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Moët & Chandon Tops Wine Brands in 2024

Moët & Chandon, the world's most valuable wine brand in 2024

Friday, October 25, 2024



Moët & Chandon has been named the most valuable wine brand in the world in 2024, with an estimated value of nearly $1.4 billion, according to a report by Brand Finance. The French brand, renowned for its luxury positioning and cultural cachet, has maintained its leadership through strong performances in key markets and a solid international following, which have helped solidify its global appeal.

The report also highlights other high-value wine brands in the top ten. Chandon, valued at $1 billion, secured the second spot, followed by Veuve Clicquot at $959 million, and Dom Pérignon at $800 million, underscoring the dominance of French labels in the

luxury wine sector. However, not all brands on the list are French. The Chinese winery Changyu, established in 1892, ranked fifth with a market value of $707 million, distinguishing itself as the highest-ranking Asian wine brand. Australian labels also made a strong showing, with Penfolds, valued at $675 million, making strides in the premium wine market, and [yellow tail] valued at $613 million, known for its accessibility and mass appeal. Behringer, Jacob's Creek, and Lindeman's rounded out the top ten, illustrating the wine industry's diversity and competitiveness.

In addition to market value, Brand Finance's report assessed brand strength, where Changyu ranked as the strongest brand in 2024, scoring 81.5 out of 100. Changyu's top score is attributed to its expansion campaigns across China and other Asian markets, which have enhanced its brand recognition. Penfolds followed with a score of 79.3, standing out for its growth in the high-end global wine market. Jacob's Creek, with a score of 76.8, remained a strong presence in Australia, while Moët & Chandon (76.4) and Veuve Clicquot (72.4) continued to dominate the luxury sector.

Moët & Chandon also leads in sustainability, with an estimated $150 million invested in ESG (Environmental, Social, and Governance) initiatives, a metric of increasing relevance for consumers and investors. The brand's focus has been on reducing its carbon footprint and minimizing chemical use in its vineyards. Chandon and Veuve Clicquot, with sustainability investments of $109 million and $106 million respectively, have also integrated environmental policies into their production processes, while Dom Pérignon ($88 million) and Changyu ($81 million) have made strides in eco-friendly practices and responsible production.

The Brand Finance report indicates that the wine industry is undergoing significant shifts in brand valuation, where sustainability and brand strength are increasingly valued alongside traditional market factors like sales. The assessment reveals a trend toward the growth of brands that not only excel in the market but also prioritize sustainability and quality, catering to a more conscientious consumer base.

World's 10 Most Valuable Wine Brands 2024

1. **Moët & Chandon** $1.4 billion

2. **Chandon** $1 billion
3. **Veuve Clicquot** $959 million
4. **Dom Pérignon** $800 million
5. **Changyu** $707 million
6. **Penfolds** $675 million
7. **[yellow tail]** $613 million
8. **Behringer** $542 million
9. **Jacob's Creek** $344 million
10. **Lindeman's** $271 million

World's Most Sustainable Wine Brands 2024

1. **Moët & Chandon** investment: $150 million
2. **Chandon** investment: $109 million
3. **Veuve Clicquot** investment: $106 million
4. **Dom Pérignon** investment: $88 million
5. **Changyu** investment: $81 million

World's Most Powerful Wine Brands 2024

1. **81.5 points** Changyu
2. **79.3 points** Penfolds
3. **76.8 points** Jacob's Creek
4. **76.4 points** Moët & Chandon
5. **72.4 points** Veuve Clicquot