vinetur

Global Champagne Sales Down 9.2%

Inflation and Global Tensions Impact Champagne Consumption

Wednesday, January 22, 2025



Champagne sales in France experienced a significant decline in 2024, according to data released by the Comité Champagne. A total of 271.4 million bottles were sold worldwide, marking a 9.2% drop compared to 2023. The French market, historically a

key consumer of champagne, reported 118.2 million bottles sold, representing a 7.2% decrease from the previous year. This decline, according to the organization, is linked to the prevailing political and economic uncertainty in the country.

The international market also showed a downturn, with exports reaching 153.2 million bottles, a 10.8% decrease compared to the previous year. Despite this drop, exports remained higher than domestic sales, accounting for 56.4% of the total. This shift, which has become a trend in recent years, highlights the growing prominence of champagne in foreign markets.

Maxime Toubart, president of the Syndicat Général des Vignerons and co-president of the Comité Champagne, noted that champagne consumption often reflects consumer sentiment. He attributed the decline to factors such as inflation, international conflicts, economic uncertainty, and a lack of clear political decisions in key markets like France and the United States. David Chatillon, president of the Union des Maisons de Champagne and co-president of the Comité Champagne, emphasized the importance of maintaining efforts toward sustainability, exploring new markets, and attracting new consumers during challenging times.

The champagne industry is navigating a period of significant change, where luxury consumption mirrors both global and local tensions. Producers appear focused on long-term strategies, although current challenges raise questions about the market's trajectory in the coming years.