



# THE BEST REASONS TO SHOWCASE YOUR “WINEGROWING & WINEMAKING” RANGE

SITEVI is the key event to increase your brand awareness and develop your business in the winegrowing and winemaking sectors.

## GENERATE NEW MEETING OPPORTUNITIES

SITEVI welcomes **55,000 visitors**, among whom one in two have purchasing plans, and **78% of these find a way of fulfilling them at the show. At the show, you can meet all your key contacts: winegrowers and winemakers, making up 60% of our visitor audience**, in search of solutions to diversify their estate’s activities, along with fruit and olive growers, distributors, manufacturers, dealers, banks and service companies, cooperatives and traders.

## BE A SOURCE OF INSPIRATION

The **SITEVI INNOVATION AWARDS**, a competition internationally acclaimed across the industry, shines a light on the latest developments in the sector: trends, solutions and innovations are all in evidence in the entries.

**100+ products presented by 80+ companies.**

**To be won:** around 20 prizes.

A prestigious award ceremony will provide the winners of the 2025 competition with even greater exposure. Take part in the SITEVI INNOVATION AWARDS to amplify your impact.

## GAIN ACCESS TO NEW MARKETS

Whether you’re aiming to grow in France, Europe or even further afield, **SITEVI is the unmissable tradeshow** for you.

With **22% of exhibitors** from outside France, it is a unique platform to develop your network in a business conducive climate.

Among out 55,000 visitors, **13% come from outside France** and from a total of 73 countries!

Supported by its global reach, **SITEVI is the ideal springboard to transform your innovations into genuine commercial successes.**

## TRANSFORM YOUR ACTIONS INTO SUCCESS LEVERS

SITEVI brings together a wide community of professionals **from the vine, wine, fruit and olive growing sectors**. As a highlight in your calendar for promotion and communication, the show offers you access to three days of direct media exposure and extensive visibility among your target audiences. SITEVI is more than just a tradeshow: it is a media that will help you obtain return on investment and qualified leads.

**86%**  
OF EXHIBITORS

ARE SATISFIED WITH THEIR PARTICIPATION IN VIEW OF DEVELOPING **THE IMAGE AND AWARENESS** OF THEIR COMPANY AND/OR PRODUCTS

**69%**  
OF VISITORS

HAVE **PLANS TO INVEST** IN SPECIFIC **WINEGROWING AND WINEMAKING EQUIPMENT**

**93%**  
OF VISITORS

ARE SATISFIED TO HAVE **MET WITH SUPPLIERS SPECIFICALLY TARGETED** AMONG OUR EXHIBITORS

## A RANGE DEDICATED TO WINEGROWING:

- TILLAGE
- TRACTION IRRIGATION
- SOWING PLANTING
- GRAFTING TYING
- INPUTS & FERTILISERS
- CROP PROTECTION
- HANDLING
- HARVESTING EQUIPMENT
- RENEWABLE ENERGY
- NEW TECHNOLOGY
- PRECISION FARMING

## A RANGE DEDICATED TO WINEMAKING:

- WINERY CONSTRUCTION
- INDOOR EQUIPMENT
- GRAPE HANDLING
- PRESSING & PROCESSING
- CONSERVATION & PACKAGING
- BOTTLING, PACKING & DISPATCHING
- MANAGEMENT SOLUTIONS
- SERVICES

### TOP 5 VISITING COUNTRIES

1		FRANCE	4		SWITZERLAND
2		SPAIN	5		PORTUGAL
3		ITALY			



# The French winegrowing sector

- Established in 66 departments
- SALES:** €15 billion
- 1 in 5 farms has a winegrowing/making activity. There are 85,000 of them in France in total\*
- France accounts for 11.2% of the world's winegrowing vineyards\* with 789,000 hectares
- Around 50 main grape varieties are grown in France

\*source CNIV



# The French winemaking sector

- Domestic production: 4.8 billion litres of wine
- France is the world's second largest producer of wine by volume, behind Italy, and the leading exporter
- Wine accounts for 15% of agricultural output by value\*
- PRODUCTION MARKET in France:** €24 billion
- GROWTH OUTLOOK:** €30 billion by 2028

\*source CNIV

## WINE CONSUMPTION

Global wine consumption has remained stable at **33 billion bottles**.

### TOP 3 WINE DRINKING COUNTRIES\* by volume in 2024:

- UNITED-STATES  
33 million hectolitres
- FRANCE  
24 million hectolitres
- ITALY  
21 million hectolitres

### TOP 3 PER-CAPITA WINE CONSUMING COUNTRIES\* in 2024:

- PORTUGAL  
52L/capita/year
- ITALY  
36L/capita/year
- FRANCE  
35L/capita/year

\*Source : La Revue des vins de France

## EUROPE & WORLDWIDE

### Top 3 wine producing countries:

- ITALY    FRANCE    SPAIN

Followed by:

- UNITED-STATES    ARGENTINA    AUSTRALIA

**A GLOBAL MARKET ESTIMATED** at \$327 billion and close to 240 million hectolitres in volume (2021 figure)

**GROWTH OUTLOOK:** \$456.76 billion by 2028  
Representing a CAGR of 4.30% for 2021-2028

### IMPORTS IN FRANCE

460 million litres imported  
Total value €760 million in 2024

### EXPORTS FROM FRANCE

1.1 billion litres exported  
Total value €15.6 billion in 2024

## ORGANIC WINE IN FRANCE



In 2023:  
· 22% of vineyards are organically farmed  
· France has 10,739 producers of organic wine

In 2024:  
· 23,524 estates certified or in the process of qualifying for the 'high environmental value' label