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Champagne sales in the United States regained momentum in 2025

The category rose 1.5% to 1.59 million cases and extended gains into 2026 despite broader weakness in wine

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Champagne sales in the United States showed a modest recovery in 2025 and continued to improve in the first months of 2026, offering a rare bright spot in a wine market that is still under pressure from moderation trends, tighter household budgets

and stronger competition from other beverage categories.

According to Impact Databank, Champagne depletions in the U.S. rose 1.5% in 2025 to 1.59 million 9-liter cases. The gain did not bring the category back to the unusually strong levels reached in 2021 and 2022, when volumes climbed to nearly 1.9 million cases as consumers stocked up during the pandemic and spent more on at-home celebrations. Still, the latest figures suggest that demand for imported sparkling wine at the luxury end of the market has remained more resilient than much of the broader wine business.

That matters across the beverage industry because Champagne is often treated as a signal for premium spending, distributor inventory health and pricing power in one of the world’s most important wine markets. A steadier Champagne business can also shape decisions on restaurant placements, by-the-glass programs and portfolio strategy for importers competing across wine, spirits and other upscale drinks.

The improvement was broad among leading labels. Six of the eight largest Champagne brands in the U.S. posted gains last year, according to Impact Databank. In retail channels tracked by Circana, the category was also up 1% in volume and 4% in value in the year to date through May 17, indicating that growth has carried into 2026 and that consumers are still accepting higher price points or trading into more expensive bottles.

Industry executives say Champagne has benefited from its position as an affordable luxury for some consumers even as overall wine demand weakens. Irene Habermeier, senior director of marketing at Folio Fine Wine Partners, which imports Piper-Heidsieck, said consumers continue to look for premium experiences despite pressure on the wider wine category. She said Champagne remains one of the more resilient luxury segments and added that Piper-Heidsieck is trying to build growth through both everyday occasions and milestone celebrations.

Moët Hennessy remained the dominant force in the U.S. market. Its two biggest brands, Veuve Clicquot and Moët & Chandon, together sold more than 950,000 cases last year, accounting for about 60% of total Champagne volume in the country. Veuve Clicquot rose 2.1% to 589,000 cases, while Moët & Chandon increased 1.5% to 366,000 cases.

The company sees room for further expansion in restaurants and bars, especially through by-the-glass offerings and food pairings.

Isadora Bailly, vice president of Champagne and sparkling at Moët Hennessy USA, said the company sees continued opportunity to place Champagne into a wider range of on-premise occasions. That focus reflects one of the clearest themes in the market: producers and importers are trying to move Champagne beyond holiday splurges and special events into more regular consumption settings.

Laurent-Perrier was one of the fastest-growing major brands in the market last year. The house moved into third place by volume after rising 17.1% to 67,000 cases in the U.S., according to Impact Databank. The company said that momentum has continued this year at a similar pace. Michelle DeFeo, president of Laurent-Perrier US, said Héritage, introduced last year as a Brut Champagne made entirely from reserve wines, has gained traction quickly in restaurants, particularly as a by-the-glass option. She said it gives accounts a high-margin offering below the prestige cuvée tier.

Laurent-Perrier is also expanding at the higher end of its range. DeFeo said Grand Siècle has become a top-five player in Champagne's prestige segment in the U.S. This year the brand is releasing Grand Siècle Iteration No. 27 at $350 and Laurent-Perrier Vintage 2018 at $145.

Nicolas Feuillatte ranked fourth in the U.S. market with 60,000 cases after slipping 7% last year during its transition into Palm Bay International's portfolio. The company told Shanken News Daily that performance has improved strongly this year. Guillaume Roffiaen, cellar master at Nicolas Feuillatte, said by-the-glass placements are performing well in the U.S., along with 187-milliliter bottles that lower the entry price for younger consumers. Smaller formats have become an important tool for producers trying to attract drinkers who may be interested in premium sparkling wine but are less willing to commit to a full bottle.

Pernod Ricard-owned Perrier-Jouët posted one of the sharpest gains among major labels, climbing 24.7% to 45,000 cases and moving into fifth place among all Champagnes sold in the U.S. The brand recently signed a five-year agreement to become the official Champagne of New York City's Metropolitan Opera, a partnership

aimed at reinforcing its luxury positioning.

Not every label advanced. Dom Pérignon fell 4.5% to 43,000 cases last year, though it remained one of the largest prestige names in the market. Piper-Heidsieck rose 2.5% to 40,000 cases and Taittinger increased 3% to 31,000 cases.

Taken together, the top eight Champagne brands sold about 1.241 million cases in 2025, up 2.6% from roughly 1.209 million cases a year earlier, according to Impact Databank. Other brands that recorded gains included Louis Roederer, Bollinger, Billecart-Salmon, Collet, Pol Roger and Delamotte.

The latest numbers stand out because they come at a time when many wine producers are facing slower turnover and weaker consumer demand in parts of the U.S. market. Champagne’s ability to post gains in both volume and value suggests that some buyers are still willing to spend on recognizable luxury labels even as they cut back elsewhere. For importers, wholesalers and restaurant operators, that could support further investment in premium sparkling programs if current trends hold through the rest of the year.