	6.2%
25	Chkhaveri	53.7	49.6	4.1	92.4%	7.6%
26	Khikhvi	52.4	51.8	0.6	98.9%	1.1%
27	Usakhelouri	36.5	36.1	0.4	98.9%	1.1%



## Share of Main Grape Variety in Selected Countries, 2010

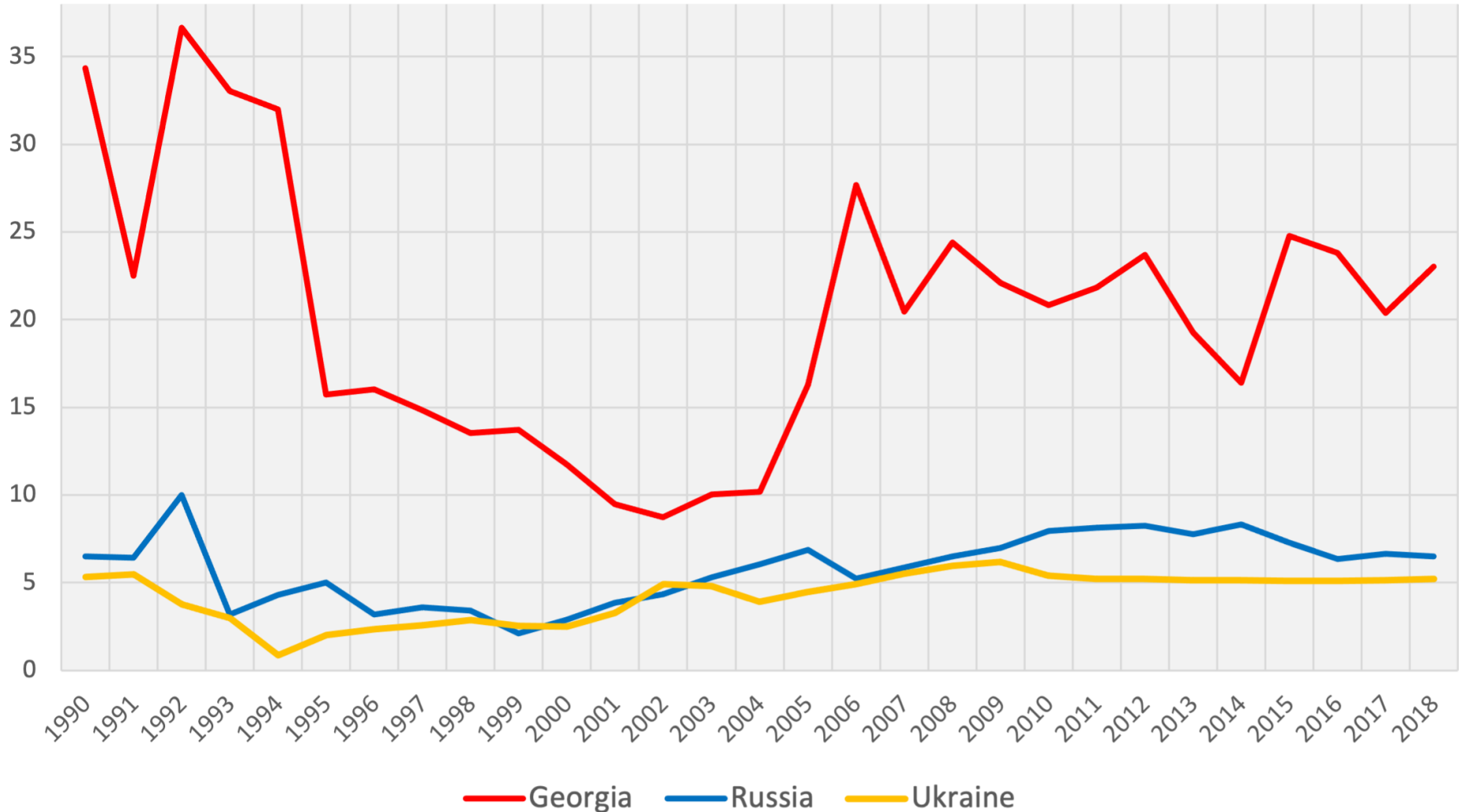
in % of National Vineyard Area; Source: wine-economics.org/data/



CONSUMPTION

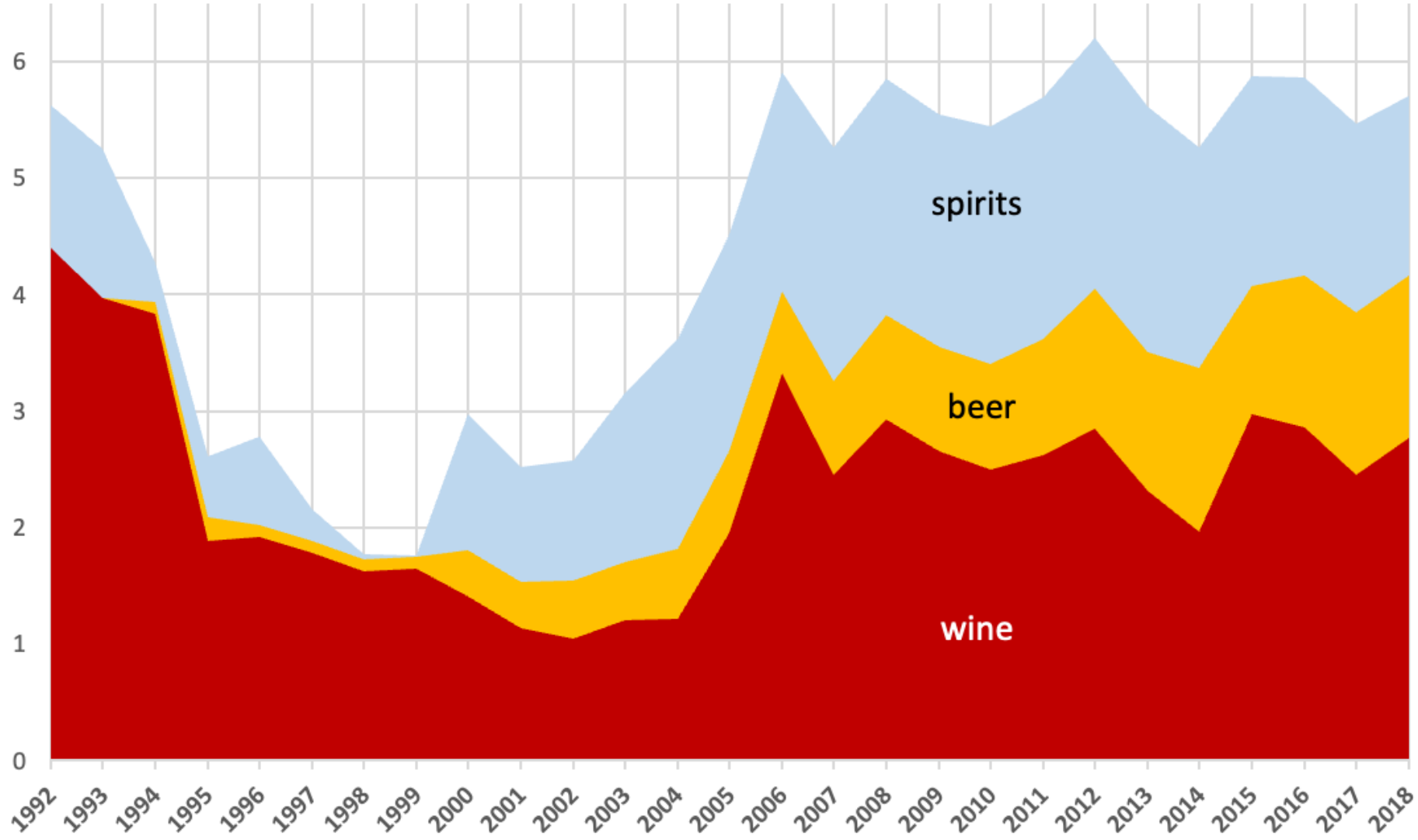
## Per Capita Wine Consumption: Georgia, Russia, Ukraine (1990-2018)

*in liters per capita; Source: Anderson, K. and V. Pinilla (2021), Annual Database of Global Wine Markets, 1835 to 2019*



# Per Capita Alcohol Consumption in Georgia, 1992-2018

*in liters of alcohol per capita; Source: Anderson, K. and Pinilla, V. (2020). Annual Database of Global Wine Markets, 1835 to 2018*

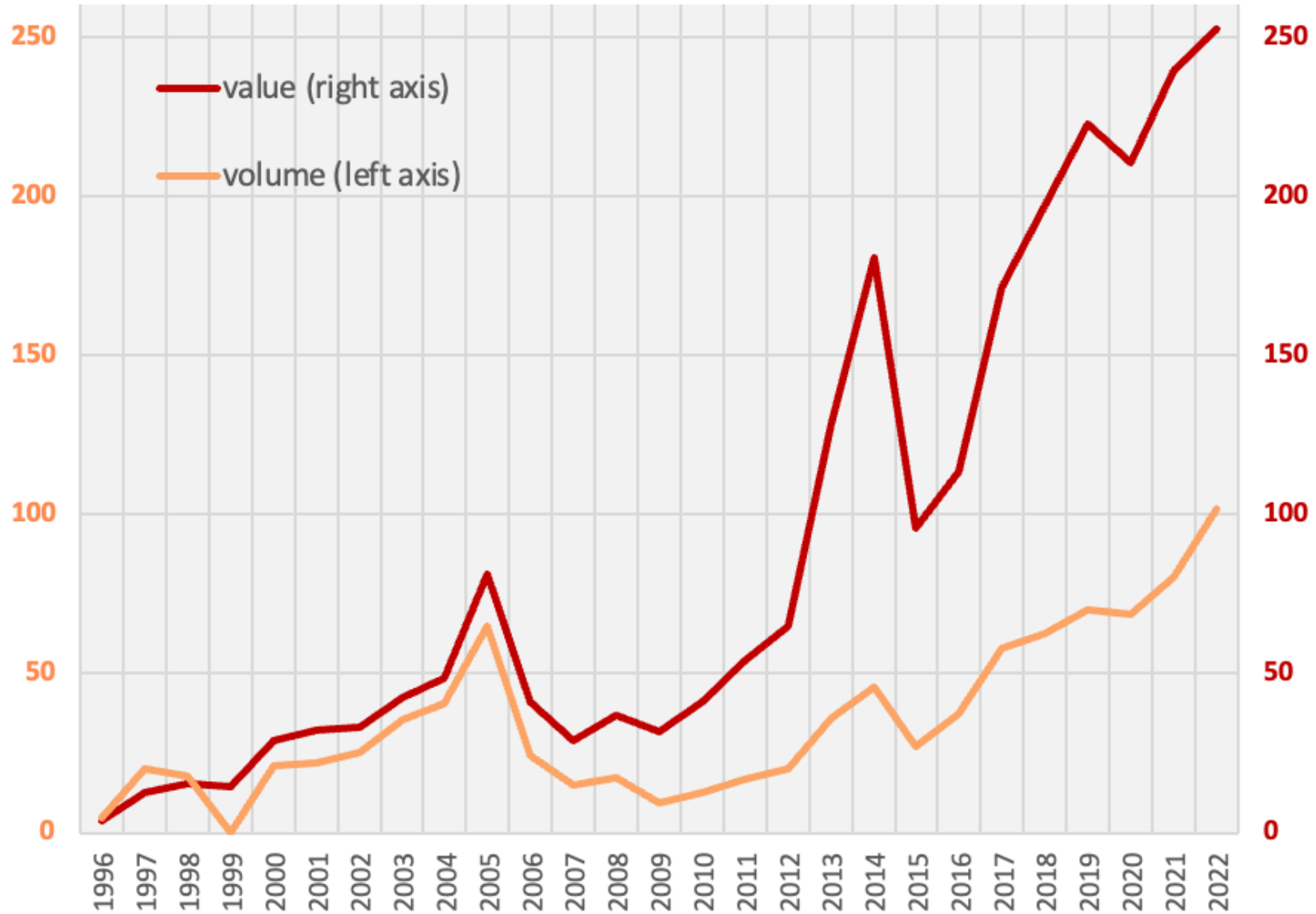




EXPORTS

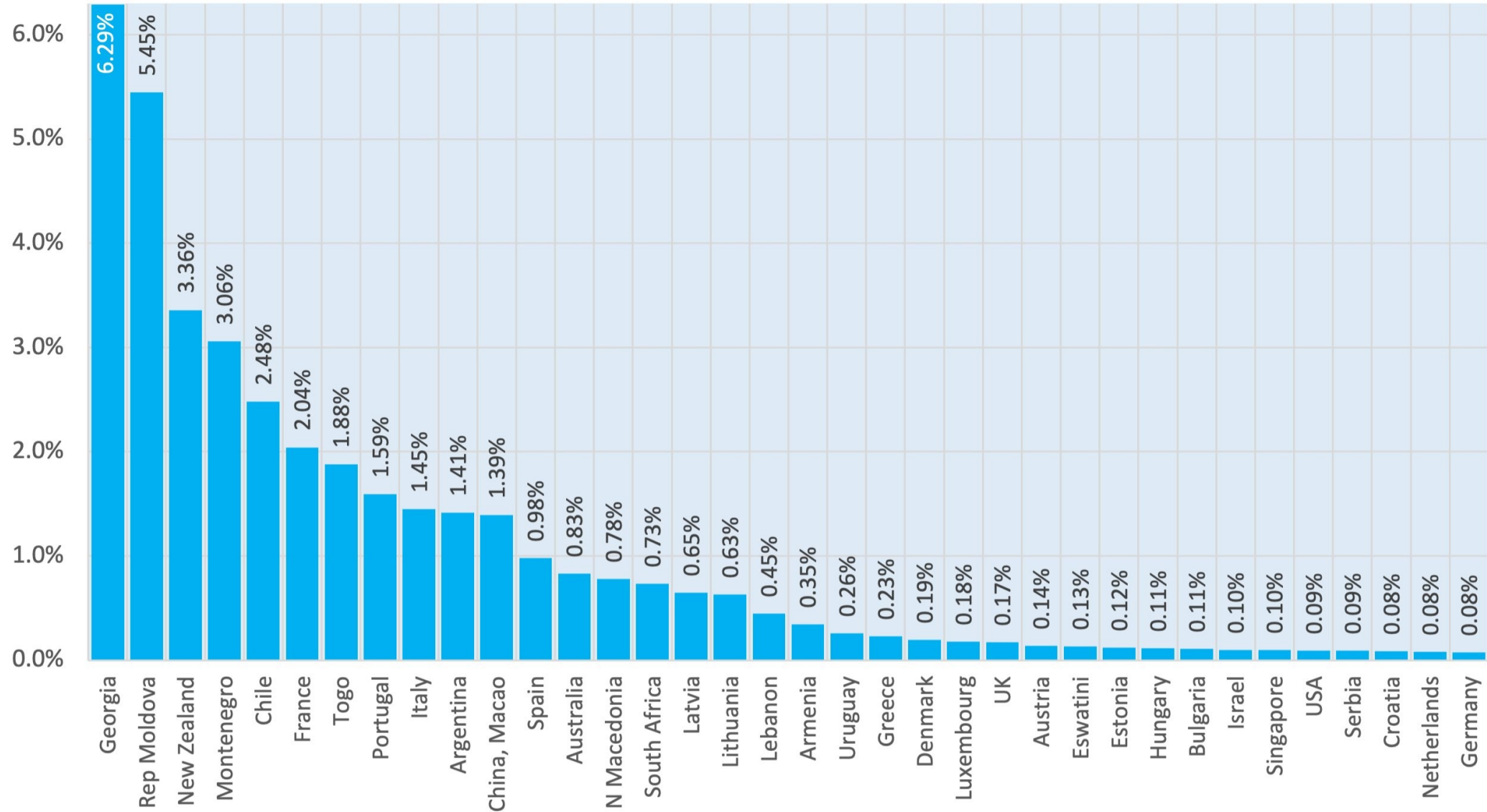
# Georgia's Wine Exports, 1996-2022

*volume in million liters, value in mil US\$; comtrade*



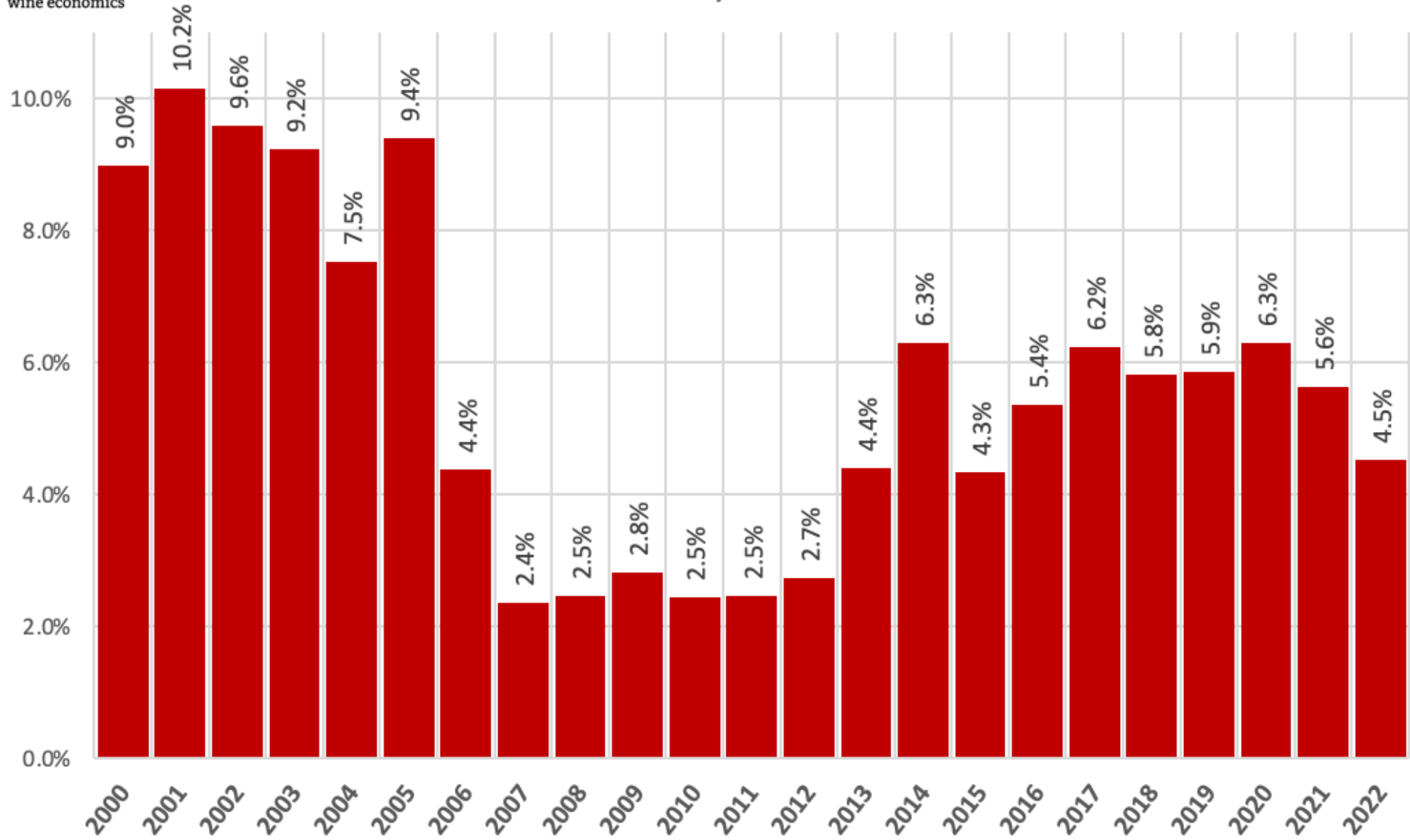
# Wine Export Share of National Export Value, 2020

*value of wine exports in % of all national commodity exports; comtrade*



# Georgia: Wine as a Share of all Commodity Exports, 2000-2022

*share in %; Source: comtrade*



## Main Destinations of Georgia's Wine Exports, 2022

### Value – Volume – Price

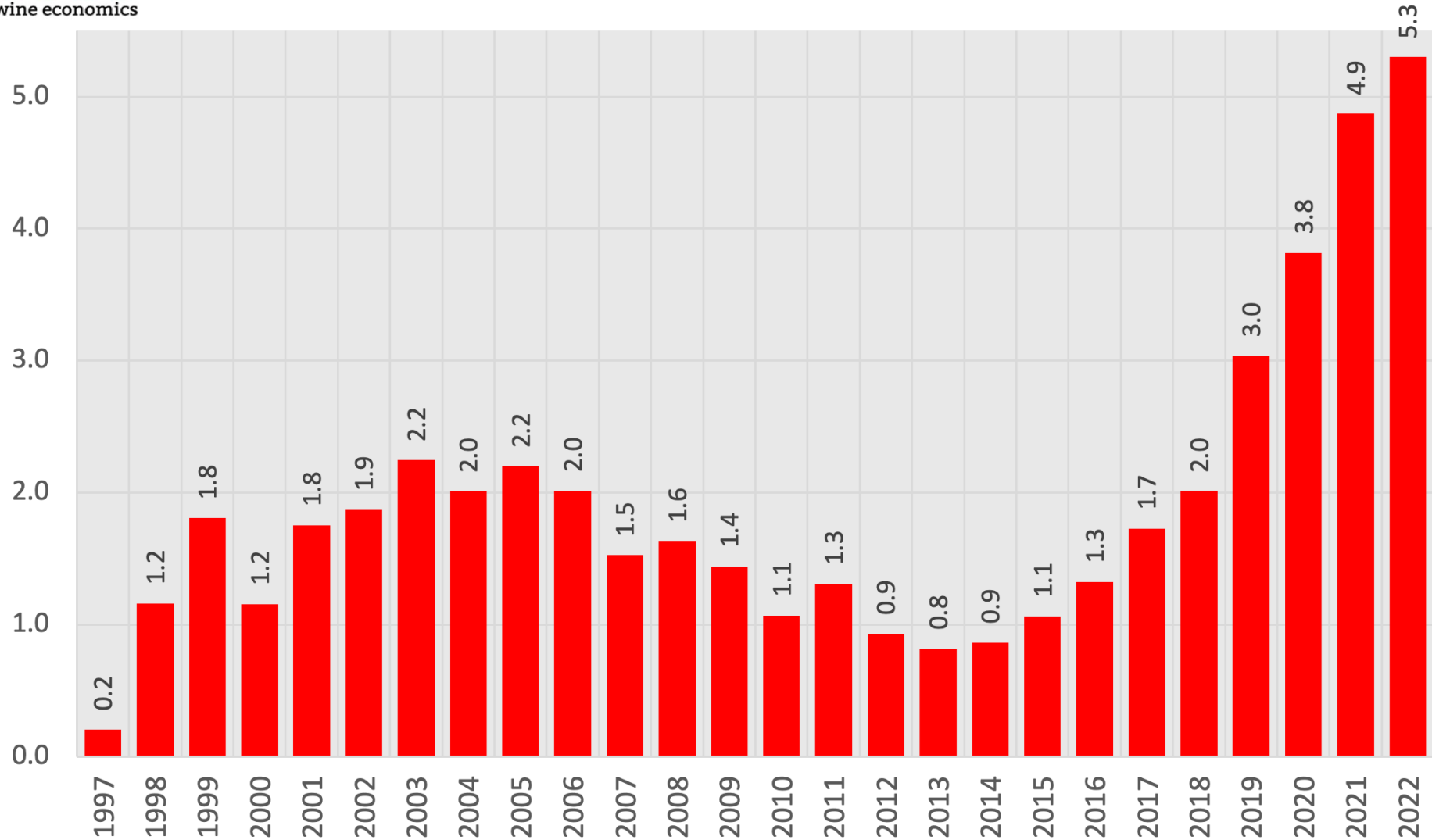
*Source: comtrade*

	<b>Partner</b>	<b>Value</b> <i>mill US\$</i>	<b>Volume</b> <i>mill liters</i>	<b>Price</b> <i>US\$/liter</i>
1	Russian Federation	160.84	69.91	2.30
2	Poland	14.57	6.59	2.21
3	Ukraine	13.61	5.97	2.28
4	China	12.47	3.78	3.30
5	Kazakhstan	10.05	3.56	2.82
6	Belarus	7.58	2.93	2.59
7	USA	5.29	0.98	5.41
8	Latvia	4.41	1.58	2.80
9	Germany	3.24	0.81	4.00
10	Lithuania	2.18	0.78	2.78
11	Estonia	2.14	0.72	2.99
12	United Kingdom	1.64	0.46	3.53
13	Mongolia	1.55	0.46	3.39
14	Japan	1.38	0.23	5.95
15	France	1.20	0.32	3.75
16	Israel	1.04	0.41	2.53
17	Canada	0.87	0.18	4.94
18	Sweden	0.79	0.16	5.01
19	Turkmenistan	0.78	0.32	2.44
20	Azerbaijan	0.66	0.17	3.87
	<b>World</b>	<b>252.55</b>	<b>101.66</b>	<b>2.48</b>

# Georgia's Wine Exports to the U.S.

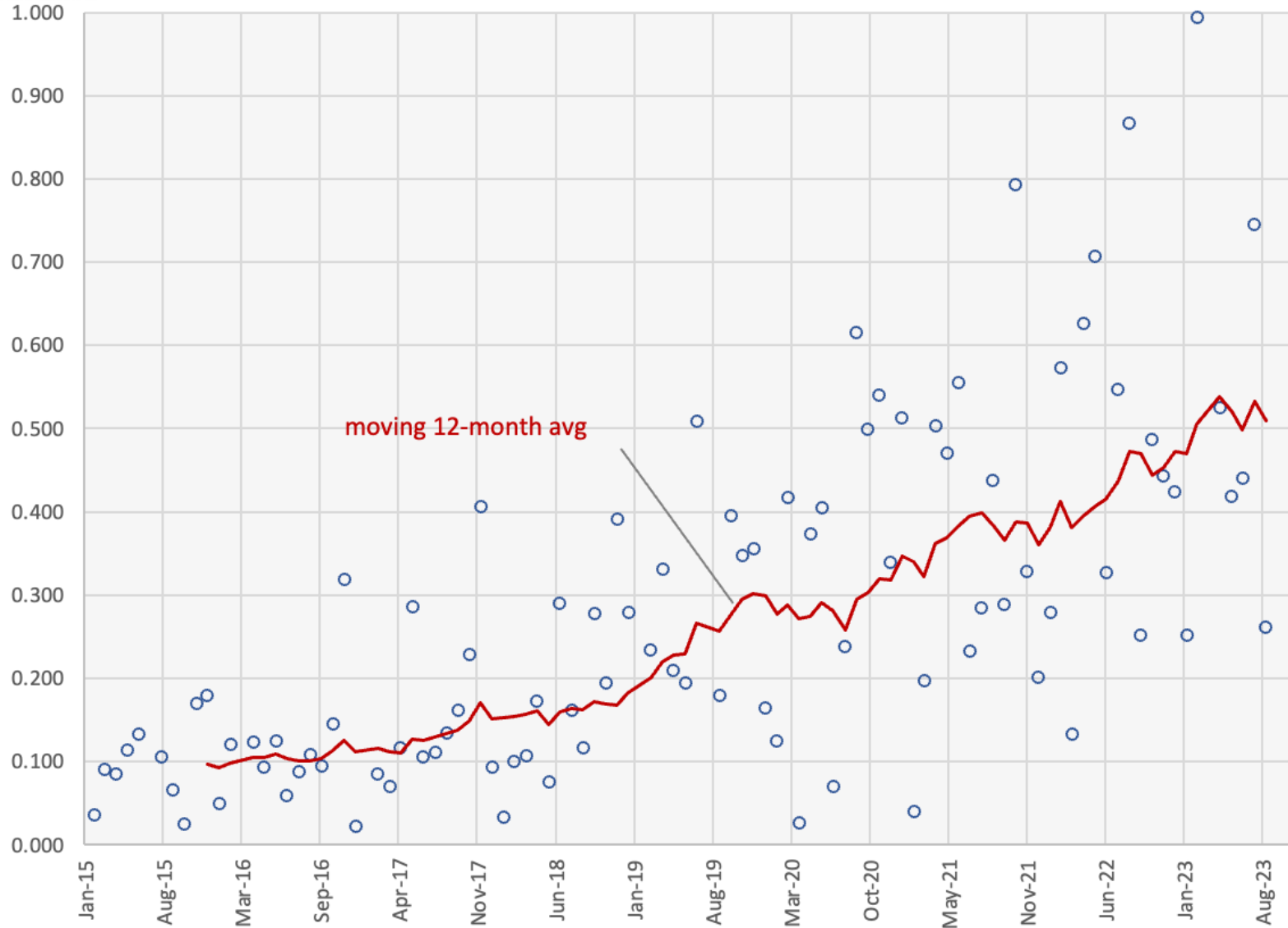
# U.S. Wine Imports from Georgia, 1997-2021

*value in million US\$; U.S. Bureau of Census, USA Trade Online*



# Monthly U.S. Wine Imports from Georgia, Jan 2015-Sep 2023

value in mill US\$; Source: U.S. Bureau of Census, USA Trade Online

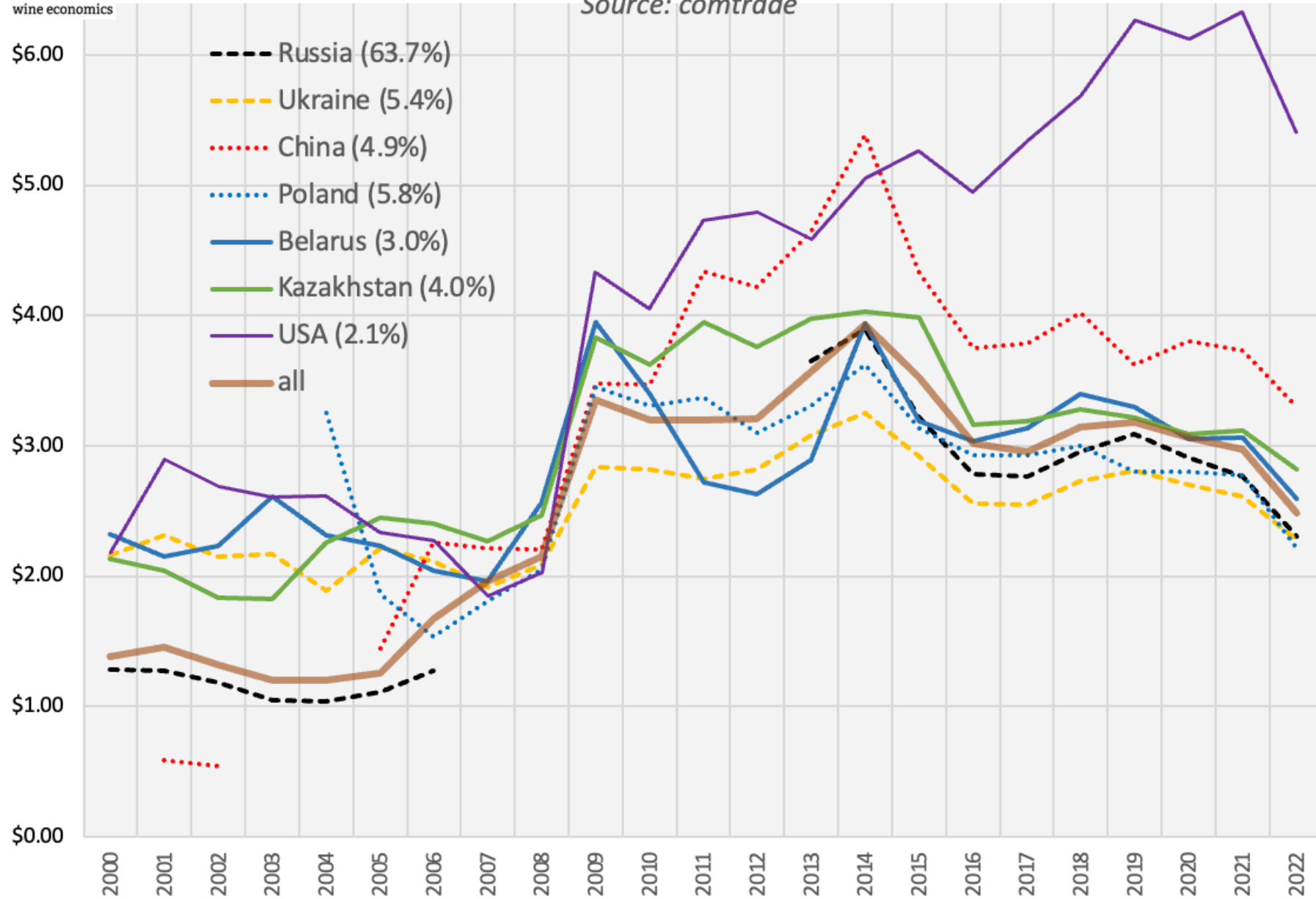




## Georgia's Avg Wine Export Prices to Main Markets, 2000-2022

*in US\$/liter FOB; 2022 share of Georgia's wine export volume in parentheses;*

*Source: comtrade*



# Exchange Rate Georgian Lari (GEL) per U.S. Dollar (USD)

**USD to GEL Chart** +0.81% (5Y)

• 1 USD = 2.69701 GEL Nov 14, 2023, 13:47 UTC

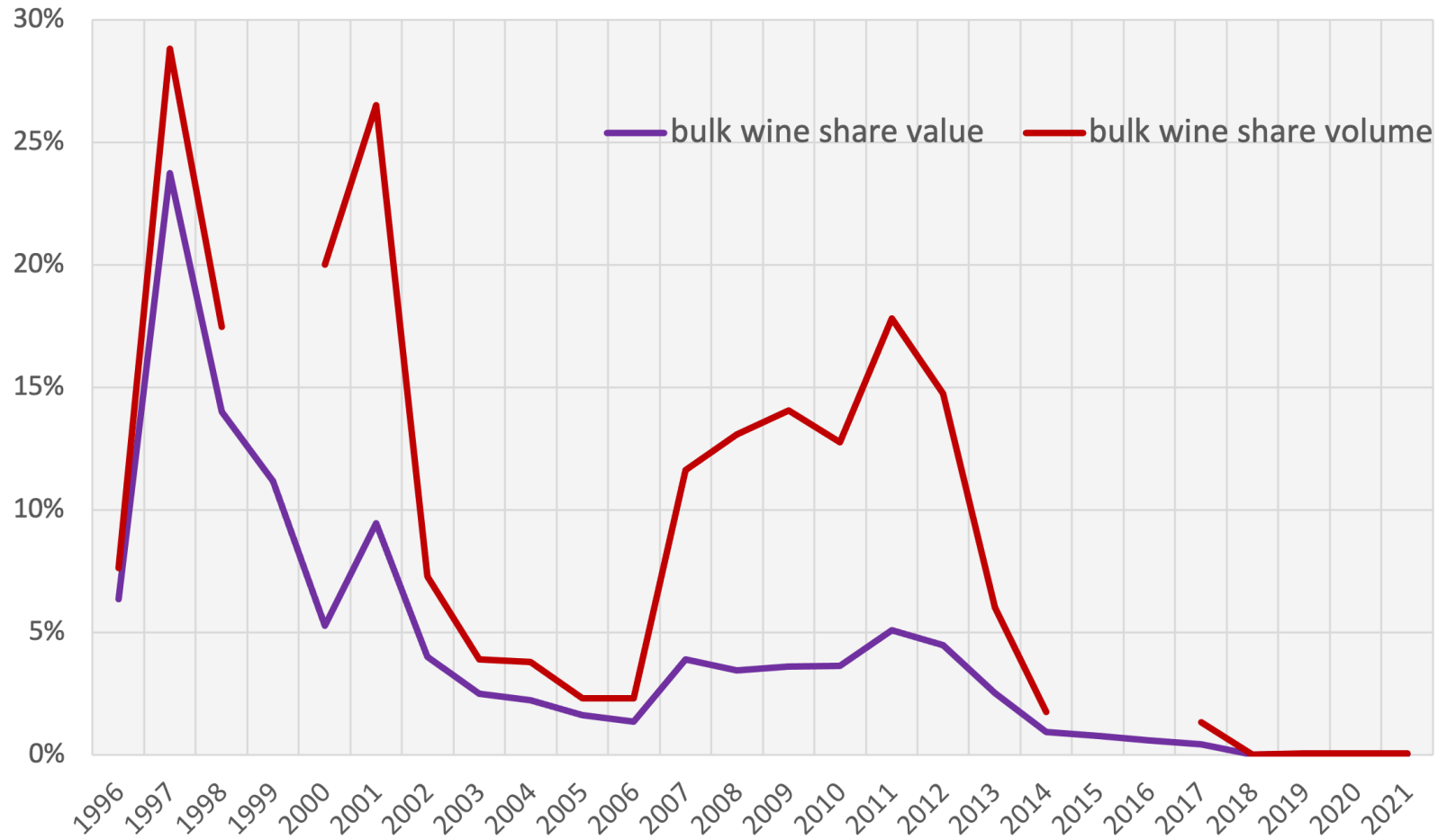
US Dollar to Georgian Lari





# Bulk Wine Share of Georgia's Wine Exports, 1996-2021

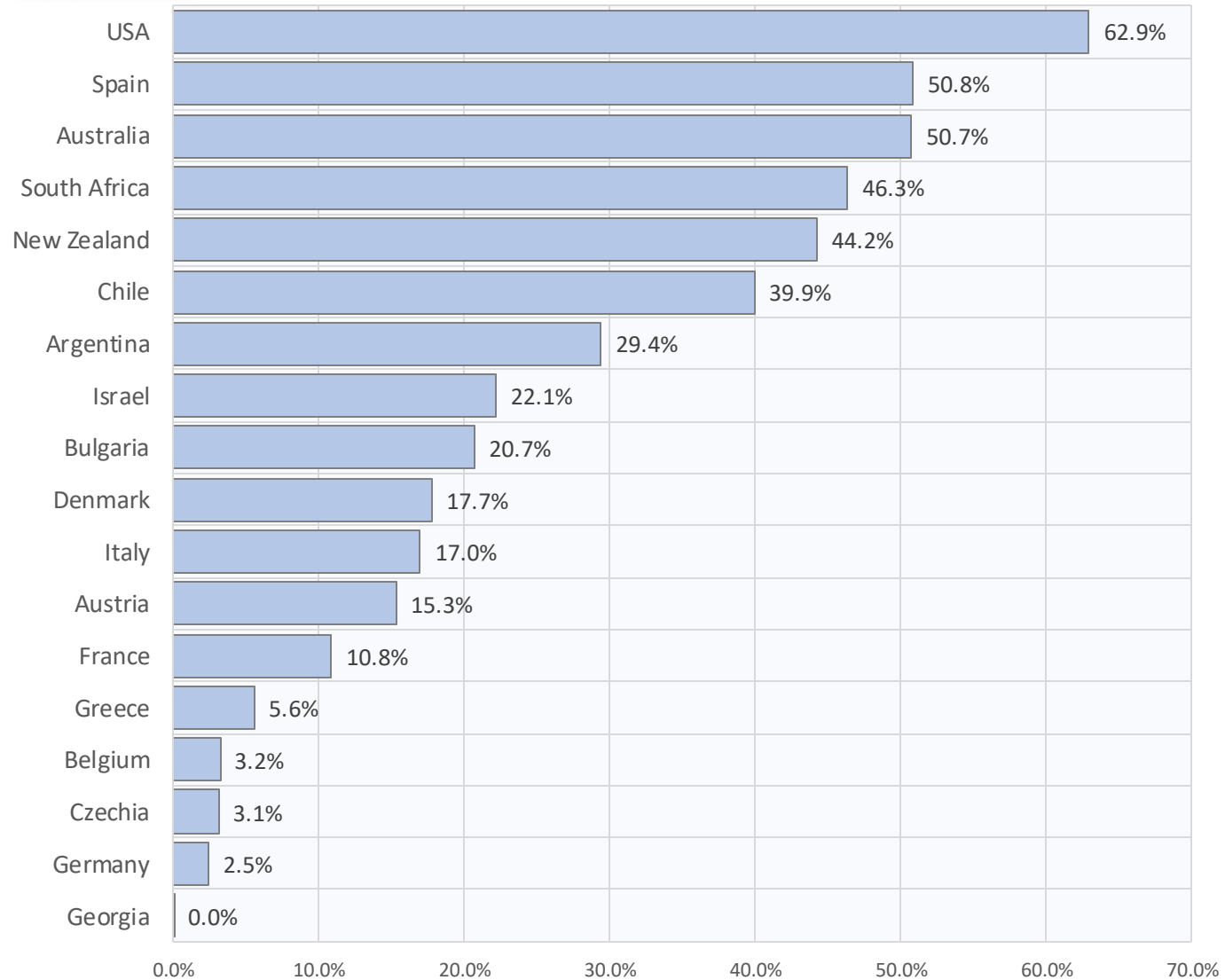
*bulk wine share by volume and value on %; Source: comtrade*





## Bulk Wine Share of Wine Export Volume Selected Countries, 2021

*bulk wine share in %; Source: comtrade*

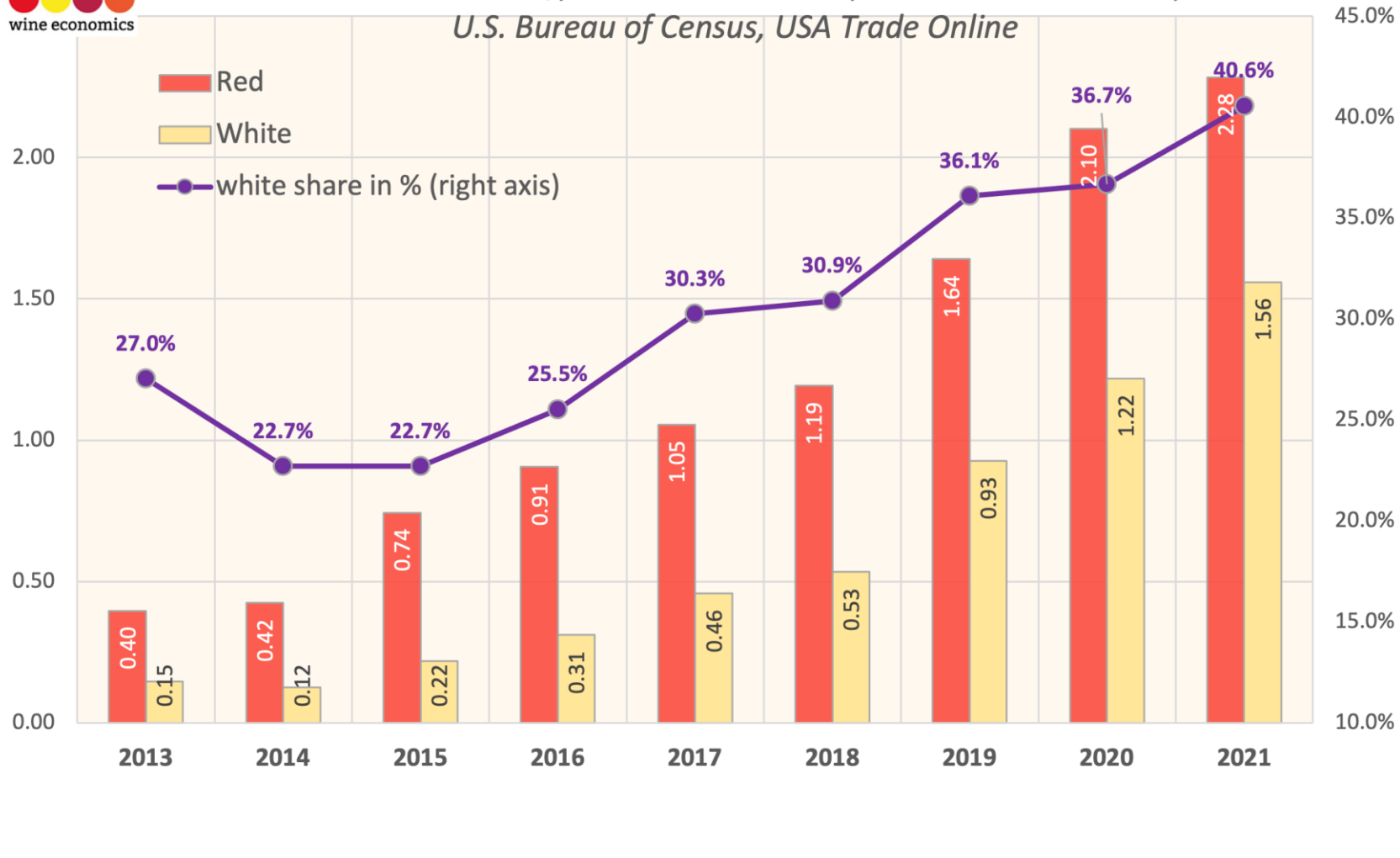




# U.S. Imports of Still Bottled Wine from Georgia by Color, 2013-2021

value in million US\$; Red HS2204215040, White HS2204215055;

U.S. Bureau of Census, USA Trade Online





## U.S. Imports of Organic Wine, 2022

Source: U.S. Bureau of Census, USA Trade Online,

	Country	red	white	total	total	organic share
1	New Zealand	177	28,931	29,108	586,096	5.0%
2	France	14,218	4,406	18,625	2,674,341	0.7%
3	Italy	6,786	6,428	13,214	2,312,697	0.6%
4	Argentina	4,984	700	5,684	282,758	2.0%
5	Spain	1,591	472	2,063	394,262	0.5%
6	Chile	1,353	591	1,944	226,837	0.9%
7	Austria	437	1,238	1,675	29,002	5.8%
8	South Africa	568	257	825	76,179	1.1%
9	Greece	280	308	588	20,085	2.9%
10	Georgia	452	3	455	5,442	8.4%
11	Germany	81	175	256	82,195	0.3%
12	Australia	161	54	215	307,801	0.1%
13	Canada	54	45	99	60,539	0.2%
14	Portugal	27	66	93	132,584	0.1%
15	Croatia	19	52	71	132,584	3.9%



## U.S. Imports of Certified Organic Wine First Half of 2022

*value in '000 US\$; bottled still organic wine HS codes 2204215035 (red) and 2204215050 (white); all values for January-June.*

*Source: U.S. Bureau of Census, USA Trade Online*

rank 2022 (2021)	country	Jan-Jun 2021	Jan-Jun 2022		abs. change	% change
1 (1)	France	8,741	7,484		-1,257	-14.4%
2 (2)	Italy	5,897	5,377		-520	-8.8%
3 (3)	Argentina	2,926	2,389		-537	-18.3%
4 (4)	Austria	1,149	1,031		-118	-10.3%
5 (5)	Chile	1,132	910		-222	-19.6%
6 (7)	Spain	503	782		279	55.5%
7 (8)	New Zealand	477	581		104	21.8%
8 (10)	Georgia	205	373		168	82.0%
9 (9)	Greece	406	352		-54	-13.2%
10 (6)	South Africa	530	269		-261	-49.3%
11 (11)	Australia	183	110		-73	-39.9%
12 (13)	Germany	70	84		14	20.4%
13 (12)	Canada	156	67		-89	-57.0%
14 (14)	Bulgaria	37	44		7	19.7%
15 (15)	Portugal	49	33		-16	-32.2%
	<b>all</b>	<b>23,093</b>	<b>20,215</b>		<b>-2,878</b>	<b>-12.5%</b>

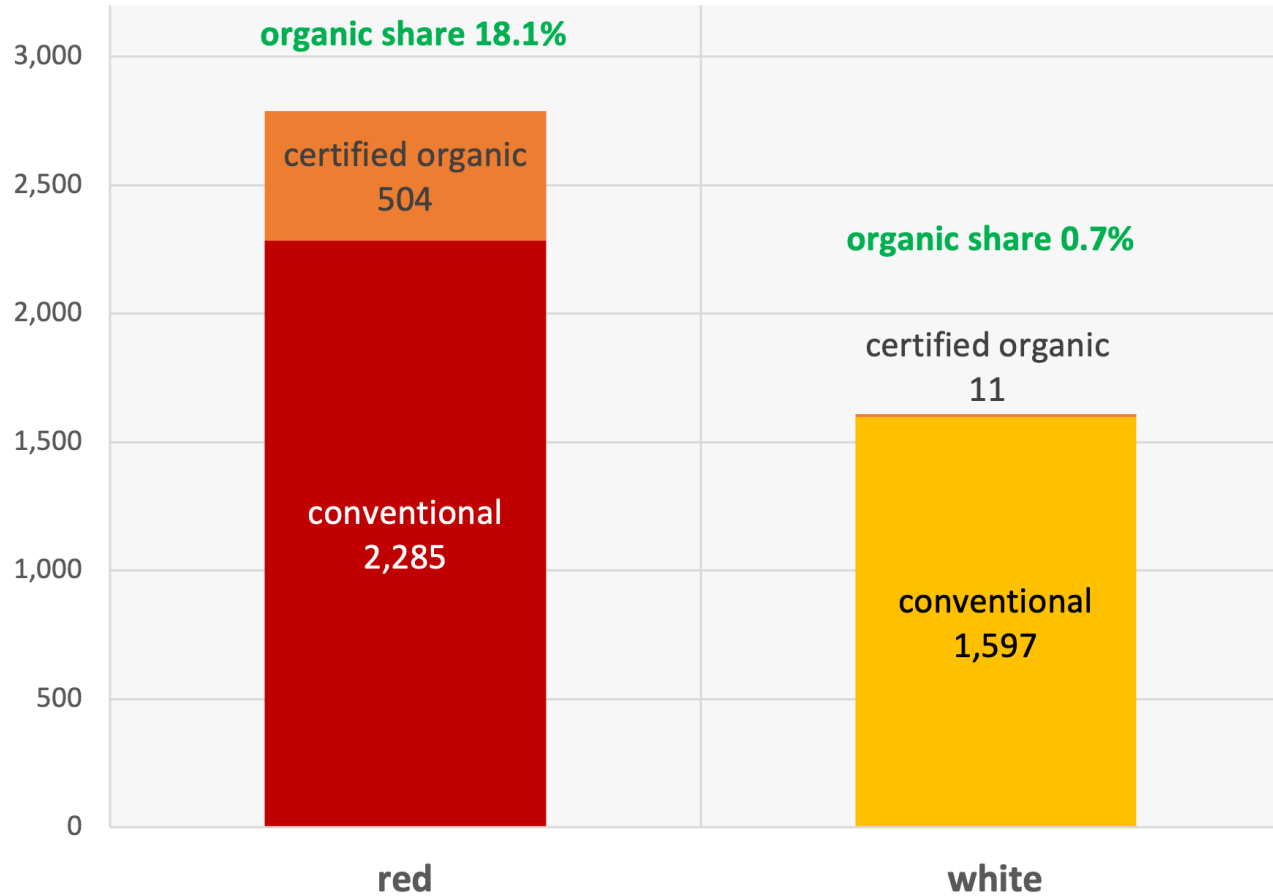
*Note: In order to be called "certified organic," the U.S. does not allow any added sulfites. Most "organic" European wines can, therefore, only be called "made with organic grapes."*



## U.S. Imports of Wine From Georgia, 2021

### Organic Share of Red and White Wines

value in '000 US\$; Source: U.S. Bureau of Census, USA Trade Online; Note: in order to be called "organic" in the U.S., a wine must not contain any added sulfites



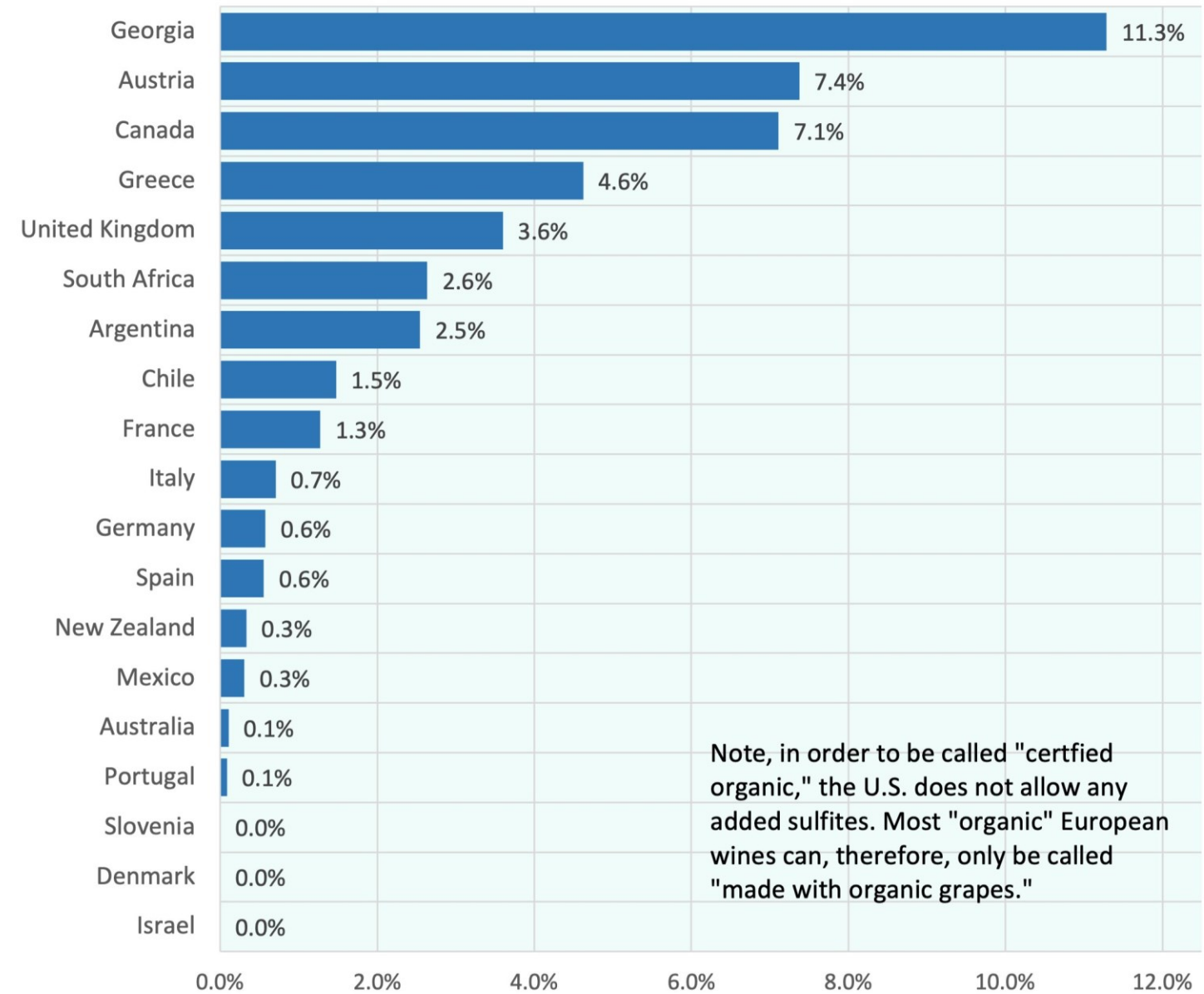




# Certified Organic Share of U.S. Bottled Still Wine Imports, 2021

## Main 20 Import Partners

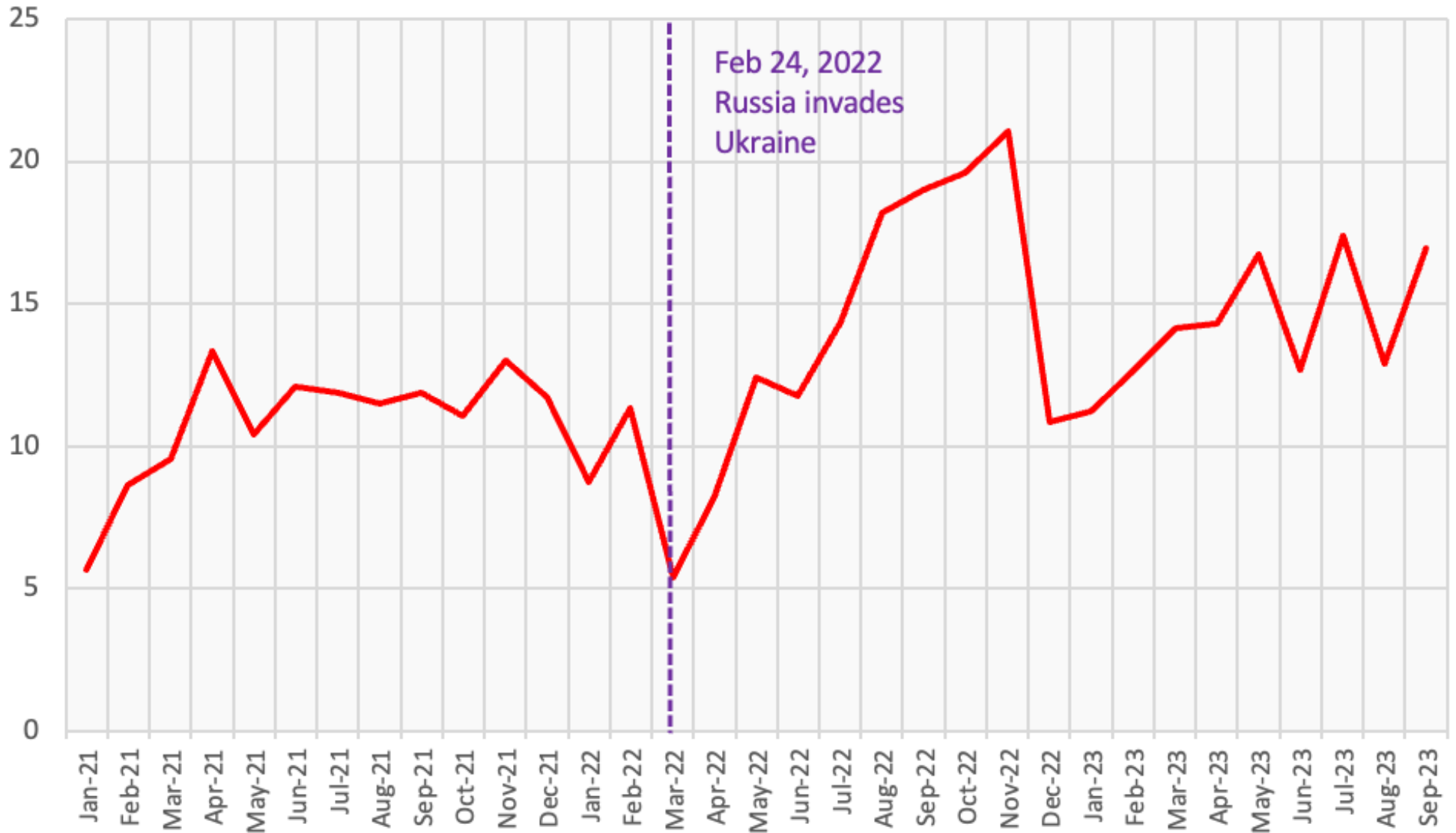
value share in %; Source: U.S. Bureau of Census, USA Trade Online



Note, in order to be called "certified organic," the U.S. does not allow any added sulfites. Most "organic" European wines can, therefore, only be called "made with organic grapes."

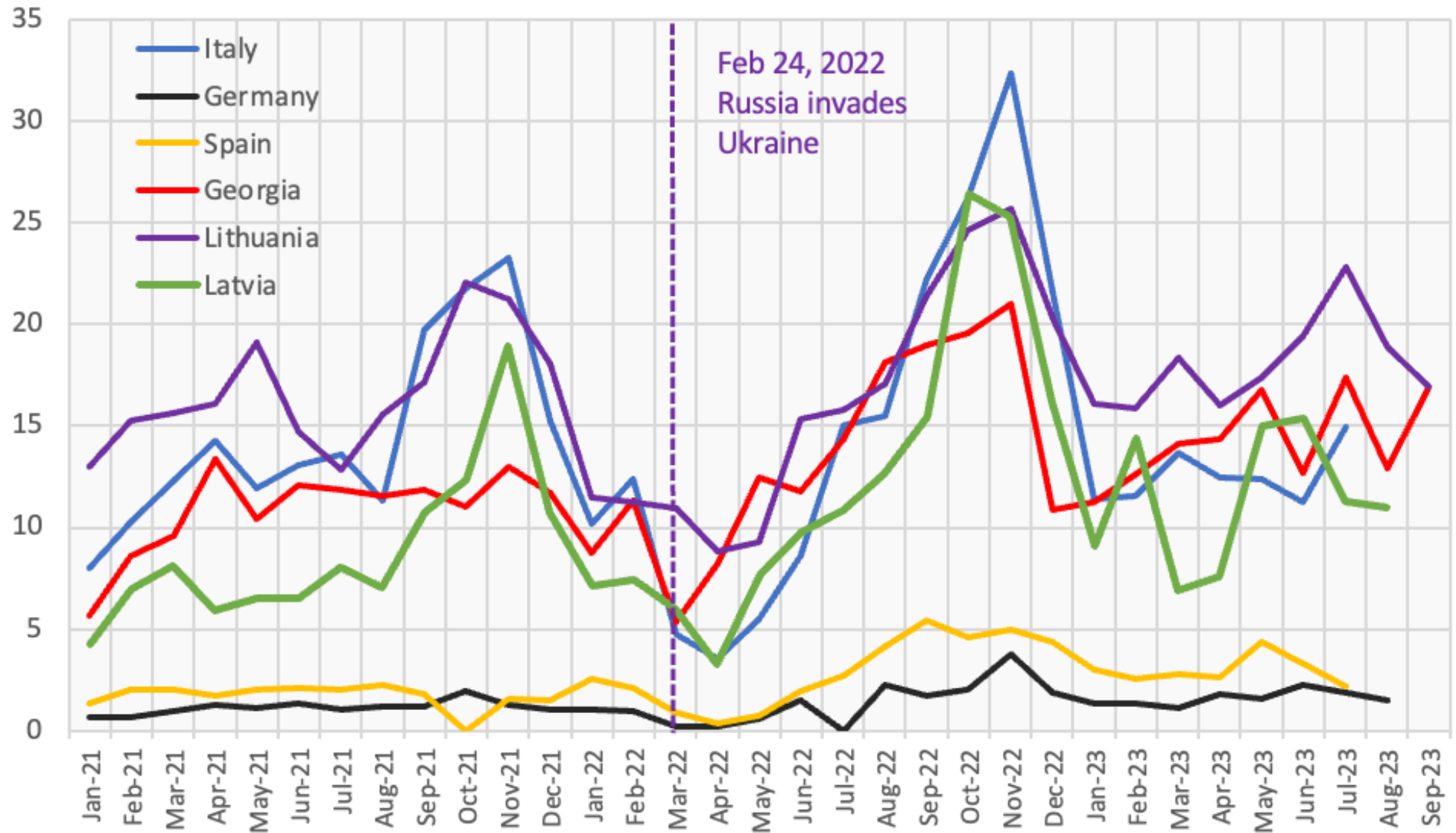
# Georgia's Monthly Wine Exports to Russia, Jan 2021-Sep 2023

*value in million US\$; Source: comtrade*



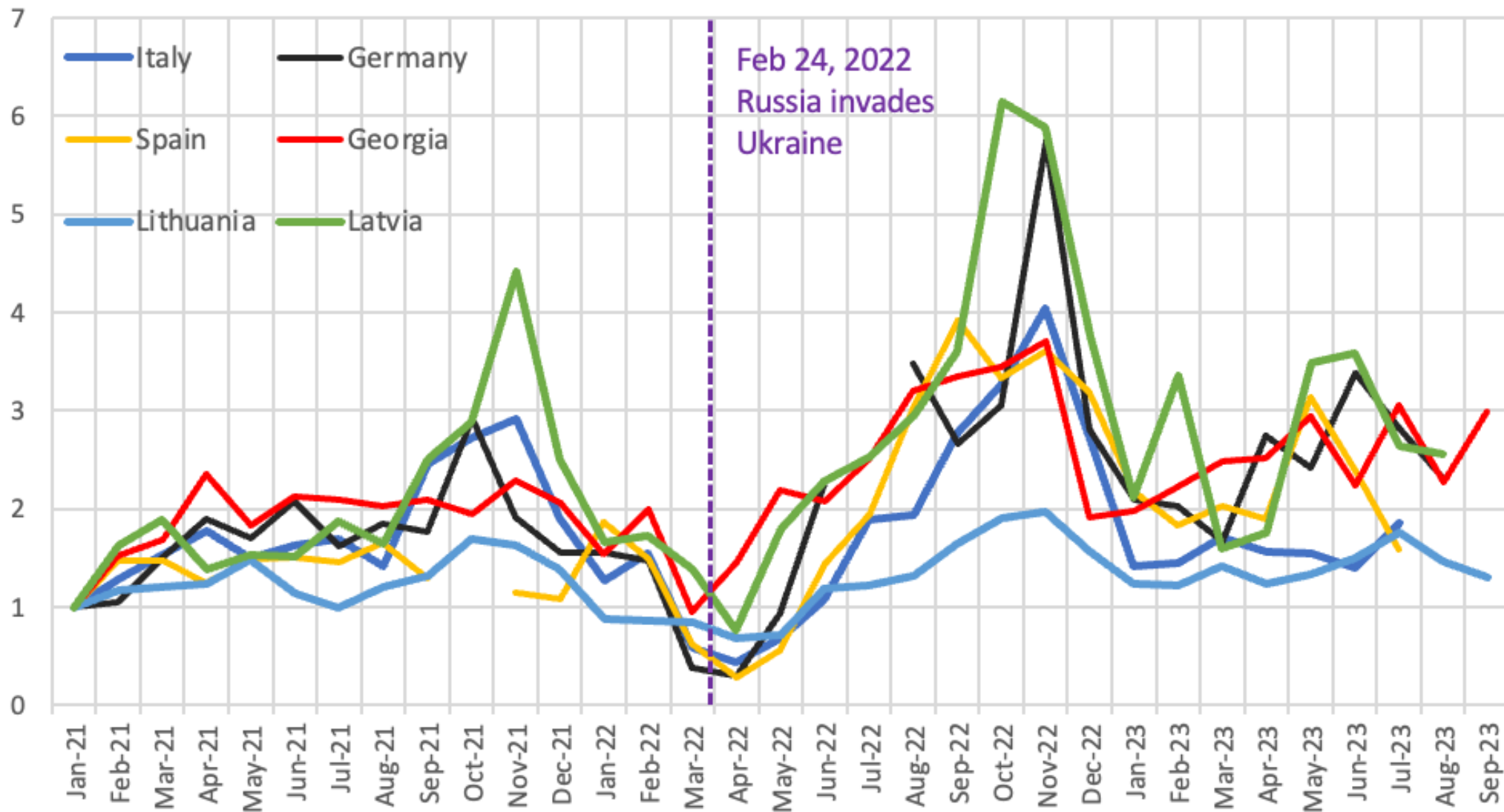
# Value of Monthly Wine Exports to Russia, Jan 2021-Sep 2023

*value in million US\$; Source: comtrade*



# Value of Monthly Wine Exports to Russia, Jan 2021-Sep 2023

Index Jan 2021=1; Source: comtrade



## Germany's Exports of Vehicles to Kyrgyzstan, 2011-2022

*value in mill US\$, HS Code 87; Source: comtrade*

