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Champagne Prices Drop 12% Globally as Sales Slide and Inventories Reach Five-Year High

French market demand falls 36 percent since 2010 while producers surpass carbon reduction targets amid shifting consumer trends

Friday, December 19, 2025



Champagne producers are facing a challenging year as sales and prices continue to decline, according to figures presented at the annual general meeting of the Association Viticole Champenoise (AVC). Data from the first ten months of 2025

indicate that total sales are expected to reach 268 million bottles by the end of the year. This represents a 1.3 percent decrease compared to the 271.7 million bottles sold in 2024.

The French market, traditionally the largest for Champagne, has seen a significant drop in demand over the past 15 years. In 2010, France accounted for 185 million bottles sold. By 2024, that number had fallen by 36 percent to just 118 million bottles. The latest figures suggest an additional decline of 3.2 percent this year. Industry experts attribute this trend to changing consumer habits, increased competition from other sparkling wines, and broader economic pressures.

Globally, Champagne is also experiencing downward pressure on prices. Expensive prestige cuvées are being replaced by more affordable non-vintage Champagnes. According to Wine Lister, a wine industry consulting firm, average Champagne prices have dropped by about twelve percent worldwide over the past three years. For comparison, Burgundy wines saw a price drop of 29 percent and Bordeaux wines fell by 13 percent during the same period.

Despite new tariffs imposed on French wine imports, sales volumes in the United States—the largest export market for Champagne—have remained stable. However, customs data show that the average price per bottle in the U.S. fell by about 23 percent between October 2024 and September 2025. Many producers have absorbed some of the tariff costs themselves, but a stronger Euro against the U.S. dollar has offset these efforts.

Stock levels remain high across Champagne houses. At the end of 2024, inventories stood at 1.279 billion bottles, which is enough to cover nearly five years of global consumption at current rates. The AVC considers an ideal stock level to be closer to four years’ worth of sales.

Confidence in the Champagne brand among retailers has also slipped. A survey conducted by Wine Lister among 51 retailers worldwide found that confidence has dropped by an average of 5.8 percent since 2018. Grower Champagnes received the highest confidence ratings despite slight declines, while family-run houses remained mostly stable. Large brands saw their confidence scores fall by an average of ten

percent.

Online interest in Champagne remains strong compared to other wine regions. Analysis of search engine queries shows that Champagne receives more than three times as many searches as Bordeaux, which ranks second in online interest. Over the past year, search interest in Champagne rose by one percent, while Bordeaux increased by seven percent and Burgundy surged by 53 percent.

There is some positive news for producers regarding sustainability goals. The Champagne appellation set a target to reduce its carbon footprint by 25 percent by 2025. This goal has already been surpassed with a reduction of 27 percent, bringing total emissions down to just over 580,000 tons. The AVC attributes much of this progress to lighter bottles now weighing 835 grams instead of the previous standard of 900 grams.

The overall picture for Champagne in 2025 is one of adjustment and adaptation as producers respond to shifting consumer preferences, economic challenges and environmental targets. While sales volumes and prices are under pressure, efforts toward sustainability and continued global interest offer some encouragement for the future of this iconic French wine region.