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France will remove 27,000 hectares of vines after demand for wine slumps.

Domestic wine consumption fell 3.2% in 2025, and exports dropped 3%, deepening a five-year crisis for producers.

Thursday, October 8, 2026



France’s wine industry is facing deeper concern after five years of crisis, with falling consumption at home, weaker sales abroad and a new reduction in vineyard area adding to pressure on producers.

La Revue du vin de France, citing AFP, reported Thursday that French wine is now at a “tipping point” as the sector struggles to adapt to a market that continues to shrink. The latest figures point to a structural problem rather than a short-lived setback. Wine consumption in France fell 3.2% in 2025, while exports declined 3%, according to the report.

Those two trends are especially significant for a country whose wine industry depends both on its domestic market and on its role as one of the world’s leading exporters. Lower consumption in France reduces demand across a wide range of products, from everyday table wines to more established regional labels. At the same time, weaker exports make it harder for producers to offset losses at home.

The pressure is now extending to the vineyard itself. A vine-pull program for 2026 is set to affect 27,000 hectares, a sign that authorities and producers are responding to excess production capacity in a weaker market. Removing vines is one of the clearest signals that the industry expects demand to remain below past levels, at least in the near term.

The French wine sector has been dealing with repeated shocks over the past five years, and the latest numbers suggest that recovery is still out of reach. According to the report, tariffs and softer demand are among the factors making the outlook more difficult. For producers already dealing with several years of instability, that means less room to wait for a broad rebound.

A decline in exports of 3% may appear limited at first glance, but in a sector where margins can be tight and volumes are important, even a modest fall can have broad effects. It can reduce revenue for growers, cooperatives, bottlers, shippers and merchants. It can also intensify competition among French producers seeking to protect market share in a slower global environment.

The drop in domestic consumption carries its own long-term warning. France remains one of the most important wine markets in the world, but it has also been part of a broader shift in drinking habits. When internal demand falls 3.2% in a single year, producers face a more difficult balance between supply and sales, especially in regions already under strain.

The decision to remove 27,000 hectares from production in 2026 reflects that imbalance. In practical terms, it means less vineyard land will be used to produce wine, an effort aimed at bringing supply closer to current demand. It also shows that part of the industry no longer expects previous consumption levels to return quickly. For some growers, that can mean a painful adjustment after years of pressure on prices and volumes.

For the wider beverage business, the changes in France matter beyond the vineyard. A smaller French wine area could eventually alter the mix of wines available for export, especially in entry-level and mid-market categories where volume matters. Importers, distributors and retailers may need to adjust sourcing strategies if supply tightens in some segments, while producers may be pushed to rethink how they position their wines, including price points and product formats, in response to weaker demand.

That matters because French wine still plays a central role in the global beverage trade. Any sustained contraction in production capacity can ripple through restaurants, wholesalers, specialty retailers and supermarket chains in multiple countries. It can also affect competing categories, as consumers who buy less wine may shift spending toward beer, spirits or lower-alcohol alternatives.

The latest figures do not suggest a collapse of the French wine industry, but they do point to an industry moving through a difficult reset. A fall in consumption, a fall in exports and a decision to uproot part of the vineyard together show that the problem is not limited to one harvest or one market. The sector is adjusting to a smaller and more uncertain demand base, while also trying to absorb the effects of tariffs and slower international buying.

For now, the data reported by La Revue du vin de France and AFP underline a clear message from the French market: producers are not just facing another weak year, but a longer shift in how wine is consumed and traded.