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Loire wine exports reach highest value in 25 years as sparkling and white wines drive global demand

Region sees strong growth in key markets and emerging countries, with premiumization and sustainability boosting international reputation

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Loire wines reached a significant milestone in 2024, recording their highest export value in 25 years. The region’s wine exports hit €200 million, a figure not seen since 2000. This achievement stands out against the backdrop of relatively flat French wine exports overall, which grew by only 0.7% in volume last year. Loire wines, however,

saw a 5% increase in volume and a 5.9% rise in value. In total, 55 million bottles were exported from France, representing 22% of the Loire's total wine sales, up from 20% the previous year.

Camille Masson, president of InterLoire, highlighted the importance of these results for the region's international reputation. She stated that exports are now a key growth driver for Loire producers and that the strong performance in 2024 has helped position the region among the most dynamic French wine exporters. Masson also noted that this progress brings the Loire closer to its goal of exporting 30% of its production by 2030, as outlined in the Loire 2030 plan.

Sparkling wines led the region's export growth last year. Volumes of sparkling wines rose by 12%, making up 35% of all Loire wine exports. White wines also performed well, increasing by 4% and accounting for 43% of exports. In contrast, red and dry rosé wines saw a decline of 5%, while off-dry rosés dropped by 2%. These decreases reflect a broader global trend of declining rosé consumption. In terms of value, sparkling and white wines contributed to 80% of export revenue. Red and dry rosé wines remained stable in value, while off-dry rosés continued to fall.

Germany remained the largest market for Loire wines in 2024, taking in 22% of exports. The United States followed with 16%, and Belgium accounted for 14%. The United Kingdom and Canada rounded out the top five with shares of 13% and 7%, respectively. Most major markets experienced growth last year, with notable increases in the US (up 6.7%), Belgium (up 5.4%), and Germany (up 2.3%). Only the UK and Denmark reported declines in export volumes from the Loire.

Emerging markets also showed promise for Loire producers. Countries where Loire wines have less presence—such as the Baltic States, Italy, the United Arab Emirates, and Finland—saw increases in export value during 2024. This points to new opportunities for growth outside traditional European and North American markets.

The increase in export value was partly driven by higher ex-cellar prices, which rose by 0.8% compared to the previous year and have climbed by 17% over five years. The premiumization trend was especially strong for white and sparkling wines from the region. Chenin Blanc-based wines—including Crémant de Loire, Anjou, Saumur, and

Vouvray—remain popular internationally. The Crémant de Loire category is set to mark its fiftieth anniversary in October 2025.

Looking forward, InterLoire plans to strengthen its position in established markets such as the US, UK, Germany, Belgium, and Canada while increasing visibility in countries like Denmark, the Netherlands, Sweden, Norway, Australia, and Japan. Masson emphasized that these results are due to collective efforts to promote Loire wines abroad.

The Loire Valley is home to more than 2,200 wine estates and over 300 wine merchants. The region has about 42,000 hectares under vine; notably, around 85% of this area is either certified organic or under environmental certification programs. With these credentials and its recent export success, the Loire is positioning itself as an important player on the global wine stage as it moves toward its long-term goals for growth and sustainability.