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Prosecco Exports to France Surge 21.1% in 2025 as Champagne Shipments Fall for Third Year

Italian sparkling wine gains ground amid shifting consumer habits and economic pressures, challenging Champagne’s dominance in key markets

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Champagne producers faced another challenging year in 2025, as global volumes fell for the third consecutive year. According to data released by the Comité Champagne, total shipments dropped by 2% compared to 2024, with 266 million bottles sold worldwide. The decline was driven mainly by falling domestic consumption in France, which decreased by 4.2 million bottles to reach 114 million. Exports also slipped, accounting for 152 million bottles—1.2 million fewer than the previous year.

The Comité Champagne attributed the downturn to several factors, including ongoing geopolitical tensions, changing social behaviors and consumption patterns, stock adjustments, and persistent inflation. These challenges have affected both the French market and international sales, prompting industry leaders to reassess their strategies.

At the same time, Italian sparkling wine Prosecco continued its rapid growth in France. Data from the Prosecco DOC Consortium showed a 21.1% increase in Prosecco exports to France in 2025, making it the third-largest export market for the Italian wine after

the United Kingdom and the United States. Giancarlo Guidolin, President of the Prosecco DOC Consortium, highlighted this performance as evidence of Prosecco's resilience during a period of global economic instability.

Maxime Toubart, Co-President of the Comité Champagne and President of the Syndicat Général des Vignerons, emphasized that despite recent setbacks, strengthening Champagne's position in its home market remains a top priority for 2026. He described France as a showcase for Champagne's reputation and stressed the need to consolidate its standing through quality wines and collective expertise.

In Australia, Champagne maintained its status as a premium import despite similar headwinds. John Noble, Director of the Champagne Bureau Australia, confirmed that Australia remained the seventh-largest export market for Champagne in 2025. He noted that inflation, higher living costs, and shifting hospitality trends have influenced how Australians purchase and enjoy Champagne. However, he also pointed out that Australian consumers are among the most knowledgeable about Champagne globally.

Noble observed a shift in retail offerings toward more diverse styles such as Blanc de Blancs, Blanc de Noirs, Vintage, and Rosé cuvées. While Brut Non-Vintage still dominates sales, there is growing interest in unique cuvées supported by staff recommendations and private tastings. Noble said this trend reflects a demand for clarity and authenticity among consumers who want to understand what makes Champagne special.

Looking ahead to 2026, Prosecco DOC aims to build on its momentum while addressing ongoing challenges. Guidolin outlined key goals for the region: consolidating value across the supply chain to ensure fair profitability; prioritizing sustainability as both an ethical imperative and a competitive necessity; and developing low-alcohol Prosecco options with alcohol by volume between 8% and 9% to meet changing consumer preferences.

In 2025, Prosecco DOC bottled 667 million bottles—an increase of 1.1% over 2024—demonstrating continued growth even as other sparkling wine categories face pressure. Guidolin credited this progress to unity within the supply chain and reaffirmed that sustainability and value will remain central priorities for Prosecco producers

moving forward.

As both regions adapt to evolving markets and consumer tastes, industry leaders are focusing on innovation and education to maintain their positions in an increasingly competitive global landscape.