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Crémant de Bourgogne Sales Jump 9% in 2025 as Exports Surpass Domestic Consumption

Sparkling wine from Burgundy marks 50th anniversary with record production and growing demand in the US, Canada, and UK

Tuesday, March 31, 2026



Crémant de Bourgogne, the sparkling wine from Burgundy, has seen significant growth in 2025, marking its 50th anniversary as an official appellation. According to data from the Comité Interprofessionnel du Vin de Bourgogne, sales volumes increased by 9% compared to 2024. This growth stands out in a global wine market where overall consumption is declining, and even Champagne has faced stagnation.

Production of Crémant de Bourgogne reached 231,000 hectoliters in 2025, which is about 30 million bottles. The wine is produced from 4,000 hectares of vineyards claimed under the appellation, an area that continues to expand. Crémant de Bourgogne now represents the third largest appellation in Burgundy by volume, accounting for 15% of the region’s total wine production across its 84 recognized denominations.

Export markets have played a key role in this growth. For the first time, exports have surpassed domestic consumption, with 51% of Crémant de Bourgogne now sold outside France. Export volumes rose by 14% over the previous year. The United States and Canada are leading destinations for these exports and continue to show growth despite challenging market conditions. The United Kingdom has also shown a strong recovery, with both volume and value increasing by 27%. Scandinavian countries are becoming increasingly important markets as well. Italy has emerged as one of the top five export destinations for Crémant de Bourgogne, mirroring trends seen with Champagne.

One of the main attractions of Crémant de Bourgogne is its affordability. The average retail price in French supermarkets is around €8 per bottle. The wine is known for its freshness, acidity, lightness, and versatility with food pairings, making it appealing to a broad range of consumers.

To mark its anniversary and continued expansion, the appellation has launched a new brand identity under the slogan “Pétiller en grand.” This initiative aims to further strengthen Crémant de Bourgogne’s position in both domestic and international markets as Burgundy’s sparkling wine continues to gain recognition and market share worldwide.