

ROMANIAN WINE TRADE IN THE PERIOD 2007-2013

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Abstract

The paper is based on a research that aimed to analyze the wine exports of Romania by top destination countries in the period 2007-2013. The research method was based on statistical interpretations of the trade data provided by International Trade Center. In value terms the Romanian wine exports increased each year during this period, the main export destination being Germania, United Kingdom and China. Spain was the main exporter of wine for Romania, this country taking advantage of reduced Romanian wine production and Romanian domestic market potential for wine sales.

Key words: destinations, Romania, trade, wine

INTRODUCTION

The wine sector in Romania had fundamental economic, social, political and ideological functions, as it happened in different parts of the world throughout history.[4] As the authors of this paper concluded in a previous research, Romania had in the last years an increase in exports of wine, but also a much higher level of total wine imports, which indicate a low level of competitiveness in this sector.[2] This confirm the conclusion of other authors that revealed the negative impact caused by the huge import of foreign agro-food products on Romanian market with lower prices.[3] The exports of Romanian wine needs to be increased if we consider some appreciation that Romanian wines have a rather good international reputation even if they were affected during this century. [1] For this paper authors aimed to analyze the Romanian trade with wine, by country of origin and destination, based on idea that Romania can gain better trade positions on European Union and on World wine market.

MATERIALS AND METHODS

For this paper, the authors processed time series from international statistic related with

the wine trade. The Romanian trade with wine was evaluated in absolute and percentage terms, in a quantitative and value perspective.

RESULTS AND DISCUSSIONS

Romania exported each year, in the period taken into account, between 10,000 and 11,000 to of wine. For the period 2009 – 2012 Germany was the first Romanian wine export destination. (Table 1)

In 2013 the export of wine to United Kingdom increased at a level higher than for Germany. If in 2009 Romania exported important quantities of wine to Russia and Denmark, Spain started to be an important destination for Romanian wines. Romanian wine exporters should analyze what happened with the exports to the south neighbor, Bulgaria, and to evaluate if they can reconquer their position on this market. In Germany were delivered up to 43.71 % (in 2009) of the total wine quantities of the Romanian exports with this product. (Table 2) In 2012, Romania delivered 13.6 % of the total wine export to Spain. Romania also succeeded to deliver in UK, one of its main wine importers, up to 28.74 % of the total quantities of exported wine from 2013.

Table 1. The quantitative structure of Romanian wine export by country destination (data only for the top 10 destination countries of each year)

| Country | Quantity (to) | | | | |
|-------------|---------------|-------------|-------------|-------------|-------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Germany | 4760 | 3127 | 3277 | 2378 | 2466 |
| UK | 775 | 357 | 1359 | 2099 | 3013 |
| Canada | - | 299 | 394 | 290 | 370 |
| Czech Rep. | 559 | 774 | 788 | 511 | 256 |
| Russia | 538 | - | - | - | - |
| Estonia | 528 | 699 | 670 | 719 | 491 |
| Denmark | 503 | - | - | - | - |
| Bulgaria | 495 | 355 | - | - | - |
| Italy | 432 | 847 | 685 | 820 | 600 |
| USA | 423 | 811 | 692 | 597 | 584 |
| China | 412 | 991 | 801 | 1159 | 890 |
| Poland | - | - | 288 | - | - |
| Spain | - | 317 | 491 | 1548 | 461 |
| Netherlands | - | - | - | 225 | - |
| Slovenia | - | - | - | - | 214 |
| Others | 1465 | 1236 | 1081 | 1037 | 1139 |
| Total | 10890 | 9813 | 10526 | 11383 | 10484 |

Source: Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3–bold, italic

Table 2. The quantitative structure of Romanian wine export by country destination, expressed as a percentage (data only for the top 10 destination countries of each year)

| Country | % | | | | |
|-------------|--------------|--------------|--------------|--------------|--------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Germany | 43,71 | 31,87 | 31,13 | 20,89 | 23,52 |
| UK | 7,12 | 3,64 | 12,91 | 18,44 | 28,74 |
| Canada | - | 3,05 | 3,74 | 2,55 | 3,53 |
| Czech Rep. | 5,13 | 7,89 | 7,49 | 4,49 | 2,44 |
| Russia | 4,94 | - | - | - | - |
| Estonia | 4,85 | 7,12 | 6,37 | 6,32 | 4,68 |
| Denmark | 4,62 | - | - | - | - |
| Bulgaria | 4,55 | 3,62 | - | - | - |
| Italy | 3,97 | 8,63 | 6,51 | 7,20 | 5,72 |
| USA | 3,88 | 8,26 | 6,57 | 5,24 | 5,57 |
| China | 3,78 | 10,1 | 7,61 | 10,18 | 8,49 |
| Poland | - | - | 2,74 | - | - |
| Spain | - | 3,23 | 4,66 | 13,60 | 4,40 |
| Netherlands | - | - | - | 1,98 | - |
| Slovenia | - | - | - | - | 2,04 |
| Others | 13,45 | 12,6 | 10,27 | 9,11 | 10,86 |
| Total | 100 | 100 | 100 | 100 | 100 |

Source: Source: Processed data from International Trade Center, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3 –bold, italic

While the quantities of wine exported by Romania alternated positive and negative trends from a year to other, the value of this exports increased each year. (Table 3) The highest value of wine exports to a country was recorded in 2013, when Romania exported wine worth USD thousand 5,931 to UK. Romanian wine traders managed to export wine worth USD thousand 3,805 to China in

2012 and wine worth USD thousand 4,277 to Germany in 2012.

Table 3. The value structure of Romanian wine export by country destination (data only for the top 10 destination countries of each year)

| Country | Value (USD thousand) | | | | |
|----------------|----------------------|-------------|-------------|-------------|-------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Germany | 4277 | 3320 | 3870 | 2816 | 3107 |
| China | 3089 | 2858 | 3111 | 3805 | 3000 |
| UK | 1602 | 720 | 2601 | 3779 | 5931 |
| Italy | 1182 | 1822 | 1604 | 1591 | 1423 |
| Estonia | 1152 | 1271 | 1244 | 1299 | 958 |
| USA | 1083 | 1821 | 1472 | 1266 | 1250 |
| Russia | 743 | - | - | - | - |
| Denmark | 669 | - | - | - | - |
| Canada | 638 | 774 | 1036 | 777 | 983 |
| Spain | 615 | 680 | 1056 | 1623 | 1013 |
| Czech Republic | - | 677 | 731 | 594 | 410 |
| Poland | - | 408 | 689 | 608 | - |
| Netherlands | - | - | - | - | 742 |
| Others | 3599 | 2787 | 2559 | 2371 | 3171 |
| Total | 19099 | 17138 | 19973 | 20529 | 21988 |

Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3–bold, italic

In 2013 about 27 % of incomes from Romanian exports of wine, in terms of value, came from United Kingdom.

Table 4. The value structure of Romanian wine export by country, expressed as a percentage (data only for the top 10 destination countries of each year)

| Country | % | | | | |
|----------------|--------------|--------------|--------------|--------------|--------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Germany | 24,75 | 19,37 | 19,38 | 13,72 | 14,13 |
| China | 16,17 | 16,68 | 15,58 | 18,53 | 13,64 |
| UK | 8,39 | 4,20 | 13,02 | 18,41 | 26,97 |
| Italy | 6,19 | 10,63 | 8,03 | 7,75 | 6,47 |
| Estonia | 6,03 | 7,42 | 6,23 | 6,33 | 4,37 |
| USA | 5,67 | 10,63 | 7,37 | 6,17 | 5,68 |
| Russia | 3,89 | - | - | - | - |
| Denmark | 3,50 | - | - | - | - |
| Canada | 3,34 | 4,52 | 5,19 | 3,78 | 4,47 |
| Spain | 3,22 | 3,97 | 5,29 | 7,91 | 4,61 |
| Czech Republic | - | 3,95 | 3,66 | 2,89 | 1,86 |
| Poland | - | 2,38 | 3,45 | 2,96 | - |
| Netherlands | - | - | - | - | 3,37 |
| Others | 18,84 | 16,26 | 12,81 | 11,55 | 14,42 |
| Total | 100 | 100 | 100 | 20529 | 21988 |

Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3 –bold, italic

The poor wine production from 2010 led to a record of imported wine in Romania. Spain was the main exporter of wine for Romania. In 2011 Spain exported 61,627 to of wine in Romania, this being the highest quantity imported from a specific country during the

period 2009-2013. Italy is an important exporter to Romanian wine market (Table 5), while Moldova and Bulgaria had also important quantities exported each year to Romania.

Table 5. The quantitative structure of wine imported in Romania (data only for the top 10 exporter countries of each year)

| Country | Quantity (to) | | | | |
|---------------------|---------------|-------------|--------------|--------------|-------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Italy | 4108 | 7649 | 13603 | 7891 | 5538 |
| Slovenia | 1775 | - | - | - | - |
| Spain | 1764 | 9177 | 61627 | 23578 | 9038 |
| Republic of Moldova | 1521 | 1191 | 3191 | 4745 | 4943 |
| Bulgaria | 926 | 753 | 5550 | 5767 | 4491 |
| France | 886 | 1116 | 1319 | 1216 | 1012 |
| Austria | 601 | - | - | - | - |
| Germany | 381 | 563 | 2127 | 1188 | 1425 |
| Hungary | 378 | 728 | 449 | - | 996 |
| Czech Republic | 260 | 414 | 643 | 906 | - |
| Slovakia | - | 405 | - | - | - |
| Chile | - | 108 | - | - | 2690 |
| Macedonia | - | - | 1044 | 4260 | 4277 |
| Serbia | - | - | - | 3438 | 774 |
| South Africa | - | - | 502 | 536 | - |
| Others | 539 | 386 | 714 | 1004 | 1563 |
| Total | 13139 | 22490 | 90979 | 54529 | 36747 |

Source: Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3– bold, italic

Table 6. The quantitative structure of wine imported in Romania, expressed as a percentage (data only for the top 10 exporter countries of each year)

| Country | Quantity (%) | | | | |
|----------------|--------------|--------------|--------------|--------------|--------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Italy | 31,27 | 34,01 | 14,99 | 14,47 | 15,07 |
| Slovenia | 13,51 | - | - | - | - |
| Spain | 13,43 | 40,80 | 67,89 | 43,24 | 24,60 |
| Moldova | 11,58 | 5,30 | 3,52 | 8,7 | 13,45 |
| Bulgaria | 7,05 | 3,35 | 6,11 | 10,58 | 12,22 |
| France | 6,74 | 4,96 | 1,45 | 2,23 | 2,75 |
| Austria | 4,57 | - | - | - | - |
| Germany | 2,90 | 2,50 | 2,34 | 2,18 | 3,88 |
| Hungary | 2,88 | 3,24 | 0,49 | - | 2,71 |
| Czech Republic | 1,98 | 1,84 | 0,71 | 1,66 | - |
| Slovakia | - | 1,8 | - | - | - |
| Chile | - | 0,48 | - | - | 7,32 |
| Macedonia | - | - | 1,15 | 7,81 | 11,64 |
| Serbia | - | - | - | 6,3 | 2,11 |
| South Africa | - | - | 0,55 | 0,98 | - |
| Others | 4,10 | 1,72 | 0,79 | 1,84 | 4,25 |
| Total | 100 | 100 | 100 | 100 | 100 |

Source: Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3– bold, italic

We anticipate a higher share of market for Moldavian wines in the context of the import ban of Russia for the Moldavian wines.

Spain gained the highest share of imported wine on Romanian market from 2010 to 2013. In 2011 Spain covered 67.89 % of the Romanian wine imports.

Table 7. The value structure of wine imported in Romania (data only for the top 10 exporter countries of each year)

| Country | Value (USD thousand) | | | | |
|---------------------|----------------------|-------------|--------------|--------------|--------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Italy | 5513 | 8200 | 13334 | 11188 | 11092 |
| France | 5370 | 7609 | 9323 | 8783 | 8589 |
| Republic of Moldova | 2458 | 1917 | 3012 | 3953 | 4607 |
| Germany | 1360 | 1477 | 4179 | 2414 | 3040 |
| Spain | 1251 | 4170 | 31618 | 14541 | 6672 |
| Slovenia | 706 | - | - | - | - |
| Hungary | 660 | 797 | 847 | 966 | 1530 |
| Austria | 530 | - | - | - | - |
| Bulgaria | 489 | 546 | 2869 | 3649 | 4796 |
| Chile | 456 | 394 | 616 | - | 2688 |
| Czech Republic | - | - | 580 | 1327 | 1180 |
| Macedonia | - | - | - | 2473 | 3188 |
| Serbia | - | - | - | 2053 | - |
| Netherlands | - | 447 | 592 | - | - |
| Slovakia | - | 727 | - | - | - |
| Others | 1852 | 1368 | 2510 | 2617 | 3120 |
| Total | 20648 | 27652 | 69480 | 53964 | 50502 |

Source: Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3 – bold, italic

Table 8. The value structure of wine imported in Romania, expressed as a percentage (data only for the top 10 exporter countries of each year)

| Country | Value (%) | | | | |
|----------------|--------------|--------------|--------------|--------------|--------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 |
| Italy | 26,70 | 29,65 | 19,19 | 20,73 | 21,96 |
| France | 26,01 | 27,52 | 13,42 | 16,28 | 17,01 |
| Moldova | 11,90 | 6,93 | 4,34 | 7,33 | 9,12 |
| Germany | 6,59 | 5,34 | 6,01 | 4,47 | 6,02 |
| Spain | 6,06 | 15,08 | 45,51 | 26,95 | 13,21 |
| Slovenia | 3,42 | - | - | - | - |
| Hungary | 3,20 | 2,88 | 1,22 | 1,79 | 3,03 |
| Austria | 2,58 | - | - | - | - |
| Bulgaria | 2,37 | 1,97 | 4,13 | 6,76 | 9,50 |
| Chile | 2,21 | 1,42 | 0,89 | - | 5,32 |
| Czech Republic | - | - | 0,83 | 2,46 | 2,34 |
| Macedonia | - | - | - | 4,58 | 6,31 |
| Serbia | - | - | - | 3,80 | - |
| Netherlands | - | 1,62 | 0,85 | - | - |
| Slovakia | - | 2,63 | - | - | - |
| Others | 8,97 | 4,95 | 3,61 | 4,85 | 6,18 |
| Total | 100 | 100 | 100 | 100 | 100 |

Source: Source: Processed data from ITC, 2014

Note: Rank 1 – bold, underline, Rank 2 –bold, Rank 3– bold, italic

While Italy was the first exporter of wine on Romanian market in 2009, Moldavia started to extend their exports for Romania, having a share of market 13.45 % in 2013. (Table 6)

Spain had the highest percentage from the total value of imported wines in Romania in 2011, with almost half of this market segment. The value structure of wine imported in Romania indicate that French wines imported in Romania are more expensive as those imported from Spain. Even if the France didn't export very high quantities of wine on Romanian market, the value of this imports put France in the second or third place in the selected period.

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CONCLUSIONS

Romania exported between 2009 and 2013 around 11,000 to each year, depending on internal production and the demand on internal market. Germany and United Kingdom were the main destinations of Romanian wine export. The value of Romanian exports of wine was close to USD thousand 22,000 in 2013. Romania imported up to 90,079 to in 2011, equivalent of USD thousand 69,480. Spain is the main exporter for Romanian market, followed by Italy. Even if Romania is an important wine producer, the imports of wine are higher than exports, which lead to a negative balance for the Romanian wine trade.

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