

WINE TRENDS IN FRANCE



EVOLUTIONS AND REVOLUTIONS

2020 EU Agricultural Outlook Conference



œnologues
DE FRANCE



A NEW PATTERN OF CONSUMPTION

- THE FRENCH BUY FEWER WINES AND CONSUME LESS REGULARLY

- 19,38 %



- ...DURING SPLIT MEALS

LEVEL OF PURCHASE (L/Houseolds/Year)	
2011	2018
54,7 liters	44,1 liters

- RED WINE IS LOSING GROUND, ROSE STILL GAINING AND WHITE IS PROGRESSING...

39 M of « apéritifs » per week in France



A NEW PATTERN OF CONSUMPTION

- **MORE DIVERSIFIED PLACES OF CONSUMPTION**
Out of home : 25% of purchases



- **COVID EFFECT**
Explosion of on-line purchases

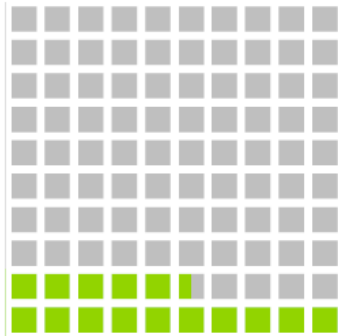




A NEW PATTERN OF CONSUMPTION

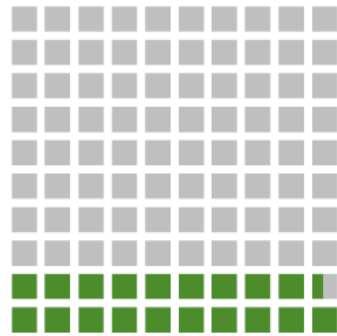
% of households purchasing **DEALCOHOLIC DRINKS**
(Beers + Still wines + Sparkling wines + Spirits + Flavored wines)

15.5%



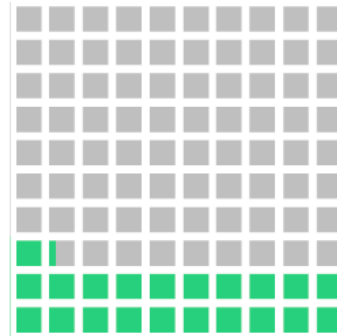
CAMP4 2015

19.4%



CAMP4 2016

21.3%



CAMP4 2017

24%



CAMP4 2018

Panel 12,000 homes-CAMP4 2018, Kantar

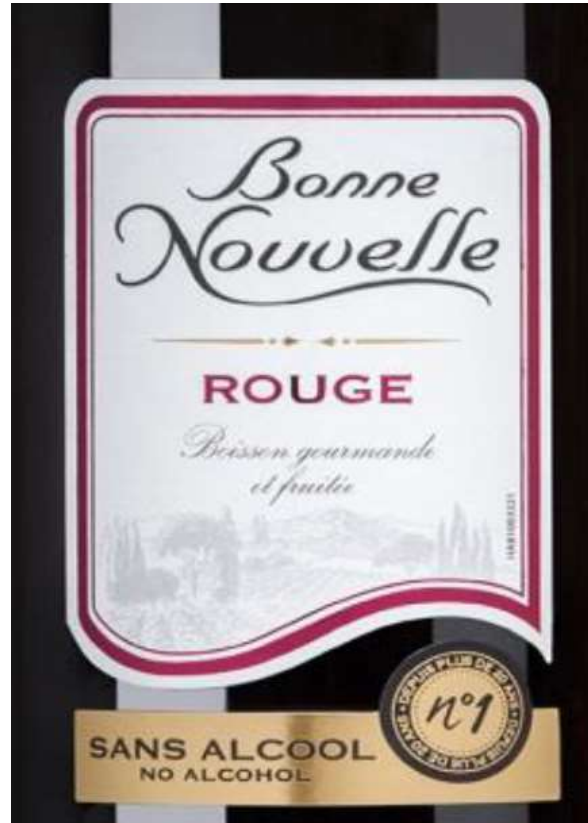
KantarWorldpanel - Ordinary Household Purchases for Home Consumption



A NEW PATTERN OF CONSUMPTION

- THE NEW « WINES »
THAT CAN NOT...

Market
« Nolo »
+20% per year
(cabinet ISWR)



- ... BE CALLED WINES

Total production
in France « No
alcohol wines » =
8 M of bottles/
0,14% of the
market



WHEN THE CONSUMER TURNS TO CITIZEN



- **HEALTHIER CONSUMPTION**

[84% of households choose preferably products with natural ingredients (+20 pts between 2019/18)
73% worry about food safety (+7 pts)]

- **TRUST IN LABELS**

[X3 more buyers of organic wines in 7 years
BUT organic covers only 9% of these buyers purchases]

- **MORE LOCAL & MORE SUSTAINABLE**

[81,5% of French people prefer to buy eco-friendly products and
77% local products too often as possible]



WINE PRODUCTION

CHALLENGES AND EVOLUTIONS

- 01.** THE CLIMATE CHANGE
- 02.** THE RESEARCH OF NEW MARKETS
- 03.** THE ECOLOGICAL TRANSITION
- 04.** A NEW OENOLOGY



INNOVATIONS



RESISTANT GRAPE VARIETIES



BIOCONTROL



AGROFORESTRY



LESS SULFITES



THE NEW "WINES" WHICH
CAN NOT BE CALLED WINES



DIGITAL AND ROBOTICS



THANKS

DO YOU HAVE ANY QUESTIONS?

s.pallas@oenologuesdefrance.fr

+ 33 6 29 43 27 83

www.oenologuesdefrance.fr

CRÉDITS : This presentation template was created by Champagne Création including images by AdobeStock

