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# Bordeaux Wine Exporters Target New Markets as Traditional Sales Decline

Producers look to Canada, India, and South America for growth amid trade tensions and falling demand in key regions.

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Bordeaux wine producers and merchants are turning to new international markets as they face declining wine consumption and ongoing trade tensions with China and the United States. The search for fresh opportunities was a central topic at Wine Paris, a major global wine and spirits trade fair held from February 9 to 11 at the Parc des Expositions in Paris. The event brought together 6,500 exhibitors from 60 countries and attracted more than 60,000 visitors. Organizers described the atmosphere as a welcome break from the challenges currently facing the industry, which include climate change, falling demand, and trade disputes.

The Bordeaux wine sector has been hit hard by these issues. Exports have dropped for the third consecutive year, and many producers are struggling to find new buyers. With traditional markets under pressure, attention is shifting to regions such as Canada, India, and the Mercosur bloc in South America, which includes Argentina, Bolivia, Brazil, Paraguay, and Uruguay.

A recent free trade agreement between the European Union and Mercosur has raised hopes among Bordeaux exporters. The deal promises access to a combined market of 700 million consumers and would eliminate import taxes—currently set at 27%—over seven years. Paolo Garzotti, head of the Latin America mission at the European Commission’s Directorate-General for Trade, said at Wine Paris that the agreement could cut bottle prices by up to 50%. He emphasized that the EU is committed to building commercial relationships based on law rather than force.

However, the agreement is not yet in effect. The European Parliament has referred it to the Court of Justice, delaying its implementation. The European Commission still has the option to apply it provisionally while legal questions are resolved.

Canada is also seen as a promising market for Bordeaux wines. While it does not offer the same volume as China or the United States, Canadian consumers have shown growing interest in French wines. Exporters hope that stable trade relations and a favorable image of French products will help increase sales in this market.

India presents both opportunities and challenges for Bordeaux producers. The country’s large population and rising middle class make it an attractive target for wine exports. However, high import duties and complex regulations continue to limit access for

foreign wines. Industry representatives at Wine Paris noted that progress is slow but steady as negotiations continue between Indian authorities and European officials.

Despite these efforts to diversify export destinations, industry leaders acknowledge that none of these new markets can fully replace the volumes lost in China or the United States. Still, they see them as essential steps toward stabilizing Bordeaux’s export business in an uncertain global environment.

The mood at Wine Paris reflected both optimism about new possibilities and concern about ongoing difficulties. Many participants expressed hope that international agreements like the one with Mercosur will eventually come into force and provide much-needed relief for French wine exporters. For now, Bordeaux producers are focusing on building relationships in emerging markets while waiting for broader trade conditions to improve.