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Organic Wine Conversion in France Slows Sharply as Climate and Economic Pressures Mount

Vineyard area under organic conversion drops 43% in 2024 despite rising consumer demand and auction market interest

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France remains a global leader in wine production, with 750,000 hectares of vineyards spread across 90 departments. The wine sector generates €92 billion in annual revenue, representing 1.4% of the country's GDP and €6.4 billion in tax receipts. Wine is the top agricultural sector by value in France, and with €11.3 billion in exports, the

country is the world’s leading wine exporter. Wines and spirits are also France’s third-largest export surplus sector, following aerospace and cosmetics.

In recent years, organic viticulture has seen significant growth in France. Between 2010 and 2020, the conversion to organic practices accelerated, making viticulture the most advanced agricultural sector in terms of organic certification. Today, 21% of French vineyard land—about 160,000 hectares out of a total 750,000—is certified organic, involving around 12,000 out of 59,000 wine estates. The largest concentrations of organic vineyards are found in southern regions such as Occitanie and Bordeaux. In Occitanie, 30% of vineyards are certified organic; in Gironde, about a quarter of the vineyards have achieved certification. The Loire Valley also reports around 30% certified vines. Beaujolais and Alsace have notable numbers of organic producers as well.

However, the pace of conversion to organic has slowed recently. In 2024, vineyard area under conversion dropped by 43% compared to 2023, which itself had already seen a decline of 34%. Overall, the total area engaged in organic conversion decreased by 4% in 2024. Two main factors explain this trend: climate and economics.

From 2021 to 2024, adverse weather conditions—including devastating spring frosts—hit regions like Southwest France, Languedoc, and Burgundy. These events increased economic risks for growers using organic methods, which offer little margin for error during difficult seasons. On the economic side, organic production raises labor costs due to manual soil work and more frequent treatments with contact products. This increases bottle prices at a time when consumers may not always be willing to pay more for organic wine.

Despite these challenges, demand for organic wine continues to grow in France. Consumption rose by 7% in 2024. Interest remains strong because many consumers associate organic wines with higher quality. All distribution channels except large supermarkets reported growth in sales of organic wines. Younger consumers show particular interest in this category. Internationally, demand varies: Asian buyers focus more on producer reputation than on organic status, while American consumers show strong interest in organics.

Some winemakers practice organics or even biodynamics without seeking official certification. Reasons include practical difficulties converting certain parcels or reliance on grapes from uncertified growers. For some renowned estates—such as Jean Foillard in Morgon—certification is not a primary concern for their customers. Others avoid certification to retain flexibility during adverse weather or to sidestep administrative requirements.

On the secondary market, such as wine auctions, certified organic and biodynamic wines are increasingly popular. In the past year, these wines accounted for 30% of auction volumes and 36.2% of value—a rise from previous years. Organic and biodynamic bottles tend to fetch higher prices at auction.

Biodynamic certification requires even greater commitment from producers. It involves treating the vineyard as an integrated ecosystem and following strict practices that promote biodiversity and soil health without chemical inputs. Biodynamic preparations are used to stimulate vine growth and natural defenses; treatments are often timed according to lunar cycles. These demanding methods require close attention but can result in high-quality wines.

The most expensive bottles sold at auction from certified estates are often both organically and biodynamically certified. However, some top producers practice biodynamics without advertising it on their labels—for example, Domaine de la Romanée-Conti.

Natural wines represent a small share—between 1% and 2%—of total French wine production but attract significant attention among younger consumers and enthusiasts new to wine appreciation. At auction on platforms like iDealwine, natural wines made up between 8% and 9% of volumes and value sold in 2025—a notable increase from previous years.

The most sought-after natural wines come from diverse regions: Burgundy leads with six entries among the top twenty most expensive bottles at auction; Jura follows closely with five; Loire Valley (including Auvergne) has four; Champagne has two; Rhône Valley, Bordeaux, and Italy each have one representative among the highest-priced natural wines.

Notable names among natural wine producers include Overnoy (Jura), Marcel Lapierre (Beaujolais), Jean-Yves Bizot (Burgundy), Thierry Allemand (Rhône), as well as Japanese winemakers such as Kei Shiogai or Chanterêves (Burgundy), Domaine des Miroirs (Jura), La Grande Colline d’Hirotake Ooka (Rhône), Jintaro Yura (Alsace), and Uchida (Bordeaux).

While natural wines continue to fascinate a growing segment of consumers worldwide—including those in Europe, Asia (notably South Korea), and especially the United States—the movement remains small compared to traditional production methods that still deliver high-quality wines through less publicized but equally skilled craftsmanship across France’s diverse wine regions.