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French households bought 56% less still wine than 15 years ago

FranceAgriMer said average still wine purchases fell to 17 liters per household, pointing to a structural shift in home drinking habits as beer rose 14%

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French households are buying much less still wine than they did about 15 years ago, according to FranceAgriMer’s October consumer market update, which compared average household purchases in 2007-2009 with those in 2023-2025.

FranceAgriMer said household purchases of still, or non-sparkling, wine fell 56% over that period, to an average of 17 liters per household. Over the same comparison periods, purchases of alcoholic beverages overall declined 30%, while beer purchases increased 14%.

The figures point to a marked change in what consumers in France are taking home. Wine consumption at home has been falling more sharply than alcohol purchases overall, which suggests that the decline is not only part of a broader reduction in drinking but also reflects a shift in preference within the drinks market.

Because the comparison is based on multi-year averages rather than a single year, it gives a view of a long-term trend instead of a short-term fluctuation. That makes the change especially significant for a country where wine has long held a central place in household consumption and in the broader farm and food economy.

Beer was the only category in the published comparison to post growth. Its 14% increase stands out against the broader fall in alcohol purchases and the much steeper drop in still wine. The contrast suggests that some household spending and volume may have moved away from wine and toward other drinks, even as total purchases of alcohol fell.

The published figures do not by themselves explain the reasons for the shift. They do, however, add to evidence that the French home market for wine is undergoing a structural change. For producers, cooperatives, merchants and retailers, that matters because France remains one of the world’s most important wine markets. A sustained decline in household wine purchases can affect production planning, inventory decisions, pricing strategy, shelf space and promotion across the beverage trade.

The data may also influence how companies position their portfolios. If wine continues to lose volume at home faster than alcohol overall, suppliers may need to reassess where they place investment, how they segment products and which formats or categories are most likely to hold consumer demand. Retailers, in turn, may use this type of data to adjust assortments between wine, beer and other beverages in a market where long-established buying habits appear to be changing.

For the wider drinks industry, the French figures are closely watched because changes in France often carry weight beyond its borders. France is both a major producing country and a mature consumer market, so a lasting shift in household demand there can shape expectations for wineries, brewers and distributors in other countries that face similar demographic, health and lifestyle trends.

FranceAgriMer’s comparison does not present a temporary dip caused by one season or one economic event. By measuring the averages of 2007-2009 against those of 2023-2025, it shows how far household buying patterns have moved over time. That makes the data useful for beverage companies trying to decide what to produce, stock and market in a market that remains central to wine but is showing stronger momentum in other categories, especially beer.