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# French Wine Insolvencies Surge in Early 2026

## Bordeaux Bears the Brunt as Financial Strain Spreads Across the Industry

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French wine producers are entering insolvency at a faster pace this year, a sign that the strain on one of Europe’s most important wine industries is becoming more severe and more widespread.

In the first quarter of 2026, 83 winemakers in France were placed in insolvency proceedings, up 32% from the same period a year earlier, according to data cited by Altares and reported by Wine-Intelligence. Nearly half of those cases were in Gironde, the department that includes Bordeaux, underscoring how deeply the pressure is hitting the country’s best-known wine region.

The broader agricultural sector is also under stress. Altares recorded 487 insolvency proceedings among French agricultural companies in the first three months of 2026, a 23% increase from a year earlier. Crop support activities rose even faster, with a 59% jump, suggesting that financial trouble is spreading beyond vineyards and into related parts of the rural economy.

The numbers point to a deterioration that has been building for several years. More than 130 wine-related bankruptcies were recorded in 2023. By the first quarter of 2024, that figure had risen 24%. One year later, it had climbed 75%, indicating not a temporary setback but a worsening pattern of failures.

Altares said the insolvency proceedings include safeguard procedures, receivership and liquidation, all signs that businesses are under serious financial pressure. The steady rise across those categories suggests that many producers are unable to recover once they begin to struggle.

The causes are familiar but increasingly difficult to absorb at once: weaker domestic consumption in traditional markets, changing global demand, higher production costs, inflation, climate-related damage to yields and quality, and oversupply in regions such as Bordeaux. French authorities have tried measures including vineyard grubbing-up programs and financial aid, but those steps have not stopped the rise in failures.

The strain is also affecting restaurants, bars and hotels, which are important sales channels for wine. Restaurant bankruptcies in France stabilized slightly in early 2025 at 2,101 cases, down 0.4%, but bars remained under pressure with 373 bankruptcies in the first quarter of 2026, up 6.6%. Hospitality businesses recorded 168 bankruptcies, up 27.3%, driven largely by hotels and short-term tourist accommodations.

Smaller businesses are bearing much of the burden because they have less cash on hand, less access to credit and less room to absorb losses. Across all sectors, France recorded 18,986 insolvency proceedings in the first quarter of 2026, up 6.4% from a year earlier.

For Bordeaux and other wine regions, the data suggests that the problem is no longer limited to individual producers or one difficult harvest. It is now affecting the structure of the industry itself, from vineyards to distributors to the hospitality businesses that

depend on wine sales every day.