Global wine trade and regional markets  
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The article analyzes the main trends in the global wine trade in the last half decade of the 21st century and wine markets features of some countries. The study of the volume dynamics of world wine exports shows the leading position of Spain. In value terms the first place in the world traditionally belongs to France. Geographic structure of import of this drink shows the change in the composition of the leading three, which was to lead Germany, and the United States is the leading importer of wines in terms of value. The growing importance of new markets is still small, and the traditional markets entered a period of steady demand. In conditions of increasing competition, manufacturers are required attention to marketing strategies, finding new niches and approaches to the promotion of products to existing segments.

Keywords: World exports of wine, wine imports, the geographical structure of world trade, competition, marketing.