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Wine remains the favorite alcoholic beverage in France despite slight decline in preference

Survey highlights growing wine popularity among young adults and increasing number of non-drinkers, especially among women

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The SoWine agency, in collaboration with Dynata, has released its 2025 barometer on alcohol consumption in France. According to the survey conducted in December 2024 with 1,002 participants aged 18 to 65, wine remains the favorite alcoholic beverage among the French for the second consecutive year. Despite a two-point drop compared

to the 2024 barometer, wine is preferred by 58% of respondents, narrowly ahead of beer, which also saw a two-point decline, now at 56%. Completing the top five are champagne (35%), cocktails (27%), and cider (25%).

Wine's popularity continues to grow among younger consumers. This year, 45% of individuals aged 18 to 25 named wine as their favorite alcoholic drink, a six-point increase from 2024. At the same time, the number of non-drinkers is rising. Seventeen percent of French people now identify as non-consumers of alcoholic beverages, marking a three-point increase since 2020. This trend is particularly notable among women, with 23% abstaining from alcohol this year, a significant six-point rise compared to last year.

White wine remains the most consumed type of wine, with 91% of respondents indicating they drink it, a one-point increase from 2024. White wine is most commonly enjoyed during meals (50%) and as an aperitif (33%). Champagne (87%) and rosé (85%) follow in popularity, though both have seen a two-point decline compared to the previous year. Red wine, however, has gained ground, with 84% of participants reporting they consume it, a two-point increase. Red wine is particularly favored during meals, with 78% of respondents choosing it for this occasion.