

Wine in France

Market Direction | 2024-06-13 | 37 pages | Euromonitor

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Report description:

Wine registered one of its worst performances over the last decade in 2023, outside of 2020 when the outbreak of COVID-19 put a huge dent in sales. This stemmed from an ongoing structural decline in wine consumption in France combined with the impact of inflation on prices and the challenging economic and geopolitical context. Even so, price increases were a bit more constrained in wine than in most other categories of alcoholic drinks. This was because the majority of wine sold in France is pro...

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 (2019-2023), 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 2028 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

2023 DEVELOPMENTS

Rising prices put pressure on sales but bag in box wine offers some positivity in a challenging market

The party is over for Champagne but other sparkling wine retains its fizz

Competition remains fragmented but domestic brands continue to dominate

PROSPECTS AND OPPORTUNITIES

No real hope of recovery for still light grape wine and mainly champagne

Younger generations seeking more transparency and innovation

Non/low alcohol wine showing strong growth potential

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