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Champagne shipments rose 2% through October, driven by exports

Foreign markets accounted for more than 63% of shipments even after October volumes fell 3.4%

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Champagne shipments rose 2% through the end of October, supported by export markets even as sales in France kept falling and October itself turned weaker.

Figures from Comité Champagne, reported by La Champagne de Sophie Claeys, show that 203.6 million bottles were shipped between January and October, up from the same period in 2025. The gain came mainly from foreign markets. France accounted for 75.3 million bottles over the 10-month period, down 3.5%, while exports climbed 5.6% to 128.4 million bottles.

That means exports made up a little more than 63% of Champagne shipments in the first 10 months of the year, underlining how dependent the region has become on international demand. For the broader beverage business, that split matters because purchasing, inventory and sales planning may increasingly hinge on overseas demand rather than on the French market, and because the recovery is not being shared evenly across producers.

October brought a setback. Total shipments for the month fell 3.4% from October 2025 to 29.6 million bottles. France posted the sharpest decline, with 11.1 million bottles shipped, down 7.3%. Export shipments slipped 1% to 18.6 million bottles.

Within exports in October, shipments to the European Union rose 1.2% to 6.9 million bottles, while shipments to countries outside the EU fell 2.2% to 11.7 million. The softer month came at a sensitive point in the calendar. Historically, October accounts for an average of 11.8% of annual Champagne shipments, making it an important indicator ahead of the year-end holiday season.

Over the full January-to-October period, the contrast between domestic and foreign demand remained clear. Shipments to the EU rose 6.7% to 39 million bottles, and shipments to non-EU markets increased 5.1% to 89.4 million bottles. Those gains more than offset the decline in France.

The overall increase also masked wide differences between types of producers. Champagne houses posted the strongest performance. Their shipments rose 4.1% to 155.4 million bottles through October. Their export business grew 6.8%, while their shipments in France fell 2.2%.

Growers had a harder year. Their shipments dropped 4.4% to 32.1 million bottles. In France, their volumes fell 7.7%, although their export sales still rose 6.2%. Cooperatives also declined. Their shipments were down 3.3% to 16.2 million bottles. Unlike houses and growers, cooperatives also lost ground internationally, with export shipments down 8.7%, even as their domestic business in France increased 2.8%.

October was especially difficult for cooperatives, whose shipments fell 17.5% during the month. The divergence between houses, growers and cooperatives could become important for distributors and buyers in wines and other beverages, because it may influence which suppliers have stock to place, how they price it and how they manage year-end allocations.

A rolling 12-month view showed only slight improvement. From November 2025 through October, Champagne shipments reached 270.2 million bottles, up 0.4%. That modest increase followed several years of lower volumes, but it remained fragile. Over that same 12-month period, shipments in France were down 4.1%, while exports were up 3.8%.

The 12-month figures also showed the same imbalance among producers. Champagne houses were up 2.1%, while growers were down 4.7% and cooperatives were down 2.1%. With November and December still to come, the final stretch of the year is likely to decide whether Champagne can confirm a return to growth and finish above the 266 million bottles shipped in 2025.

Separate data on the United Kingdom suggested some support from one of Champagne’s major export markets. Between January and September, shipments to the U.K. rose 5.8% in volume and 7.1% in value, according to Comité Champagne. The average shipment price increased 1.3%.

James Simpson, president of the Champagne Agents’ Association, told The Drinks Business that shipment data should not be confused with bottles actually bought by consumers. U.K. supermarket sales have been relatively steady. NIQ data showed retail sales up 1.7% in volume and 1.5% in value, reaching £204.5 million, with an average price of £27.93.

After 22.7 million bottles were shipped to the U.K. in 2025, Simpson said the market could move back above 24 million bottles in 2026 if current growth continues. That would bring the market closer to its 2023 level, when shipments reached 25.5 million bottles.