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Loire Valley wine exports reach highest value in 24 years driven by demand for sparkling and white wines

United States, Germany, and United Kingdom among top markets as region targets further growth by 2030

Monday, June 23, 2025



Exports of Loire Valley wines reached their highest value in 24 years in 2024, according to new data released by InterLoire and French customs. The region’s wine exports rose by 5.9% in value, totaling €200 million, a figure not seen since the year 2000. This growth has been driven by increased demand for higher-value bottles, especially in the sparkling and white wine categories. Together, these two categories accounted for 80% of the total export value last year.

Chenin Blanc, a signature grape of the Loire Valley, was particularly popular among international buyers. The United States, Germany, the United Kingdom, Belgium, and Canada were the top five markets for Loire wines in 2024, representing 70% of the region’s export value. While these countries remain key destinations, the strongest growth rates were recorded in markets where Loire wines have traditionally had a smaller presence. The Baltic States, Italy, the United Arab Emirates, and Finland all saw notable increases in imports from the region.

In terms of volume, Loire Valley wine exports also grew by 5% compared to 2023. Last year, producers shipped 55 million bottles abroad, which made up 22% of all Loire wine sales. Camille Masson, president of InterLoire, said that exports are a major driver of growth for the sector. Masson highlighted that these results are helping the region move closer to its goal of exporting 30% of its production by 2030 as outlined in the Loire 2030 plan.

Sparkling and white wines not only led in value but also showed strong performance in volume. Sparkling wine exports increased by 12%, while white wines grew by 4% year-on-year. However, red and dry rosé wines saw declines in volume by 5%, and off-dry rosé fell by 2%. More than half of all exported bottles went to Germany, the US, and Belgium. All three countries increased their imports from the Loire Valley last year.

The positive results for Loire Valley wines come at a time when overall French wine exports declined by 3%, falling to €10.9 billion in 2024. Many foreign consumers have shifted toward less expensive alternatives as prices for Bordeaux and Champagne remain high. Despite recent success with higher-value bottles, Loire wines generally remain more affordable per bottle than those from other major French regions.

The latest figures reflect a growing international appreciation for Loire Valley wines and suggest that producers are well positioned to expand their presence abroad over the next several years.