vinetur

Burgundy wine sales lose value despite steady bottle shipments.

Crémant kept total volume near 200 million bottles after still-wine sales fell 1.3% over 12 months through July.

Saturday, October 10, 2026



Burgundy’s wine trade is moving more bottles but bringing in less value, a shift that is adding pressure to one of the world’s most closely watched wine regions.

In an update published Saturday, the French farm and wine publication Agribourgogne said Burgundy’s sales performance over the 12 months through July 2026 showed a market that is holding up in volume but weakening in value. The article described the situation with a simple contrast: more bottles, less value.

The clearest sign of that split appeared in still wines. Over the 12-month period ending in July, bottle sales of Burgundy still wines fell 1.3% to 166 million bottles, according to figures cited by the publication from the Burgundy wine committee. When crémant, the region’s sparkling wine, is included, total sales reached nearly 200 million bottles and were almost unchanged from a year earlier, up 0.05%.

That means sparkling wine helped offset the decline in still wines and kept the broader total stable. Even so, Burgundy industry leaders signaled concern rather than relief. Laurent Delaunay, co-president of the Burgundy wine committee, told Agribourgogne that the market has become hard to read and that the region is operating with limited visibility despite having a strong economic and strategic intelligence function.

His remarks pointed to a market that is no longer moving in one clear direction. Demand now appears to differ sharply depending on the destination market and on inventory levels. That uneven picture makes it harder for producers and exporters to plan pricing, shipments, and stock management.

The article also pointed to another source of strain: a run of small harvests that has complicated production, storage, and financing decisions. In practice, that can leave producers balancing several risks at once. They must decide how much wine to release, how much to hold back, and how much working capital they can commit while market conditions remain mixed.

Burgundy’s position makes those signals important well beyond eastern France. The region is one of the best-known names in global wine, and changes there can influence sentiment across the trade. When volume rises but value slips, it can point to pressure on product mix, pricing, or both. For the wider beverage sector, that may matter because Burgundy often serves as a benchmark for premium wine. A weaker value trend, even with stable shipments, could affect how importers, distributors, lenders, and retailers think about margins, financing needs, and brand positioning in wine

portfolios. The gap between still and sparkling performance may also sharpen attention on categories that are proving more resilient.

Agribourgogne’s report suggests that crémant is playing that stabilizing role for Burgundy at a time when still wines are losing momentum. The near-flat combined total shows that demand has not collapsed. But the fact that value is falling while total bottles hold steady indicates that stability in volume is not translating into stronger revenue.

That is a difficult outcome for producers in a region where costs, land values, and expectations are high. Selling similar or slightly higher volumes without matching value growth can put pressure on cash flow, especially after years in which small harvests have already limited supply and complicated inventory planning. It can also deepen the divide between companies with strong balance sheets and those that rely more heavily on short-term financing.

Delaunay’s comments reflect that uncertainty. Rather than a single market trend, Burgundy appears to be facing several at once. Some markets may still be buying. Others may be slowing or working through stocks. Some price points may be holding, while others are weakening. In that kind of environment, broad regional totals can mask very different conditions from one producer, wine style, or export destination to another.

For now, the headline numbers show a region that has avoided a broad collapse in shipments, mainly because sparkling wine has supported the overall result. But the decline in still-wine bottle sales and the loss of value leave Burgundy entering the new season without a clear common direction.