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Prosecco outsold champagne in French supermarkets for a second straight year

Champagne sales fell 4.6% in 2026 after average bottle prices climbed above 25 euros, roughly four times prosecco

Tuesday, November 10, 2026



French supermarket shoppers are buying more prosecco than champagne, a shift that points to mounting price pressure in the sparkling wine aisle even as champagne keeps its status as the country’s most prestigious bubbly.

In a report published Monday, November 9, TF1 Info said prosecco has moved ahead of champagne in French supermarkets by a narrow margin, marking a second straight year in which the Italian sparkling wine has outsold the French category in that channel. The gap is small, about 80,000 bottles, but the sales figures show a broader change in household buying habits.

TF1 Info reported that 25.23 million bottles of champagne were sold in French supermarkets in 2026, down 4.6% from the prior year. Prosecco, by contrast, posted growth of more than 10% and edged past champagne in total bottle sales.

The main driver appears to be price. TF1 Info said a bottle of champagne costs more than 25 euros on average, about four times the price of a bottle of prosecco. In interviews cited by the broadcaster, consumers still described champagne as the preferred drink. Some called it the clear first choice and viewed prosecco as a lesser wine. But that preference has not fully translated into purchases when shoppers are managing grocery budgets.

Emilie Mayer, the head of a research firm quoted by TF1 Info, said the higher price of champagne has a significant effect on the total value of a supermarket cart. She said French consumers are paying closer attention to spending but do not want to give up small pleasures, creating room for prosecco to replace champagne in some drinking occasions.

The change reflects a longer-running trend. TF1 Info said the average price of champagne has risen much faster than the average price of sparkling wine since 2019. That has widened the affordability gap at a time when many households remain sensitive to everyday expenses.

Champagne producers say they have little room to lower prices. Philippe Dessertenne, chief executive of Champagne Nicolas Feuillatte, said in the TF1 report that production, transport and labor costs have all increased in recent years. He also said champagne cannot be compared directly with prosecco because the two products follow very different production rules and time frames. Champagne requires a much longer aging and production cycle, with a minimum of three years, while prosecco can be made on a far shorter schedule.

The French market shift also comes as alcohol consumption patterns change more broadly. TF1 Info said weaker champagne sales are partly tied to lower interest in alcohol among French consumers. Many are leaning toward lighter, sweeter cocktails, where prosecco is often used because it is less expensive.

That mix of price, format and changing consumption occasions matters beyond the two categories themselves. For wine and other drinks companies, the supermarket figures could shape product positioning, shelf assortment and promotional strategy, especially in sparkling wines competing for buyers who still want celebratory products but at a lower cost. A sustained move toward prosecco in supermarkets could also intensify competition among imported sparkling wines, French sparkling alternatives and premium champagne brands trying to protect volume without eroding their image.

The latest numbers suggest champagne remains culturally dominant in France, but in the supermarket channel the buying decision is increasingly being made on value. Even with a slim lead for prosecco, the data shows how quickly price differences can influence demand in a category where image has long carried unusual weight.