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Prosecco outsold Champagne in French supermarkets

An Italian wine association said the result in the year through July 2026 signaled changing tastes in Champagne’s home market

Monday, November 16, 2026



Prosecco sold more than Champagne in French supermarkets and hypermarkets in the 12 months ending in July 2026, according to figures cited on Monday, November 16, by Angelo Radica, president of Italy’s National Association of Wine Cities.

Radica, speaking in a statement released by the association, said the result pointed to a change in consumer habits in France, the home market of Champagne. He described the performance of Prosecco as a source of pride for the Conegliano and Valdobbiadene area, the historic center of one of Italy’s best-known sparkling wines.

The association, known in Italy as Città del Vino, represents more than 500 municipalities with wine-producing traditions. In its statement, Radica said the data were strong enough to challenge established assumptions about French buying patterns. He argued that Prosecco’s growth reflects the strength of a product that is adapting to new forms of consumption, even in a country long identified with Champagne.

The statement did not include the underlying sales totals, market shares or the source of the figures. It also referred specifically to large-scale retail, a category that generally includes supermarkets and hypermarkets, rather than the whole French wine market. That means the comparison did not necessarily cover restaurants, bars, hotels or specialist wine merchants, where sales patterns can differ sharply from retail chains.

Even so, the claim is symbolically important because it concerns France, a market where Champagne carries strong cultural and commercial weight. For Italian producers, any sign that Prosecco is winning shelf space and consumer demand there is likely to be seen as an important commercial signal.

Radica linked that success to the territory of Conegliano and Valdobbiadene, in the Veneto region, which is widely associated with high-end Prosecco production. He said the area’s identity and international reputation have helped support the wine’s growth. The hills of Conegliano and Valdobbiadene were added to the UNESCO World Heritage list in 2019.

In the same statement, Radica said his association was pleased to support the continued growth of the area after selecting it, together with the Vulture territory in the southern region of Basilicata, for the association’s Italian Wine City program in 2026 and 2027. The program is used to highlight wine regions and promote tourism, local culture and agricultural production.

Prosecco has become one of Italy’s most visible wine exports over the past two decades, helped by broad international demand for sparkling wine at a range of price points. Its growth has often been tied to ease of drinking, lower average prices than Champagne and strong distribution in foreign retail markets. The statement from Città del Vino did not address those factors directly, but Radica said Prosecco’s rise rests on its ability to meet newer consumer preferences.

No response from French Champagne producers or trade bodies was included in the statement. The announcement instead focused on what the association sees as a milestone for Italian wine in a market that has traditionally been viewed as difficult terrain for a foreign sparkling label.