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Unprecedented revenue records in french wine exports

French wine sales skyrocket to historical highs amid global demand

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Based on data from French customs, the country's wine exports rose by 10.8% in 2022, amounting to an unparalleled $13.4 billion, the highest ever attained by any country for a calendar year in history. This represented a substantial leap of more than $1.3 billion

from 2021's record of $12.1 billion, surpassing the losses incurred during the 2020 crisis triggered by COVID-19 and Trump's tariffs in the US.

The remarkable upswing in the value of French wine is attributable to an average price that surged by 16% for the second consecutive year, peaking at an unprecedented $9.59 per liter. This is notably higher than the price from the rest of the world's top wine exporters.

Despite the uncertainties of 2022, France's wine volume exports slightly decreased by 4.5% to 1.52 billion liters. The trajectory of French wine exports in the 21st century is nothing short of astounding. In 22 years, France has augmented its revenue by $7.4 billion, even though it has lost 110 million liters in volume.

Notable wine export trends: packaged, sparkling, bulk, and bag-in-box

The volume of exported French packaged wine fell slightly by 2.4% to 1.09 billion liters. However, revenue broke records, with approximately $7.97 billion, a 7.4% increase. The average price ascended 10% to an all-time high of $7.97 per liter, making it the least expensive compared to 2021.

Sparkling wine exports have been thriving at a tremendous pace for two consecutive years, reaching historical peaks with 258 million liters and $5.07 billion. Its average price climbed 13.2% to a record $21.38 per liter. Sparkling wine has been the only category that has grown in volume compared to 2000 and the one that has increased the most in value.

Bulk wine exports, for which data has been collected since 2017, were the lowest in 2022, with 1.27 million hectoliters and $202.74 million, despite its average price rising the most to $1.74 per liter. Bag-in-box wine exports decreased by 10.7% to 47 million liters, but generated slightly more revenue, up to $145.62 million, a historic high.

Geographic distribution of french wine exports

In 2022, French wine was exported to a total of 196 international markets. The top 15 accounted for more than 80% of the total. Among the top 15 in value, only China and Hong Kong experienced a decrease compared to 2021. In contrast, among the top 15 in volume, only five countries (the Netherlands, Ireland, Japan, Italy, and Australia) recorded growth.

For the first time in history, France exported more wine to the United States than to Germany. The American nation, despite a more significant decline than the average, is the leading destination with 208.62 million liters, followed closely by Germany with 206.01 million liters.

However, the sales to the United States were the second-highest ever, while those to Germany were the lowest in the historical series. The United Kingdom, despite losing market share, remains the third destination, with 167.42 million liters, also the worst record to date.

In terms of value, all three countries broke records: the United States with $2.59 billion, the United Kingdom with $1.69 billion, and Germany with $935.81 million. Each of these markets also hit the highest prices in their history.

The rise in prices has been widespread. Japan has surpassed Belgium as the fourth-largest market in value, followed by China. Canada takes the seventh spot, followed by Switzerland, Hong Kong, Singapore, and the Netherlands rounding up the top 10. The value of sales to Italy and South Korea also saw a considerable increase.