

Wine in France

Market Direction | 2023-06-22 | 37 pages | Euromonitor

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Report description:

In terms of total volume sales, 2022 was not the best vintage for wine in France. Rather, the category slightly waned as per the structural trend seen pre-pandemic, with a strong switch back from off-trade to on-trade. This contrasts with 2021, which was a positive year for wines which recovered after a logical collapse in 2020 - being the year with the toughest lockdowns and COVID-19 related restrictions.

Euromonitor International's Wine in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WINE IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ongoing structural decline in 2022 after two atypical years

More reasonable growth for bubbles, such as seen in Italian variants and cremants, while private label ranges forge ahead

Most branded wines affected by the counter-performance of 2022

PROSPECTS AND OPPORTUNITIES

Comeback to the pre-pandemic slow cruising speed for wine

Low alcohol and CBD infused variants are "healthier" and indulgent wines which appeal to younger adult consumers

More transparency and innovation needed to restore the interest in wine for young adult consumers

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