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Burgundy earned less from exports despite shipping 100.2 million bottles.

Weak red demand, led by a 12% drop in Côte-d’Or Grand Cru, pushed export value down to €1.63 billion.

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Burgundy exported more wine over the 12 months ended in July, but the region brought in less money as red wines weakened and sparkling Crémant kept gaining ground.

Data from the Comité des Vins de Bourgogne showed exports from the French wine region rose 2.3% to more than 100.2 million 750 ml bottles in the year through July 2026. Export value, however, fell 2.4% to €1.63 billion. Based on those totals, the implied average export value per bottle fell by about 4.6%, although the trade group did not publish a direct average price and that calculation can reflect several factors, including pricing, destination markets, vintages and shifts in the mix of appellations sold.

The figures point to a widening gap between volume and value at a time when Burgundy is also seeing a change in the types of wine buyers want. Still wine sales fell 1.3% to 166 million bottles, a drop of about 2.2 million bottles from a year earlier. When Crémant de Bourgogne was included, total sales were almost unchanged, rising just 0.05% to nearly 200 million bottles. That suggests sparkling wine is increasingly offsetting softer demand elsewhere in the region’s portfolio.

The pressure has been strongest in red wine. Burgundy red sales fell 4.9% over the period, and red Grand Cru wines from Côte-d’Or dropped 12%. White wines moved in the other direction, though only modestly, rising 0.4% to 116 million bottles. Crémant posted the clearest growth, up 6.5%. Its share of Burgundy’s sales has climbed to 17%, from 12% in 2021, a gain of five percentage points in five years.

That shift matters for the region’s overall revenue trend because Burgundy’s reputation and some of its highest prices have long been tied to red wines from top appellations. When those wines slow, even steady or rising bottle shipments may not protect total value. The latest figures suggest that more cases are moving, but the mix is less favorable than before.

The United States, Burgundy’s largest export market by value, recorded the sharpest decline among the major destinations cited by the trade body. Sales there fell 21.2% to €292.4 million in the 12 months ended in July. The United Kingdom moved the other way, with value rising 3% to €243.37 million. Italy posted even faster growth, with export value up 21.1% and volume up 15.4%.

The market split by destination adds to the picture of a region in transition. A steep decline in the United States carries weight because American buyers have been an important source of demand for premium Burgundy, including red wines with higher price points. Gains in the United Kingdom and Italy helped cushion that drop, but they were not enough to keep total export value from falling.

Inventories also moved lower, though not dramatically. Burgundy stocks were down 2.3% from a year earlier. White wine inventories were equivalent to a little more than one year of sales, while red inventories were close to two years of sales. That difference underlines the current imbalance between supply and demand in the region’s two main categories. Whites are moving more steadily, while reds remain more abundant relative to the pace of sales.

For producers and merchants, the data suggest that the market is not simply slowing in a uniform way. Instead, buyers appear to be reallocating demand within Burgundy. Sparkling wine is taking a larger role. White wine is holding up better. Red wine, especially at the top end in Côte-d’Or, is losing momentum. At the same time, export volumes are still increasing, which indicates that Burgundy continues to find buyers abroad even as the value of what it ships changes.

The Comité des Vins de Bourgogne figures cover sales, exports and inventories over the 12 months ended in July 2026 and are expressed in 750 ml bottles, euros and percentages. The data show a region selling into a market where category mix now matters as much as headline volume, with Crémant gaining importance while reds, once the core growth engine for value, come under more pressure.