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Burgundy Export Revenue Nears €1 Billion in First Seven Months of 2025

Exports grew 5.6% in volume and 2.7% in value between January and July 2025

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The Burgundy wine industry is navigating a complex period as the 2025 harvest concludes, according to an update delivered by Laurent Delaunay and François Labet, co-presidents of the newly renamed Comité Bourgogne, at a press conference in Beaune. The sector faces a mix of global economic uncertainty, a promising but challenging vintage, and continued recognition for its communication efforts.

After two abundant years in 2022 and 2023, the 2024 harvest came in at just over 1.2 million hectoliters—more than 161 million bottles—making it the second smallest crop in the past 15 years, only slightly ahead of the difficult 2021 vintage. This lower yield follows two generous vintages, including the historic 2023, and has led to higher stock levels by July 2025 compared to the five-year average. These reserves are expected to help offset future production fluctuations, especially with early signs that the 2025 harvest will also be below average.

Despite these challenges, Burgundy wines have performed well on international markets. Exports grew by 5.6% in volume and 2.7% in value during the first seven months of 2025 compared to the same period last year. Over 57 million bottles were exported between January and July, generating a record €951 million in revenue. The Canadian market was particularly strong during this period.

Domestically, Burgundy wines have maintained modest growth despite a general decline in wine consumption across France. Sales through major retailers increased by 0.7% in volume and 0.4% in value over the first eight months of the year. This growth is largely attributed to purchases by higher-income consumers whose buying power has remained stable or improved slightly.

The market for Burgundy wines in France is increasingly driven by branded products and private-label offerings from retailers. These categories accounted for most of the volume gains, often at prices below the average for Burgundy wines sold through these channels. Notably, white Burgundy AOC wines saw significant increases in sales through private labels, with AOC Bourgogne blanc up by more than 128,000 bottles and AOC Petit Chablis up by over 142,000 bottles compared to last year.

Crémant de Bourgogne also continues to show strong performance both domestically and abroad, with sales rising by nearly 4% in volume and over 4% in value during the first eight months of 2025.

On the export front, Burgundy's main markets remain the United States, United Kingdom, Canada, Japan, and Belgium—collectively absorbing about 62% of export volumes and nearly 60% of export revenue over the past decade. However, there have been shifts: Sweden has entered this top group while Japan has temporarily dropped out.

The U.S., which accounts for more than one-fifth of Burgundy's exports by both volume and value, remains a key market but faces renewed uncertainty following changes in trade policy. After a period of growth following the suspension of tariffs under President Biden in 2021, new tariffs introduced by President Trump's administration in August 2025 have already begun to impact shipments. Exporters are watching closely to see how these changes will affect consumer prices and demand.

In the UK market—the second largest for Burgundy—exports have shifted over time as direct sales to other countries like Canada and Sweden have increased. While Chablis remains popular in Britain, overall volumes are down compared to previous decades.

Producers are responding to these uncertainties by seeking new markets beyond their traditional strongholds. While developing these destinations takes time, they offer potential for future growth.

The growing season leading up to the 2025 harvest was marked by unusual weather patterns. After a mild winter and rapid budbreak in early April, two heatwaves hit Burgundy during June and August with temperatures reaching near-record highs—up to 40°C (104°F) in some areas. These conditions accelerated ripening but also reduced yields as grape berries remained small with thick skins due to water stress.

Rainfall during flowering caused uneven fruit set in some areas—especially southern Mâconnais—and localized hailstorms further reduced potential yields. The harvest began early on August 18 for Crémant de Bourgogne grapes and continued into September for still wines. Rainfall late in August brought relief to drought-stressed

vines but complicated picking schedules as growers had to carefully monitor ripeness amid changing weather.

Despite lower volumes overall, initial reports from cellars indicate high quality for the grapes that were harvested. Winemakers describe promising juice with good sugar levels and preserved acidity—a combination that could produce elegant wines if fermentation proceeds smoothly.

At their press conference on October 6th, Comité Bourgogne leaders acknowledged that while this year’s vintage may not reach the heights of recent standouts like 2022 or 2020 due to heat-related losses—especially among white varieties—it still holds significant promise for quality.

On the business side, Laurent Delaunay noted that sales figures remain surprisingly robust given global economic headwinds. He pointed out that while margins are under pressure due to price adjustments required by market conditions, Burgundy’s reputation continues to drive demand both at home and abroad.

The French market has also responded positively to targeted advertising campaigns aimed at younger consumers—the so-called “millennials.” Results from post-campaign surveys exceeded expectations, prompting plans for continued investment in marketing efforts next season.

Finally, this year marks a rebranding for Burgundy’s wine trade body: what was formerly known as BIVB is now Comité Bourgogne—a move intended to simplify communication and align with similar organizations like Comité Champagne.

As producers await more detailed figures on yields later this fall, they remain cautiously optimistic about both the quality of their wines and their ability to adapt to ongoing economic and climatic challenges.