

D.O. CAVA



Global report 2025

WWW.CAVA.WINE

D.O. CAVA

Key points



Key points

A Strong and Growing Sector

1.1



- ✦ This year has confirmed the success of our strategy, rooted in quality, extended aging, and origins, driving increased value and bolstering the *Guarda Superior* categories.
- ✦ Organic Cavas already account for 19% of sales, with particularly strong growth in the *Guarda Superior* class, which became 100% organic in 2025.
- ✦ Five new *Cavas de Guarda Superior Paraje Calificado* (Single-Vineyard Cavas) have been released, bringing the total to 15 products, and 19 wineries holding the Integral Producer stamp.



Leadership in premium sparkling wines

- ✦ 85,5% of consumption in Spain.
- ✦ 92% of consumption in Catalonia.
- ✦ In terms of value, it accounts for 73.8% in Spain and 90.3% in Catalonia.



International presence and recognition

- ✦ Present in more than 100 countries.
- ✦ 60% of sales designated for export.
- ✦ Main destinations: Belgium (-13.54%), the United States (-18.42%), and the United Kingdom (-11.99%)
Notable growth: Netherlands (+1.17%), Brazil (+6.43%), Mexico (+12.17%), Norway (+6.60%), and Latvia (+22.34%).



Economic and regional impact

- ✦ 190 million bottles sold.
- ✦ Over €2 billion in economic activity
- ✦ 37,299 hectares of vineyards
- ✦ 6,200 winegrower families
- ✦ 330 wineries
- ✦ Approximately 12,000 direct and indirect jobs.



A favorable environment

- ✦ Global trends are pointing toward wines with lower alcohol content and less sugar, as well as increased consumption of white and sparkling wines, which creates a particularly favorable environment for Cava.

Key points

Cava's Core Values

1.2



Territory and Origin

- ✦ Demarcation and segmentation initiatives carried out in recent years have strengthened the territory's identity and uniqueness.



History and Tradition

- ✦ Over 150 harvests sustain a wine-growing culture supported by thousands of winemakers and producers who play vital roles in rural areas.



Guaranteed Origin

- ✦ The Designation of Origin (D.O.) ensures quality, traceability, and rigor through independent controls.



Traditional Method

- ✦ Long aging periods and the traditional method are hallmarks of excellence.



Varietal Identity

- ✦ 82% of the vineyards are planted with indigenous varieties: Macabeo, Xarel·lo, and Parellada.



A Commitment to Sustainability

- ✦ **Environmental:** we promote organic Cava and sustainable viticultural practices.
- ✦ **Economic:** fortifying the local value chain and supporting employment and the rural fabric.
- ✦ **Social:** a diverse sector united by a shared vision, values, and an international scope.

Key points

Promotion and Communication

1.3

- ✦ Enhancement of the communications plan through an increased presence in international media and among tastemakers.



Visits and reverse trade missions

- ✦ Over 200 professionals (opinion leaders, journalists, buyers) were welcomed in the heart of the Cava region.
- ✦ 72% of them were international.
- ✦ More than 100 winery tours have been conducted.



Cava Meeting

- ✦ Cava Meeting Premiere: two exclusive international trade events held in **New York** and **London** brought together 92 leading professionals.
- ✦ The Cava Meeting brought together over 120 wine professionals in the heart of Cava, 60% of whom were from abroad, cementing its status as a key strategic forum for wine professionals.



Key international promotional actions

- ✦ Opening of the **Canadian** market with a prestigious event in Quebec, attended by 30 key industry professionals.
- ✦ **Six exclusive events in Japan**, aimed at sommeliers, influencers, journalists, trade professionals, and buyers, with participation by 230 industry attendees.
- ✦ Bolstered international communications across print, digital, and social media, with a total of **22 branded content pieces** appearing in leading publications such as *Decanter*, *Wine Spectator*, *Wine Kingdom*, and *Drinks Business*.



Specialized Training – Cava Academy

- ✦ 150 new educators certified in 2025.
- ✦ 62% of international students.
- ✦ More than 760 certified professionals.

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Key data



Key figures 2025

2.



NUMBER OF HOLDINGS

5,957



REGISTERED SURFACE AREA (Ha)

37,299



MILION KG OF GRAPES

277.7



CAVA PRODUCERS

191



BASE WINE PRODUCERS

139



INTEGRAL PRODUCERS

16

TOTAL SALES



190,010,000



ORGANIC CAVA SALES

35,683

THOUSANDS OF BOTTLES



ROSÉ CAVA SALES

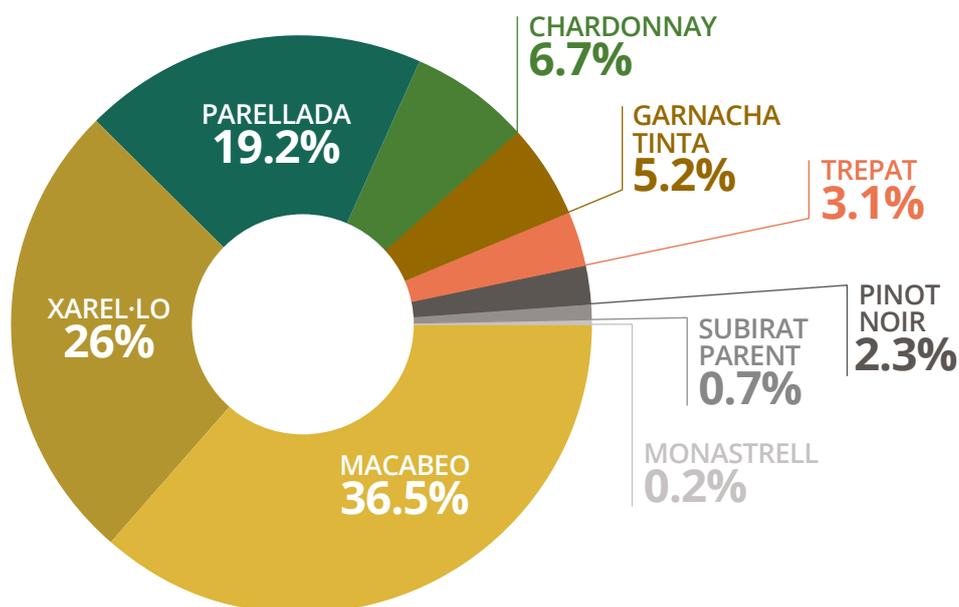
13,983

THOUSANDS OF BOTTLES

Registrations

Registered surface area by variety

3.

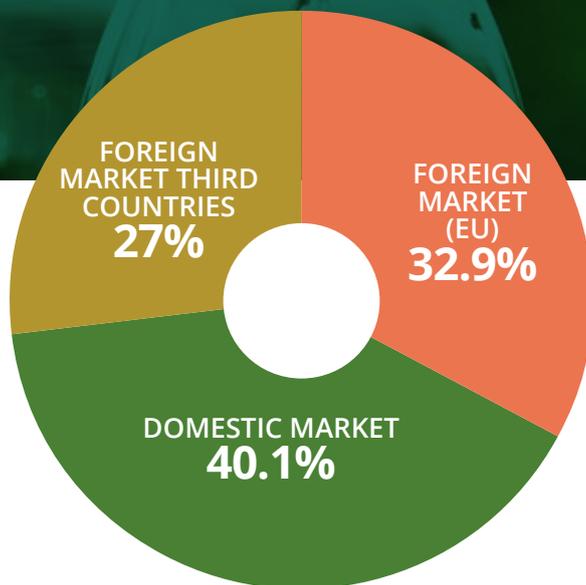


HECTARES BY VARIETY	
MACABEO	13,619
XAREL·LO	9,695
PARELLADA	7,171
CHARDONNAY	2,509
GARNACHA TINTA	1,951
TREPAT	1,158
PINOT NOIR	864
SUBIRAT PARENT	245
MONASTRELL	87
TOTAL	37,299

Cava around the world

Sales in the domestic market
and foreign market

4.



FOREIGN MARKET
THIRD COUNTRIES

51,370

THOUSANDS OF BOTTLES



FOREIGN MARKET
(EU)

62,524

THOUSANDS OF BOTTLES



DOMESTIC
MARKET

76,116

THOUSANDS OF BOTTLES



TOTAL
MARKET

190,010

THOUSANDS OF BOTTLES

Foreign Market countries

Top 20 countries

5.

			
RK 2025	COUNTRY	THOUSANDS OF BOTTLES	2025
1	BELGIUM		17,549
2	U.S.A.		14,483
3	U.K.		13,816
4	SWEDEN		10,852
5	NETHERLANDS		8,747
6	FRANCE		7,383
7	GERMANY		6,741
8	JAPAN		6,200
9	RUSSIA		3,107
10	POLAND		2,505
11	BRAZIL		2,265
12	FINLAND		1,604
13	DENMARK		1,522
14	UKRAINE		1,420
15	CANADA		1,365
16	MEXICO		1,220
17	ESTONIA		1,141
18	NORWAY		1,136
19	LATVIA		880
20	SWITZERLAND		821

Sales by category

Segmentation

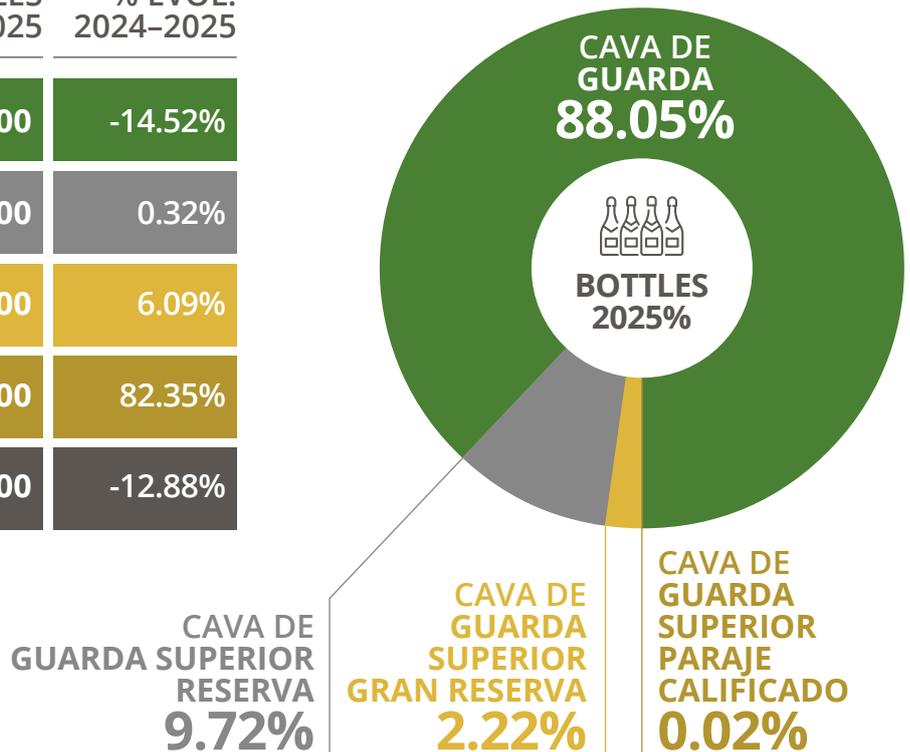
6.

 AGING TIME



*GUARDA SUPERIOR: 100% organic / specific vineyards with at least 10 years old / Reference to year of harvest (Vintage)

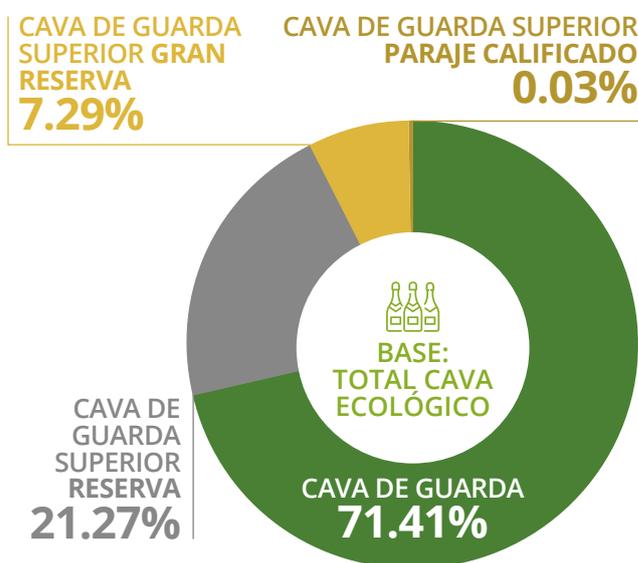
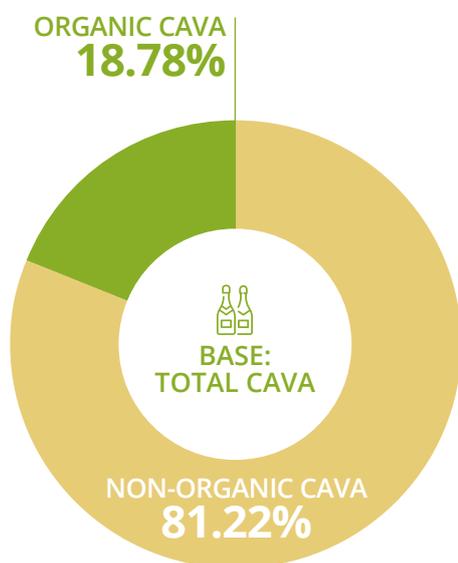
CATEGORIES	BOTTLES 2025	% EVOL. 2024-2025
	167,301,000	-14.52%
	18,463,000	0.32%
	4,215,000	6.09%
	31,000	82.35%
TOTAL	190,010,000	-12.88%



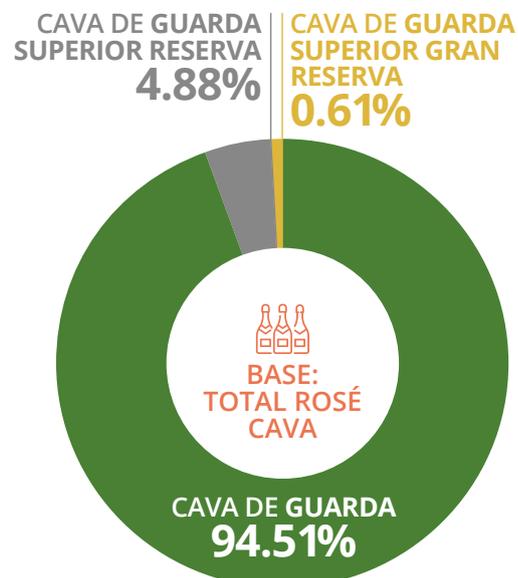
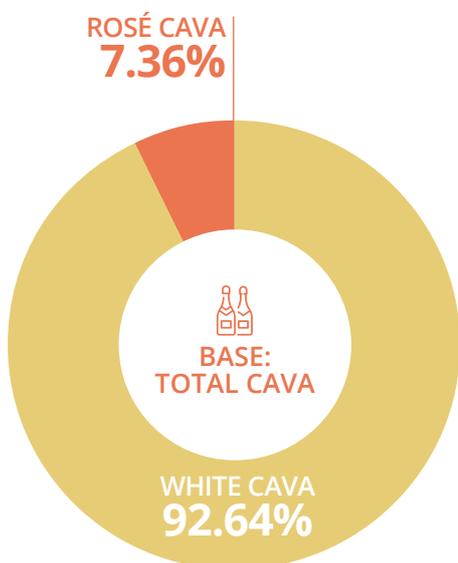
Sales of Organic Cava and Rosé Cava

7.

ORGANIC CAVA



ROSÉ CAVA

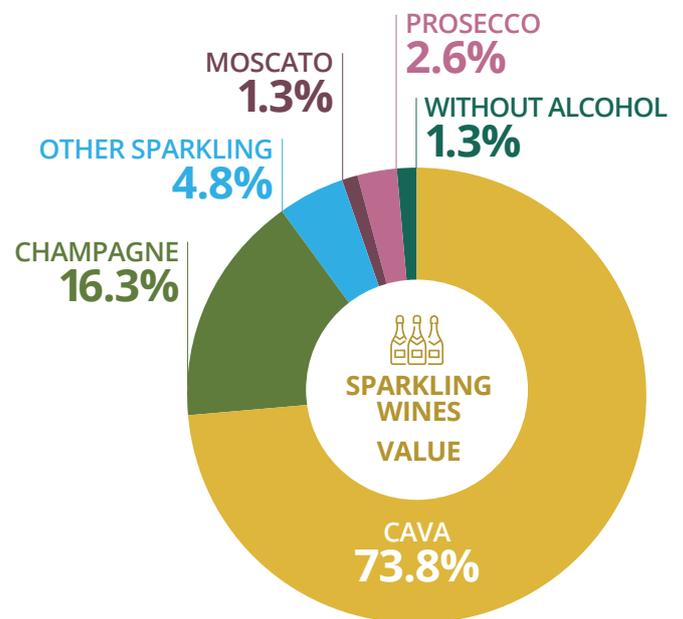
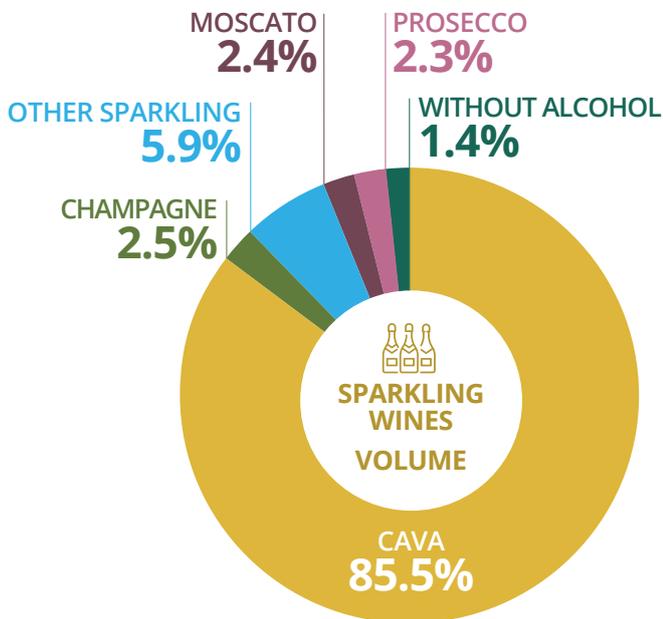


Domestic market consumption

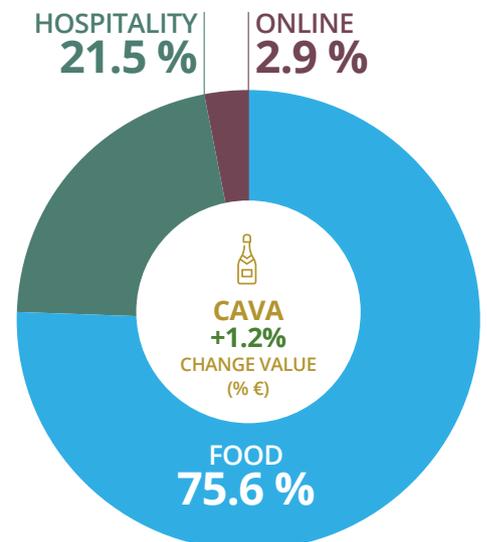
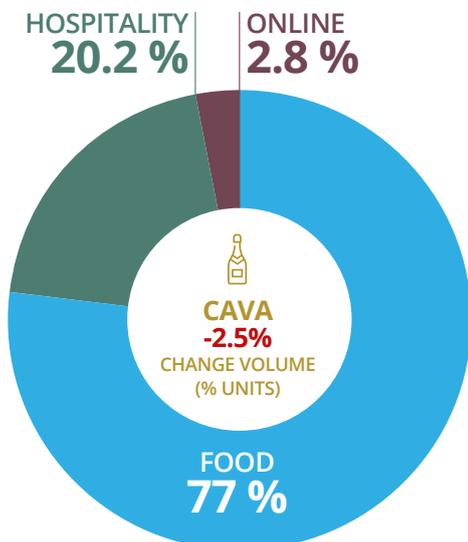
8.

Circana * Source: Circana. Data for total year ending January 2025.

SPARKLING WINES CATEGORIES (BY SUB-CATEGORIES)



DISTRIBUTION AND EVOLUTION OF CONSUMPTION BY CHANNEL



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