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PRESS RELEASE

RUEDA D.O.: SECOND WINE DESIGNATION OF ORIGIN IN SPAIN

- Rueda also retains its leading position as a Designation of Origin for quality white wine in Spain as a whole, with 42.3% of the total market in this segment, according to the report just published by the consultancy firm Nielsen IQ for the 2023 financial year.
- The Designation of Origin has increased sales and consolidated its second place in Spain, with a 14.5% market share (independently of wine colour).
- The favourable results for the Designation of Origin come against a backdrop in which sales of D.O. still wines in Spain fell by 2%.

Leadership and consolidation in Rueda D.O. These are the two conclusions drawn from the latest report published by the consultancy firm **Nielsen IQ** on the performance of the still wine market in Spain in 2023. The Designation of Origin once again occupies **second position in the D.O. still wines group in Spain** (independently of wine colour), with a market share that rose from 13.9% in 2022 to 14.5% in 2023.

In addition, Rueda D.O. continues to occupy **first place in the quality white wines segment, with a market share of 42.3%** (in 2022 it was 42%).

"The data from the Nielsen report for 2023 show that we continue to occupy **second place for D.O. wine in Spain, and first for quality white wine**", said Carlos Yllera, president of Rueda D.O. Regulatory Council. "**We at Rueda D.O. are proud** that the excellence of our wines is continuing to make consumers choose and recommend us, whatever the general context of the wine market", he recalled.

Strong growth in Food

With regard to **annual sales performance**, the Designation of Origin achieved an **increase of 2.5%** compared to 2022. In 2023, Rueda D.O. sold 67,708 million bottles, **thus bucking**



the trend in the national wine market, where sales in millions of litres of D.O. still wine declined by 2% compared to 2022. Red wine consumption went from 61.5% to 60.4%. and rosé from 5.6% to 5.4%. White wine is the only one to gain: it increased by 1.3 percentage points to stand at 34.2% in 2023.

The Food sector played a decisive role in the development of Rueda D.O. sales in 2023, **showing a growth of 3.3%**. A total of 36,055 millions of bottles were sold for this segment in 2023, compared to 33,047 millions of bottles in 2022.

Overall, the distribution of sales by channel for Rueda D.O. in 2023 was **53.3% for Food** and **46.7% for Hospitality**.

In the north, in Madrid and in the Levante region there is growing demand for Rueda D.O. wine.

In terms of **geography**, Rueda D.O. ranks higher than other D.O. wines in almost all regions of Spain. It is **consolidating in the north-central area**, in regions such as the Basque Country, La Rioja, Navarre and Madrid, and is continuing to make progress in the Mediterranean arc, beginning in the Valencia region and moving down to encompass all provinces within Andalusia and southern Extremadura.



Source: Rueda D.O. Regulatory Council 983 86 82 48

Updated information can always be found at: www.dorueda.com