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Crémant de Bourgogne Posts Record Growth in 2025

Exports lifted the Burgundy sparkling wine appellation as sales rose 9% and more than half of production went abroad.

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The Crémant de Bourgogne appellation is strengthening its role as a major economic force in Burgundy’s wine industry, with production, sales and exports all rising in 2025, according to figures released by the interprofessional body that oversees the region’s sparkling wines.

The appellation produced 231,000 hectoliters in 2025, one of its strongest harvests on record and close to the peak reached in 2023. The increase reflects the steady expansion of vineyard land devoted to Crémant de Bourgogne, now close to 4,000 hectares, and the growing place of sparkling wine within Burgundy's broader portfolio. Among Burgundy's 84 appellations, Crémant de Bourgogne now accounts for 15% of total volume, up from 13% two years ago. It is now the region's third-largest appellation by volume.

That growth has come in a difficult market for sparkling wines, but commercial results have remained solid. Sales rose 9% in 2025, driven largely by exports. For the first time, more than half of all volumes were sold abroad, with exports reaching 51% of total sales, up 14% from 2024. Over the past decade, Crémant de Bourgogne has contributed 20% of the growth in French AOC sparkling wine exports outside Champagne.

The export business is spread across several continents, with the United States and Canada remaining the largest markets by volume and value. Sales also continued to grow in Scandinavia, where Sweden, Norway and Denmark form a strategic market and where Crémant de Bourgogne is the most widely sold Burgundy wine. Britain returned to stronger growth, passing the 1 million-bottle mark and improving both volume and value, with gains of 27% and 29%, respectively. Italy has moved into the top five export markets after a sharp rise in higher-value sales. Only the Netherlands and Japan posted slight declines, which industry officials attributed to temporary market conditions.

In France, supermarkets account for 28% of sales volume, or about 6 million bottles, up 1.4% in purchase volume. The average retail price is around €8, roughly €1 above that of its main competitors. Producers say that pricing helps the wine stand out on shelves while keeping it accessible to consumers.

The appellation has also broadened its range. It now includes wines for aperitif drinking and casual gatherings as well as gastronomic pairings, vintage cuvées, blanc de blancs, blanc de noirs, rosés, special cuvées, nature styles and parcel-based bottlings. Industry officials say this wider segmentation has helped Crémant de Bourgogne reach more consumers and more occasions.

Despite recent weather-related challenges in the vineyards, stocks are described as balanced and under control. Producers say they can meet demand without strain and are pursuing what they call measured growth based on brand recognition, technical know-how, strict controls and consistent quality.

The appellation marked its 50th anniversary in 2025. In 2026, it is seeking an update to its production rules that would formally allow the naming of lieux-dits and parcel references on labels. The proposal is under review by France’s national wine authority, the INAO. Supporters say it would recognize a long-standing Burgundian tradition of parcel expression that dates back to the 19th century and remains a defining feature of the region’s identity.