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UK Champagne Shipments Surge 8.2% as Supermarket Discounts Drive Nearly a Third of Sales

Aggressive price cuts and own label offerings fuel Britain's rebound, putting it on track to surpass US in bottle volume

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Champagne shipments to the United Kingdom are showing strong signs of recovery in 2025, despite ongoing economic uncertainty and a global market that remains volatile. The UK has long been one of Champagne’s most reliable export markets by volume, and this year it is on track to potentially overtake the United States as the leading destination for Champagne exports by bottle count. While the US continues to dominate in terms of value, the UK’s market is characterized by a significant share of

own label or supermarket-branded Champagnes, which tend to be sold at lower prices.

After a disappointing 2024, when shipments to the UK dropped to 23.3 million bottles—the lowest since before 2000, except for the pandemic-hit year of 2020—industry leaders are now reporting an upturn. James Simpson MW, who heads the UK's Champagne Shippers' Association, says sales have been positive both month-by-month and year-to-date. Shipments to the UK increased in five of the first eight months of 2025, with Simpson predicting that by year-end, growth could reach between 8% and 10%. This would bring total shipments close to 24 million bottles, possibly allowing the UK to match or surpass the US in volume.

Recent data from Comité Champagne shows that overall global shipments through October 2025 declined by 1.3% to 199.6 million bottles. Total exports fell only slightly by 0.1% to 121.8 million bottles, while France's domestic market dropped by 3.2% to 77 million bottles. In contrast, UK-bound shipments grew by 8.2% in volume during the same period. However, value figures tell a different story: the average price per bottle in the UK fell by 9.4%, and total value was down by about 2%. Across the top 15 export markets, volume rose by 3.5%, but value slipped by nearly 2%, with average prices down more than 5%.

The resurgence of own label Champagnes is a key factor behind these trends in the UK. When production costs soared after 2020 and supply tightened, own label sales declined as supermarkets struggled to maintain margins. But recent larger harvests and slowing international demand have led to increased stocks in Champagne cellars, prompting producers and retailers to push own label products once again—especially as consumers resist higher retail prices.

According to Nielsen data for the year ending September 6, 2025, own label Champagnes now account for nearly a third (32.6%) of all off-trade sales by volume in the UK and about a fifth (22%) by value. For comparison, Moët & Chandon holds a much smaller share: just over 9% by volume and about 13% by value.

Supermarkets have played a major role in driving this growth through aggressive discounting strategies designed to attract shoppers and compete with other sparkling wines. Retailers like Asda, Sainsbury's, Tesco, Morrisons, and Waitrose have all offered

deep discounts on both branded and own label Champagnes ahead of the crucial pre-Christmas period—a time when Champagne sales traditionally spike.

In November, Asda launched significant discounts on brands like Taittinger and Lanson using its “double bubble” promotion—combining single-bottle price cuts with an additional discount for buying six bottles at once. This brought prices for some Champagnes down to levels not seen in years; Asda’s Henri Cachet Brut was available for just £11.58 per bottle with the multi-buy deal.

Sainsbury’s responded with similar offers through its Nectar card program, matching or nearly matching Asda’s prices on several brands and offering its least expensive Champagnes at under £15 per bottle after discounts. Tesco also ran “buy six save 25%” deals via its Clubcard program, while Morrisons and Waitrose joined in with their own promotions.

These widespread discounts have sparked mixed reactions among Champagne producers. Some see them as a necessary part of doing business during peak season when few bottles are sold at full price. Others worry that constant discounting undermines brand loyalty and damages long-term relationships with customers.

Despite concerns about pricing pressure at retail level, there are positive signs for premium Champagne houses in the UK’s hospitality sector—especially in London’s high-end restaurants and hotels. Industry insiders report that guests are trading up to more exclusive cuvées and vintage Champagnes, reflecting a trend toward premiumization even as supermarket sales focus on value.

Laurent-Perrier has seen growth across its super-premium lines in British restaurants and bars this year, while Vranken-Pommery reports improving business in the second half of 2025 despite earlier declines in on-trade sales volumes.

Compared with France—where domestic consumption continues to fall—and the US—where growth is sluggish—the UK market stands out for its resilience and adaptability. For many British consumers, Champagne remains closely associated with celebration and special occasions, ensuring steady demand even as economic conditions fluctuate.

As retailers continue their price wars ahead of Christmas and producers navigate shifting consumer preferences, all eyes will be on final shipment figures at year-end to see whether Britain can reclaim its position as Champagne’s top export market by volume—and at what cost to both brands and margins.