

The international exhibition for the vine, wine, fruit and olive growing sectors

25>27 NOVEMBER 2025

MONTPELLIER FRANCE



KEY FIGURES

OF RESPONDENTS PLAN ňňňňňňňňň TO VISIT SITEVI 2025

INVESTMENT PROJECT

72% have an investment project 51% are planning short to long-term investments (from immediate to 2 years or more).

TOP 5 TYPES OF INVESTMENTS PLANNED:





Tractors and traction equipment





Soil cultivation and maintenance eauipment



Crop protection, spravina and fertilisation equipment



Winemaking equipment (pressing, must and wine treatment)



Cellar construction and farm interior equipment

DIVERSIFICATION **PROJECT**

46% have a diversification project.

TOP 3 SECTORS FOR DIVERSIFICATION:



OLIVE FARMING (OLEICULTURE) 32%



TREE FARMING (ARBORICULTURE) 32%



OTHER (LOW-ALCOHOL, TOURISM, BEEKEEPING, ETC.) 32%

CURRENT CHALLENGES AND ISSUES

MULTIPLE CHOICE*

ECONOMIC FACTORS		64%
WINE CONSUMPTION TRENDS		62%
ECOLOGY AND SUSTAINABILITY		58%
AGRICULTURAL REGULATIONS / POLICIES		33%
HUMAN RESOURCES MANAGEMENT		29%
DIVERSIFICATION	N	23%
NEW TECHNOLOGIES AND ROBOTION	CS	20%
INTRA- AND EXTRA-EUROPEAN COMPET	ITION	14%











ECONOMIC CLIMATE

Business outlook barometer

(next 12 months):

724% optimistic

= **51**% neutral

≥ 25% pessimistic



HIGH INTEREST IN THE FOLLOWING **CONFERENCE TOPICS:**

ADAPTATION TO CLIMATE HAZARDS

AGROECOLOGICAL TRANSITION

DIVERSIFICATION

OENOLOGY

VARIETAL INNOVATION

15% LOW-CARBON STRATEGY

12% OLIVE CROP MANAGEMENT

*Survey of our visitor targets – 2021/2023 – whose main activity is Viticulture / Winemaking.



Organised by:

















