

ABSTRACT

Macroeconomic Cycles and The Wine Industry

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Previous research has explored the relations between international business cycles and agricultural, minerals and energy commodity markets. The analysis of the relations between international business cycles and world wine markets is somewhat more complex and more subtle. The Committee of the OIV concerning “Analyse Economique et Conjoncturelle” has dealt primarily with the impacts of fluctuations in grape and wine production on wine consumption and earnings. However, there is good reason to believe that the international wine industries also face fluctuations in international business cycles. This is not surprising given the increased globalization of the world wine market. This study expands the research that has taken place concerning the impacts of macroeconomic variables in the form of business cycles on wine market variables, such as consumption, production, prices, imports and exports. This study consists of the following parts: Business cycle Impacts, Wine market impacts, and Where do we go from here.