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Wine decline in France

Decline in daily consumption and the rise of occasional drinkers in France

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The landscape of wine consumption in France, a country synonymous with wine culture, is undergoing a significant transformation. This shift is captured in the latest findings from a comprehensive survey conducted by Ipsos Observer for FranceAgriMer and the Comité national des interprofessions des vins à appellation d'origine et à indication géographique (Cniv). The study, part of a series initiated in 1980, reveals a marked decline in daily wine consumption among the French populace.

In the 1980s, wine was a staple in daily French life, with half of the national population consuming it nearly every day. Fast forward to 2022, and this picture has dramatically changed, with only 11% of the population maintaining this daily consumption habit. This represents a significant decrease from 2015, when 16% of the population were regular wine consumers.

One of the key factors driving this change is the generational shift. Younger generations tend to consume wine more occasionally rather than regularly. This trend is not isolated to wine but is part of a broader decline in alcohol consumption in France. Since the 1960s, the average individual wine consumption in France has plummeted by over 60%.

Despite the decrease in regular consumption, wine remains an integral part of French culture, albeit in a different form. In 2022, half of the French population over 18 years old consumed wine occasionally, mirroring the proportions found in the 2015 study. This shift towards occasional consumption signifies a change in how wine is perceived and enjoyed in French society.

Interestingly, the proportion of the French population that does not consume wine at all seems to have stabilized at around 37% since 2010. This group includes about 8% who consume wine very sparingly, such as during weddings or end-of-year celebrations, a figure that has remained constant over time. In contrast, the consumption of other alcoholic beverages, notably beer, has seen an increase in popularity.

The survey, conducted between May 27 and August 9, 2022, involved 3,513 participants representative of the French population aged 15 and older. Employing a quota method, this research has been conducted every five years since 1980. The 2022 edition was delayed due to the disruptions caused by the 2020 health crisis.

The findings of the 2022 survey paint a clear picture of the evolving relationship between the French and their famed wine. From being a daily ritual to a more occasional indulgence, these trends reflect broader societal changes and preferences, impacting the wine industry and cultural practices surrounding wine consumption in France.