

TRENDS IN WINE PRODUCTION, CONSUMPTION AND TRADE IN ROMANIA IN THE PERIOD 2011-2017

Agatha POPESCU¹

Abstract. *The paper aimed to identify the main trends in Romania's wine production, consumption and trade in the 2011-2017 and changes in the country position as producer and exporter. A slight production growth of only 5% was sustained by a slight growth in vine plantations area and in grapes yield. In 2017, Romania produced 4,264.3 thousand hl wine, of which 65% white, 27.8% red and 7.3% rose wine. Of total output, only 21% represent PDO wines and 5% PGI wines, 2.9% varietal wines and the remaining are others. Consumption accounted for 4,100 thousand hl and the average consumption per inhabitant was 21.8 litres almost the lowest in the EU. Romania's wine trade has developed, so that in 2017 the export value reached Euro 24.5 Million and the import value Euro 55.5 million, the trade balance being Euro -31 million. To increase wine sector competitiveness, Romania has to intensify production and wine promotion among the domestic and external consumers, to modernize plantations and infrastructure in wine producing, conditioning, bottling, storing and to promote selling.*

Keywords: wine, production, consumption, export, import, trade balance, trends, Romania

1. Introduction

Romania plays an important role among EU wine producers for a long time and its wines are well appreciated for their flavour, taste, savour, acidity by consumers. For its production performance, it is ranked the 6th in the EU-28 after Italy, France, Spain, Germany and Portugal [2, 3, 8].

However, domestic production is not able to cover consumption and justifies wine imports whose amounts exceeds the exported quantities [2, 3].

EU-28 contributes by 70% to Europe production, by 65% to the global wine output, by 60% to the world consumption and 70% in the world wine export [6, 7, 12]. For keeping its top position, the EU adopted several regulations during the last decade aiming to enhance the competitiveness of the European wines on the international markets, to manage much better wine demand/offer ratio and preserve the best traditions in vine growing sustaining the durable development of the rural areas [2].

Despite its potential in producing wines, Romania is still facing some difficulties regarding the areas of vine plantations, the need to reorganize vine growing by zone, the structure of wine types regarding their origin, to stimulate production of

¹Prof., Ph.D., University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania, Full Member of the Academy of Romanian Scientists, Corresponding Member of the Academy of Agricultural and Forestry Sciences "Gheorghe Ionescu-Șișești", Bucharest, Romania, (e-mail: agatha_popescu@yahoo.com).
