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Wine Slump Pushed France’s Alcohol Consumption Lower in 2025

Per-person intake reached 10.0 liters of pure alcohol after wine consumption fell 4.8% from a year earlier

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Alcohol consumption in metropolitan France fell again in 2025, driven mainly by lower wine drinking, according to a report released on Tuesday, November 24, by the Observatoire français des drogues et des tendances addictives, or OFDT.

The OFDT said alcohol consumption per person reached 10.0 liters of pure alcohol in 2025, down from 2024. The decline was led by wine, while beer consumption was stable. In the report’s wine estimate, apparent consumption fell to 4.81 liters of pure alcohol per resident age 15 and older, from 5.05 liters in 2024, a 4.8% drop.

The figures add to a long-running shift in French drinking patterns. Wine remains central to the country’s alcohol market, but its place in everyday consumption has been weakening for years. The 2025 data show that this trend continued, even as beer held steady rather than rising enough to offset the fall in wine.

For France’s beverage industry, the new numbers are likely to matter beyond public health. A further decline in domestic alcohol consumption, especially in wine, could weigh on production planning, inventory decisions and commercial forecasts for producers, distributors and retailers that depend on the French market. The stability of beer suggests the downturn was not uniform across all categories, but the broader direction points to weaker demand at home.

The OFDT also reported that alcohol use among young people continued to decline. Risky and regular drinking showed a clear drop, particularly among people ages 17 to 25. The report did not present youth drinking as a solved problem, but it described the movement as part of a continuing reduction in exposure among younger age groups.

That trend stands in contrast to the lasting burden alcohol still places on the health system. The OFDT said alcohol-related disorders remained a major cause of death and illness in France, even though the overall level was slightly lower. The impact remained concentrated among men and among the most disadvantaged groups, underscoring persistent social gaps in exposure and harm.

The report linked its findings to a broad set of indicators available through 2025, including consumption surveys, hospital data and monitoring of alcohol-related deaths. By combining those sources, the OFDT aimed to show not only how much alcohol is being consumed, but also how that consumption is affecting health outcomes.

The agency said prevention and awareness efforts should continue, especially in schools and workplaces. It argued that reducing alcohol-related risk requires sustained action in the settings where habits are formed or reinforced. That includes measures aimed at limiting harmful drinking patterns, improving information and reducing the medical, social and economic damage associated with alcohol use.

The 2025 findings suggest that France is still moving toward lower overall alcohol consumption, but not at the same pace or in the same way across all groups and products. Youth drinking continued to move down, and wine accounted for much of the national decline. At the same time, the report made clear that lower consumption does not remove the scale of alcohol-related harm, which remains significant and unevenly distributed across the population.

The new data are likely to be closely watched by public health officials as well as by wine and spirits companies, brewers and agricultural producers. In a market where domestic demand has long shaped production and sales strategies, another year of decline in per-capita consumption may force a sharper focus on pricing, export opportunities and changes in consumer behavior. The OFDT’s report, built from health and consumption indicators through 2025, places that economic question alongside a public health reality: alcohol use is easing in some parts of French society, but its consequences remain deeply rooted.