


Chapter 1

Analysis of Wine Export Intensity by Spanish Autonomous Communities and Their Geographical Destinations

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ABSTRACT

Spain is in a privileged position in the production and marketing of wine, being the world leader in terms of volume of wine exported. It is also the country where exports have grown the most since 1990, as companies have been pushed to increase their foreign exposure by the decline in domestic consumption and more recently by the financial crisis. The present research contributes to the literature on the international wine trade, given that, to our knowledge, no previous research has so

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recently addressed the export intensity of Spanish wines by autonomous communities, as well as the geographical destinations of these exports. The results show a clear heterogeneity in value and volume between the different Spanish territories when it comes to marketing wine, revealing two competitive models in the Spanish wine industry: cost leadership (focused on volume) and differentiation (focused on quality).

INTRODUCTION

Spain holds a privileged position in wine production and marketing, leading the world in terms of exported wine volume. This growth has been driven by companies seeking foreign exposure due to declining domestic consumption and recent financial crises. Spanish wineries have adeptly leveraged the opportunities presented by an increasingly globalized environment, positioning their products abroad to compensate for weakening domestic demand. Exports have become the primary growth driver for the industry.

Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) play a crucial role in ensuring consistent quality and differentiation. These indicators also facilitate access to national and international markets. However, it's worth noting that only approximately half of Spain's wine production falls under these designations, leaving the rest without any specific origin indication.

The winemaking process involves various stages, starting with grape harvesting in the vineyards during September and October. Once the grapes reach the wineries, destemming separates them from the bunches, and crushing extracts the must. Fermentation and maceration follow, lasting 6-10 days, during which sugar converts to alcohol. The resulting wine is then transferred to another tank. Throughout history, the wealth of the wine-growing areas is reflected in palaces and stately homes, in churches and monasteries, in literature, sculpture and painting, in the architecture of the wineries themselves, and in the development of ancillary trades and businesses such as coopers, tanners, nurseries, etc., as well as in the development of the wine-making trades, sculpture and painting, in the architecture of the wineries themselves, as well as in the development of auxiliary trades and businesses, such as coopers, tanners, nurseries and so on. This fact, adapted to modern times, can still be seen in such phenomena as wineries with unique architecture built by renowned architects, the development of wine museums, the development of ancillary services companies, from those producing bottles or oenological products to those building the tanks, presses and other equipment in the winery, presses and other oenological equipment, or those involved in everything related to vineyards, among many others. Therefore, not only does the wine industry make an important contribution to economic welfare, but it also contributes to the maintenance of the heritage, the

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