TRENDS IN SALES OF WINE – A RETAIL PERSPECTIVE

Wine Market Observatory

June 2023

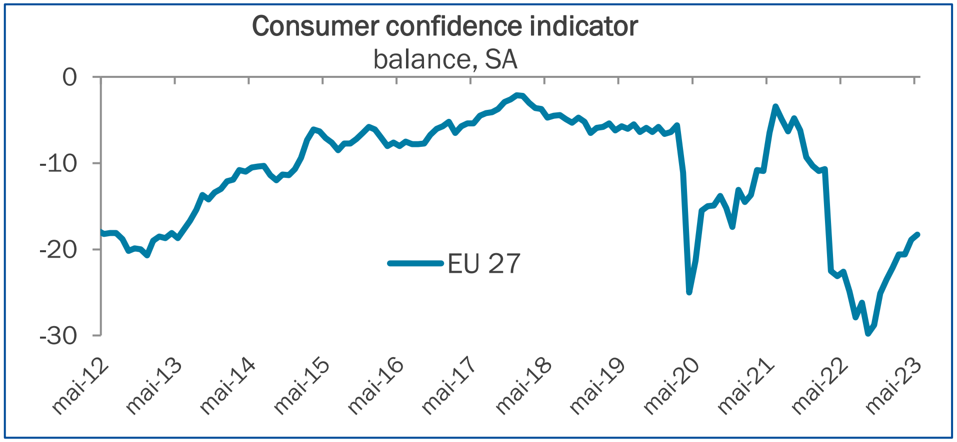
EuroCommerce for retail & wholesale

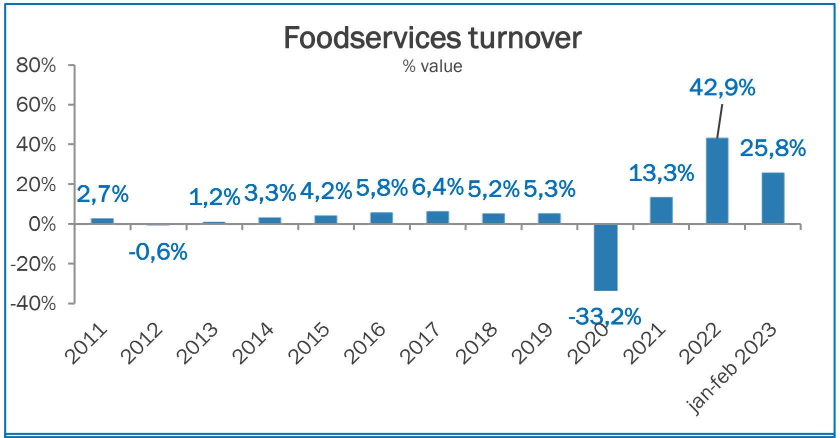
Europe

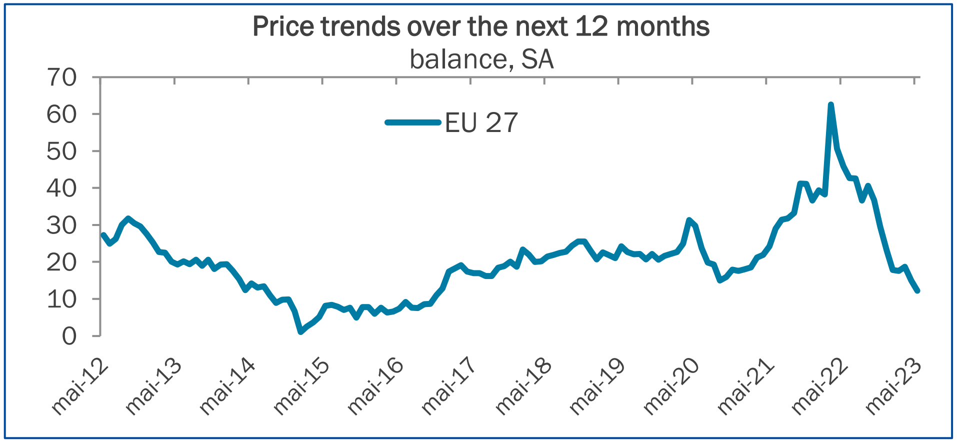
Economic context

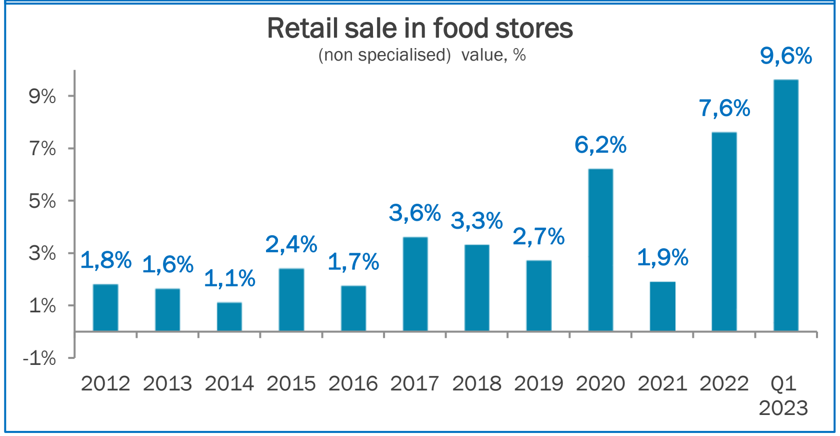
① household confidence in Europe has tended to recover in recent months. Households are beginning to anticipate the slowdown in price growth.

② In terms of retail channels, the sales of non-specialised food retailers continued to grow, in value. At the same time, foodservice sales have returned to growth in 2021. In 2022, the sector has finally recovered its 2019 level of activity. But early figures for 2023 show volume declines









Source : Eurostat

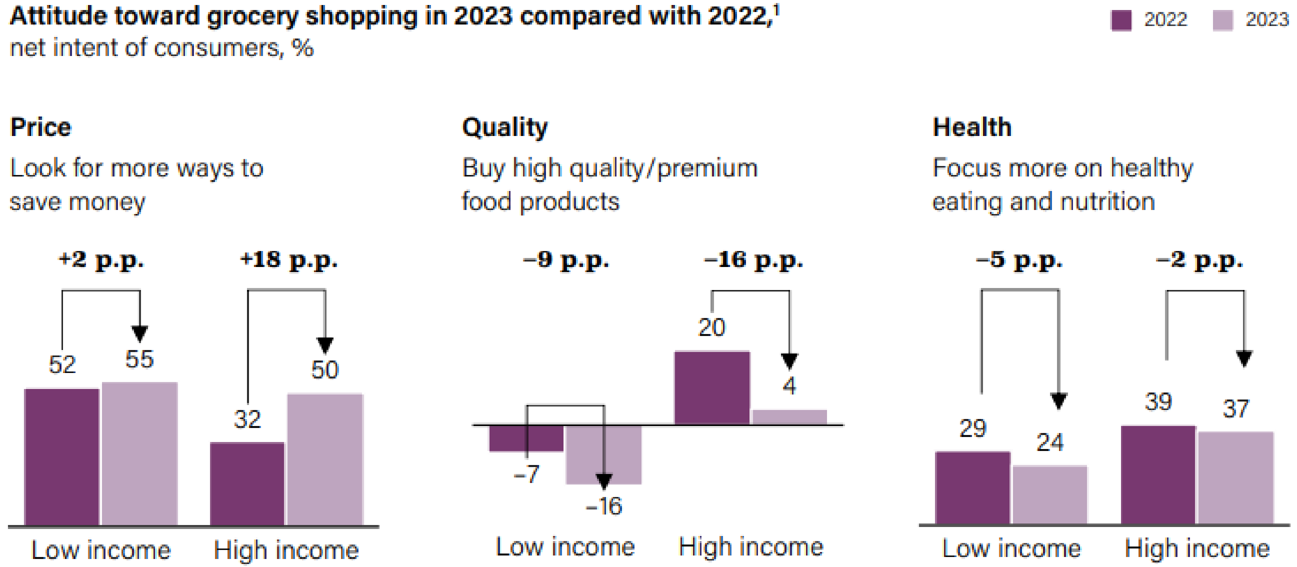
Europe

Economic context

All income groups were trading down in 2022, and the difference between income groups diminished. The share of private labels increased across Europe by 1.9 percentage points on average, and the market share of discounters increased by 1.4 percentage points. In 2023, consumers plan to trade down further. 53% of consumers say they want to save more money on food, and 36% want to buy more private labels than they did in 2022. Consumers also plan to spend less on premium, healthy, and sustainable products to make ends meet. That said, healthy eating remains a key concern for consumers.

Low– and high–income groups experience similar trends, but at different rates.

Attitude toward grocery shopping in 2023 compared with 2022,[1]
net intent of consumers, %



[1] Question: "Think about 2023. Are you planning to do more, less, or about the same of the following?" Percentage is calculated as net intent (% of people intending to do activity more minus % of people intending to do activity less). Sample sizes for low- and high-income consumers in total are 2,600 and 5,500 respondents, respectively.

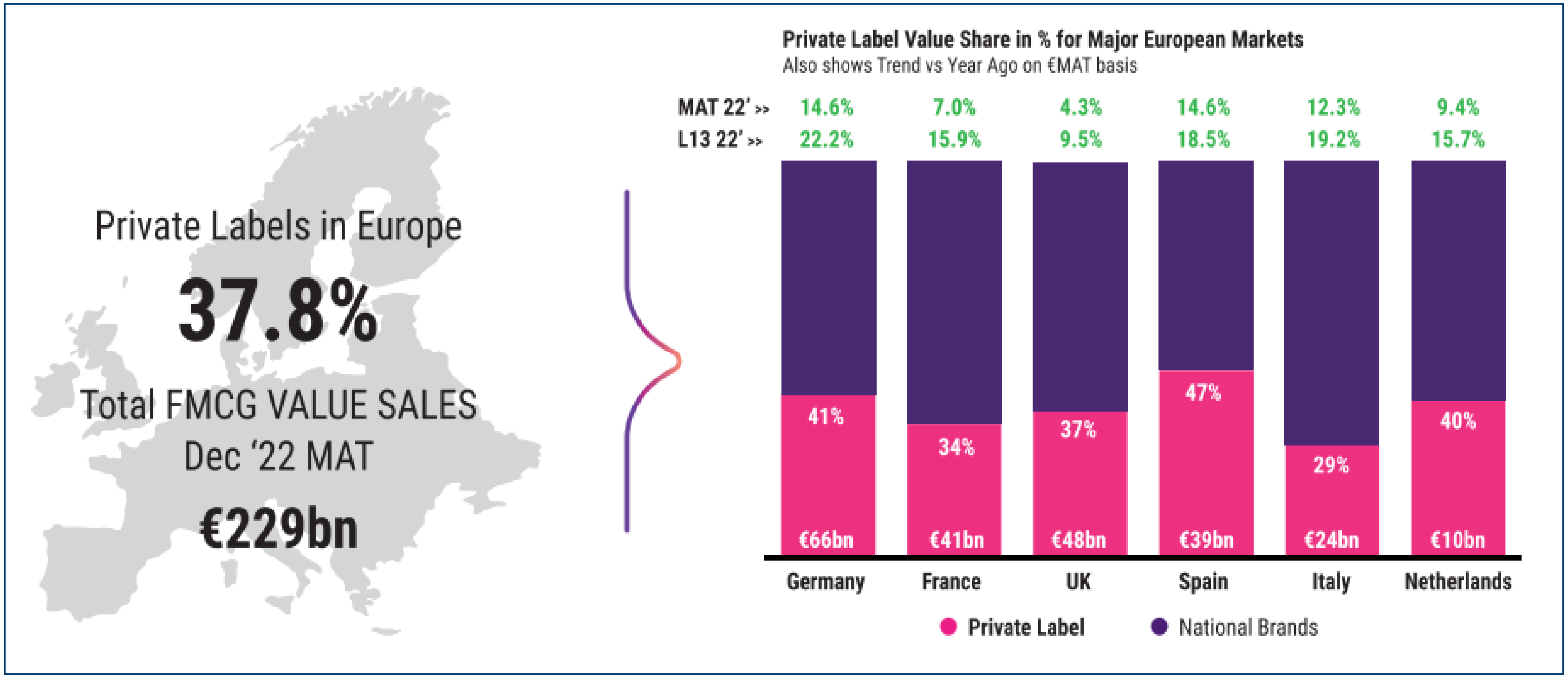
Source: McKinsey Consumer Survey 2023, n = 12,777, Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Spain, Sweden, Switzerland, and United Kingdom sample to match general population of 18+ years of age

Europe

Economic context

Private labels now make up 38% of total fast moving consumer goods (FMCG) value sales in Europe (€229 Bn). The highest penetration of private labels is in Spain (47%) and Germany (41%), and the lowest in the UK (37%), 66% of consumers consider them innovative, making them a huge demand driver. Private label shoppers are seeking a balance of price (78% are actively looking for the lowest prices) and quality (72% pay attention to product labels and 63% check product claims) on every shopping trip.

Alcohol and some baby food items have been less vulnerable to private label growth. Consumers have stuck to trusted, well established national brands for these products.

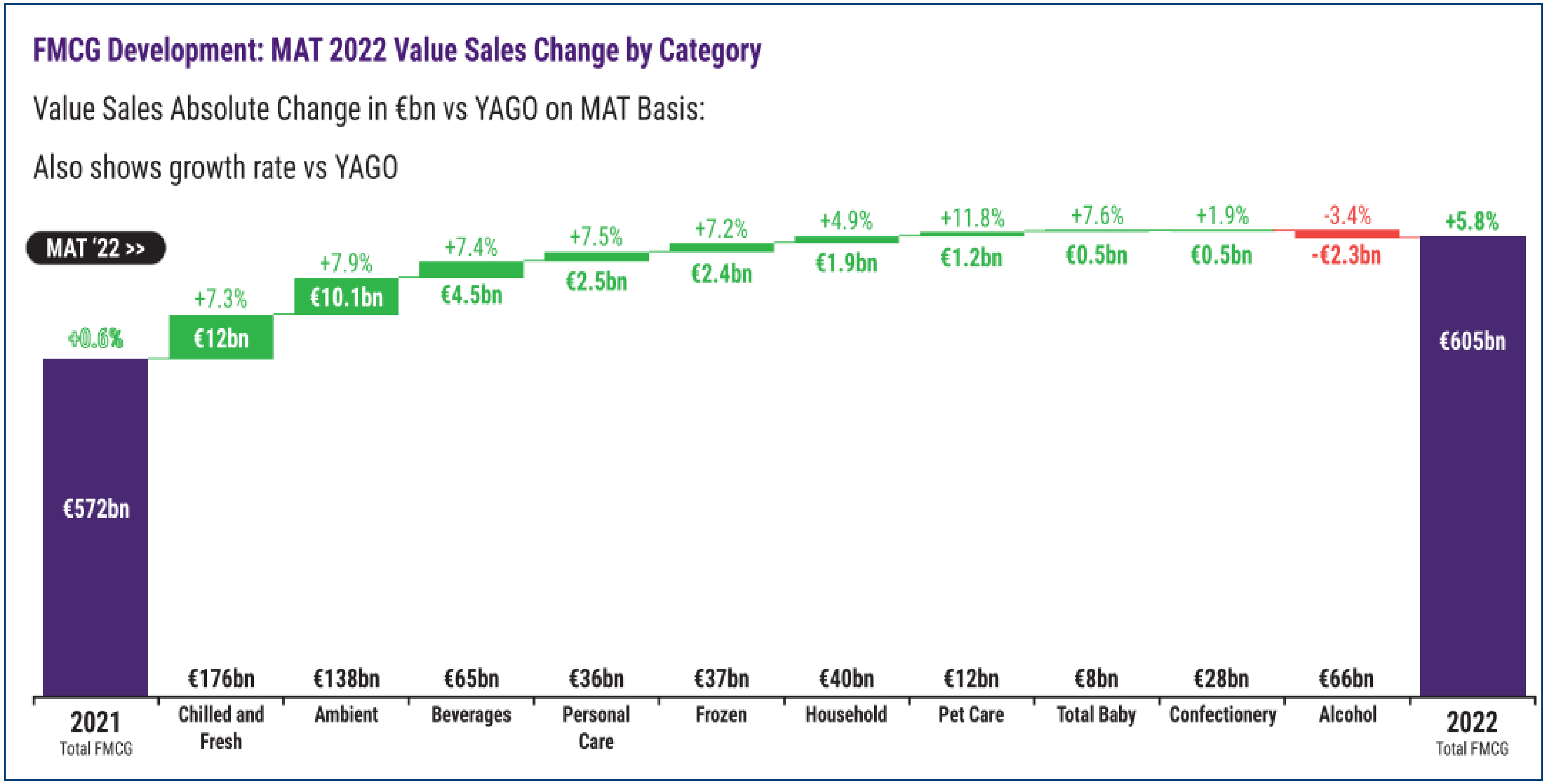


Source : Circana

Europe

Economic context

FMCG grew 5,8% across Europe in 2022, adding €33 bn and taking total value sales to € 605 bn for the year. This headline value growth is being driven by record inflation. In the last 13 weeks of 2022, sales value was up 10,1% as a direct result of inflation. It is masking a decline in unit sales -1,1%.



6 countries : Germany, France, UK, Spain, Italy, Netherlands / Source : Circana

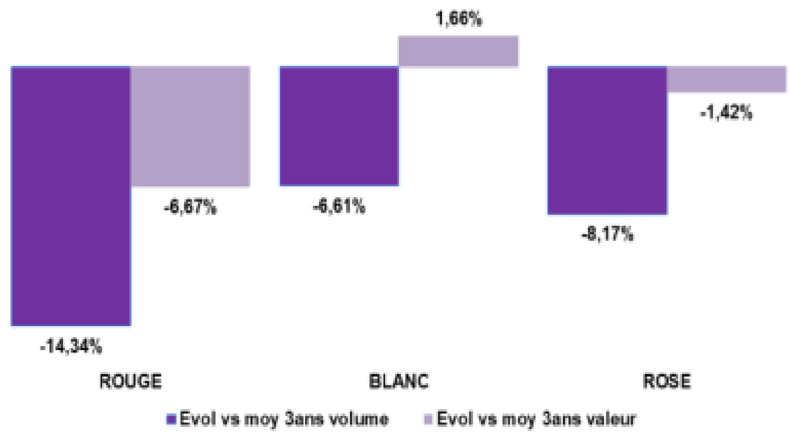
EuroCommerce

France

Still Wine : consumption (home consumption) – Q1 2023

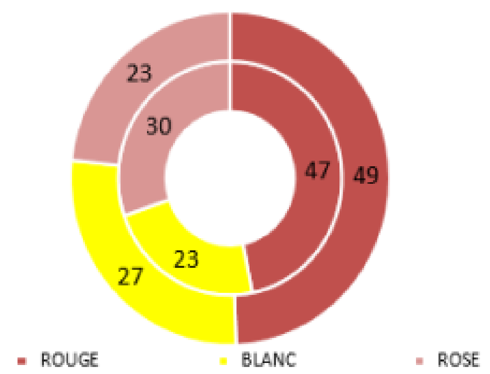
In Q1 2023, sales of still wines in supermarkets fell by -6% in volume compared to Q1 2022 (-11% compared to the 2020/22 average) and remained stable in value compared to Q1 2022 (also -3% compared to the 2020/22 average). The average price was €5.04/l, up on 2022 (+6% and +8% on the 2020/22 average). All categories are down in volume terms, with white and rosé wines faring slightly better in terms of value. For white wines, despite a decline in volume, sales by value are up by around 1.7% compared to Q1 2022.

Évolution des ventes de vins tranquilles
Janvier-mars 2023



Contour : HM+SM+E-commerce+Proxi
Source : Circana (Ancien Iri) – élaboration FranceAgriMer

Structure des ventes de vins tranquilles
Janvier-mars 2023 (en %)



Cercle interne : volume
Cercle externe : valeur
Contour : HM+SM+E-commerce+Proxi
Source : Circana (ancien IRI) – élaboration FranceAgriMer

France

Sparkling Wine : consumption (home consumption) –Q1 2023

With 32.5 million bottles, sales of sparkling wines in supermarkets (HM + SM + E-commerce + proxi) over the the first three months of 2023 (02/01/2023 to 26/03/2023) were down in value and volume compared with 2022. Despite the decline in value compared to 2022, sales in 2023 remain above the 3-year average (+2%).
The Champagne is in sharp decline (-20% in volume and -10% in value). Contrary to the overall trend for sparkling wines, PDO wines are doing well, with increases in both volume and value, both compared to 2021 and the 3-year average.. However, certain appellations, such as Blanquette de Limoux and Crémant de Bordeaux, are experiencing more difficulties. Foreign sparkling wines are also on the rise (+12% in volume and +20% in value).

Ventes de vins effervescents en grande distribution (HM+SM+Proxi+E-Commerce GSA)
(du 2 janvier au 26 mars 2023)

		Volume (Millions éq.75cl)	Évolution par rapport à 2022	Évolution par rapport moy. 2020/22	Valeur (Millions €)	Évolution par rapport à 2022	Évolution par rapport à moy. 2020/22
Total des ventes (effervescents alcoolisés)		32,5	-1,5%	-0,7%	247,2	0,0%	1,8%
Ventes par segment	AOP (hors Champagne)	8,9	8,1%	11,2%	57,4	12,8%	15,8%
	Cuves closes	11,7	-0,8%	-4,0%	37,0	6,2%	4,9%
	Effervescents étrangers	5,4	3,6%	11,8%	32,2	10,5%	20,3%
	Pétillants & aromatisés	0,2	-15,4%	-37,7%	0,8	-0,4%	-22,2%
	Champagne	5,0	-19,9%	-19,3%	115,5	-9,5%	-8,7%

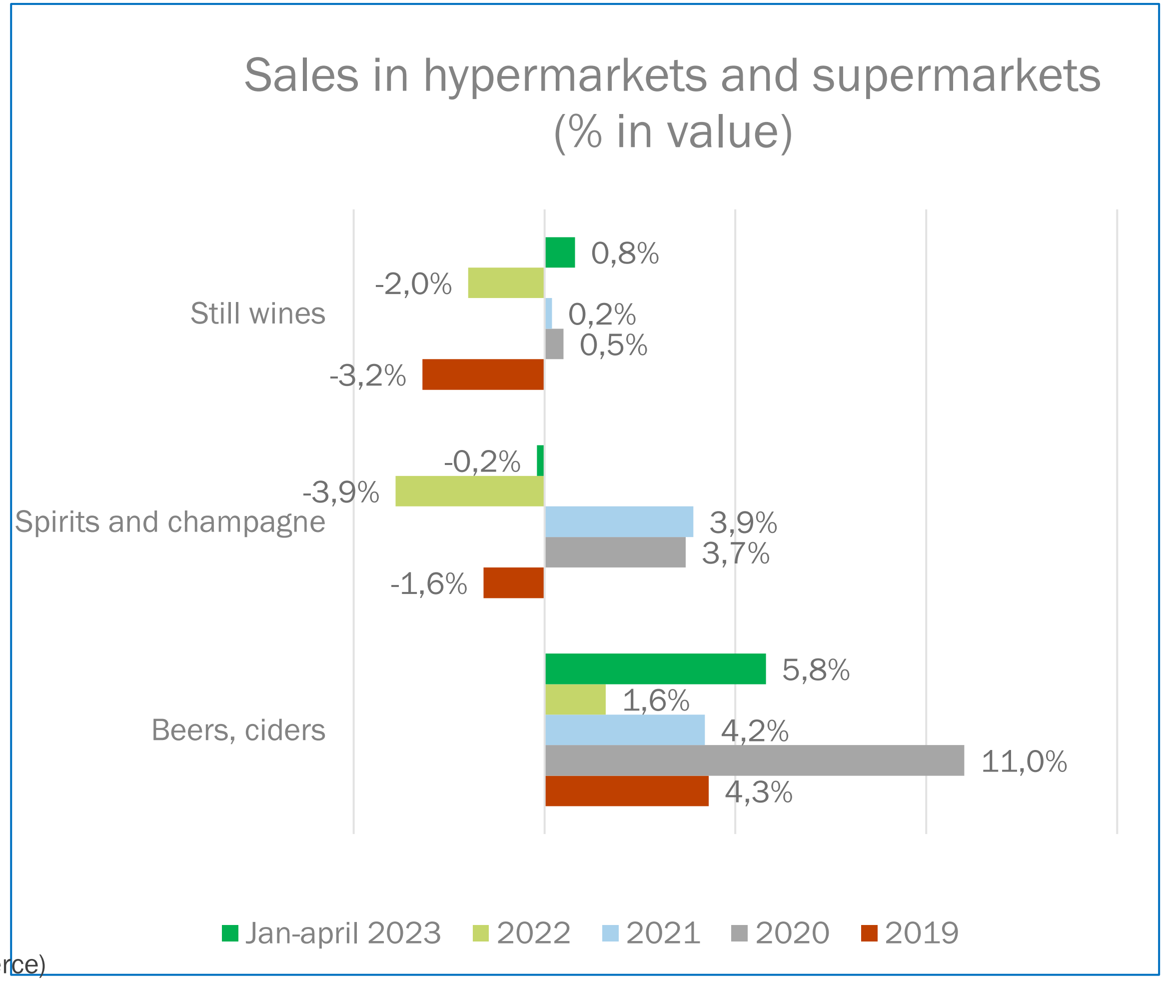
Source : panel distributeur CIRCANA pour FranceAgriMer/CNIV

France

Wine & alcohol: sales in HMSM

According to Circana, the sales of still wines increased very slightly during the first 4 months of 2023 (+0,8%). Growth has been much more robust for beers & ciders (+5,8%). The sales of spirits and champagne were stable.

Sales volumes of beer and cider, spirits and champagne contracted (-4.1% and -6.4% respectively).



Source : Circana (HM+SM+Discount+Ecommerce)

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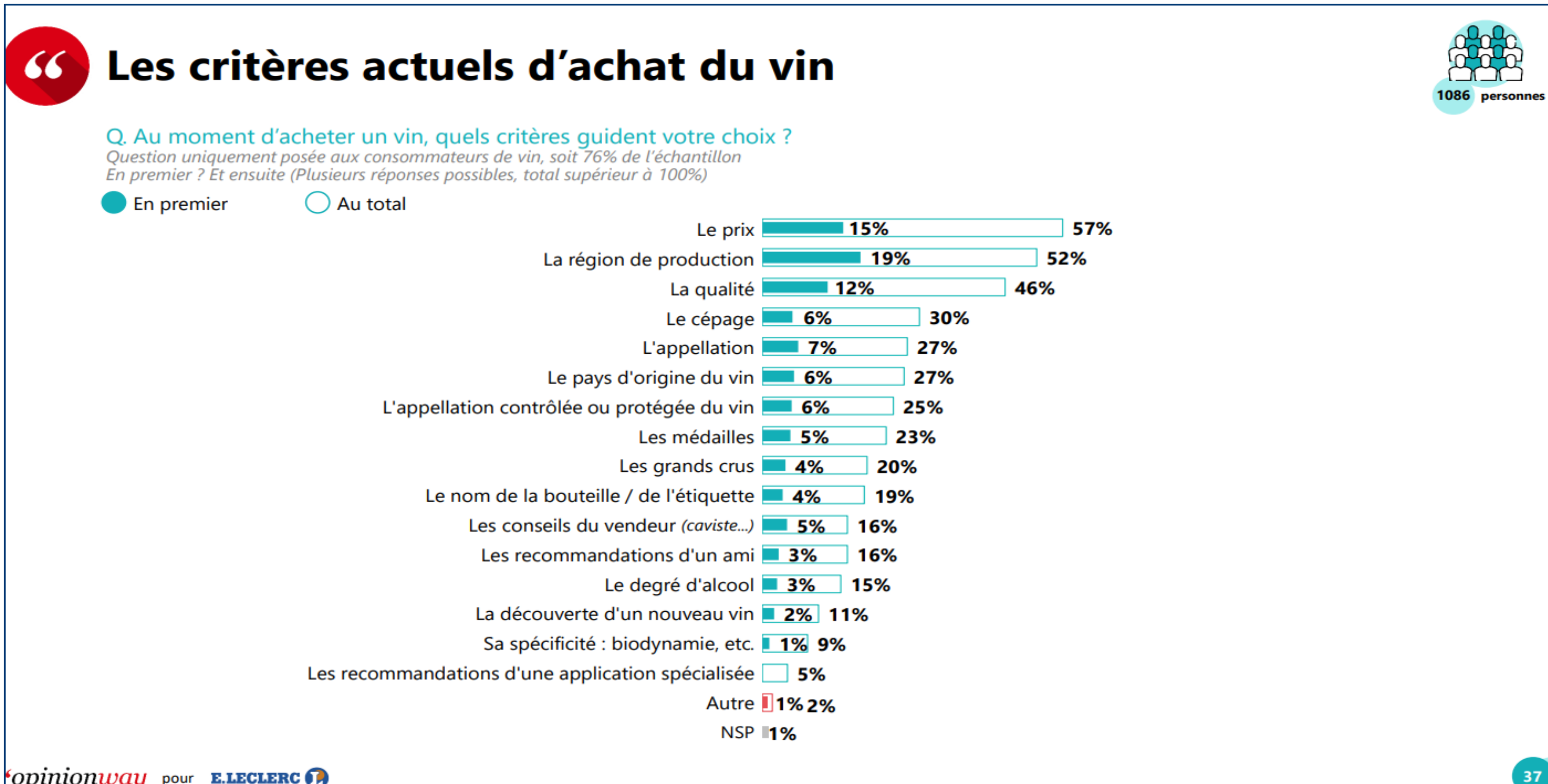
France

Wine : consumers' expectations

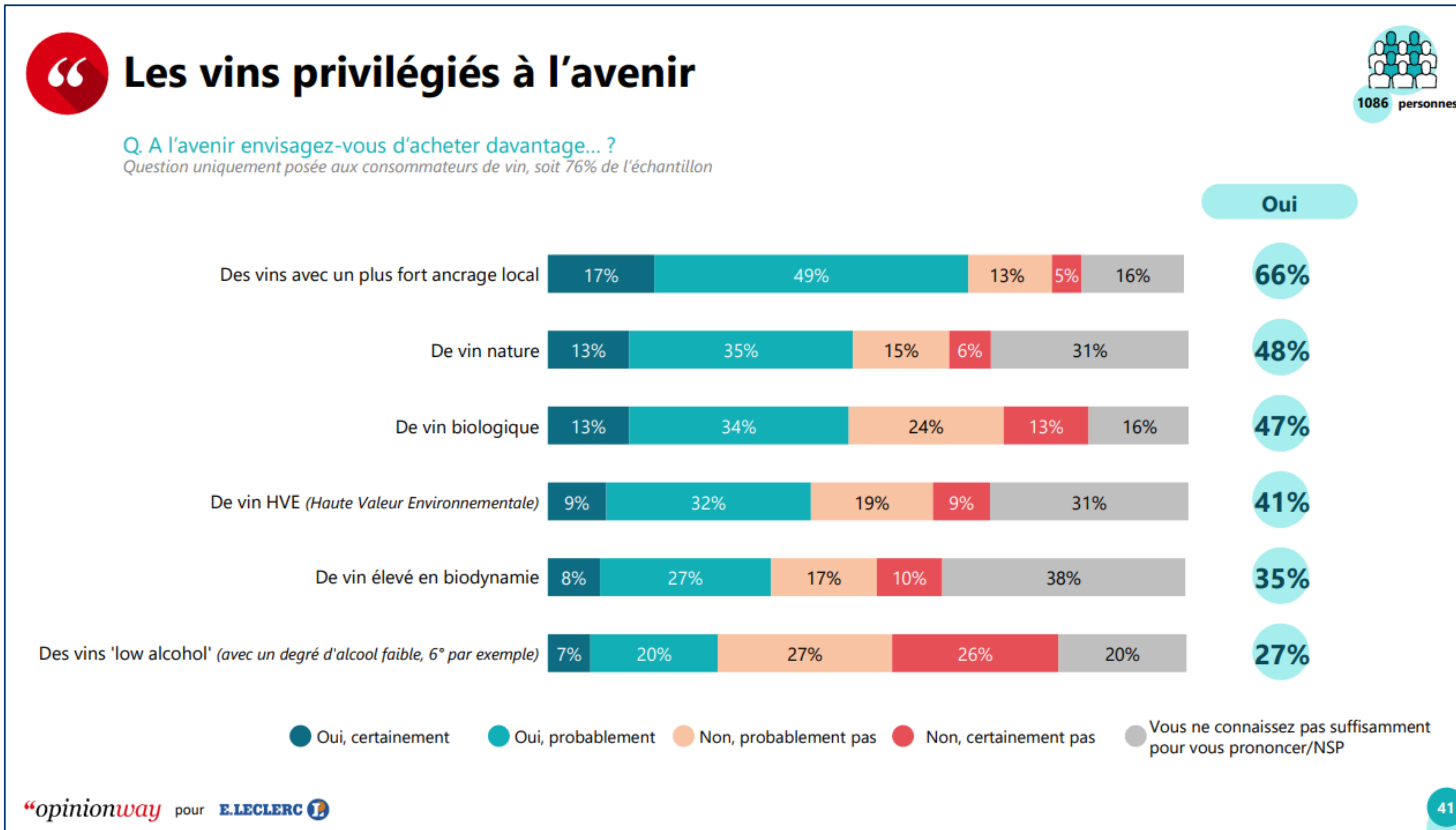
French consumers' main factor in buying wine is price, ahead of region of production and quality.
These figures come from a survey conducted by OpinionWay in February 2023.



France

Wine : consumers' expectations

66% of wine consumers say they plan to buy more local, 48% natural and 47% organic wines in the future.
These figures come from a survey conducted by OpinionWay in February 2023.



France

Wine : organic market

While the organic market in France contracted by 4.6% in value terms in 2022 (all distribution channels combined), sales of organic wines have risen by 2%. This performance is due to the strong performance of direct sales (“vente directe”).

	2021	2022					Évolution vs. 2021
	Rappel	Distribution généraliste	Distribution spé. bio	Artisans, commerces	Vente directe	TOTAL	
Fruits	1001	355	399	11	161	**926**	-7%
Légumes	1014	270	371	9	314	**964**	-5%
Crémerie*	1 867	1191	425	7	189	**1 812**	-3%
Viandes	1 153	574	184	89	153	**1000**	-13%
Traiteur, mer et surgelés	848	559	185	31	3	**778**	-8%
Boulangerie pâtisserie fraiche	970	273	295	296	58	**921**	-5%
Épicerie sucrée	2 084	1310	599	92	26	**2026**	-3%
Épicerie salée	1 873	1180	518	90	7	**1795**	-4%
Boissons sans alcool	552	361	154	-	18	**533**	-3%
Vins	1 207	228	110	307	589	**1233**	2%
Autres boissons alcoolisées	89	58	8	2	21	**89**	0%
TOTAL	**12 659**	**6 358**	**3 247**	**934**	**1 538**	**12 076**	**-4,6%**

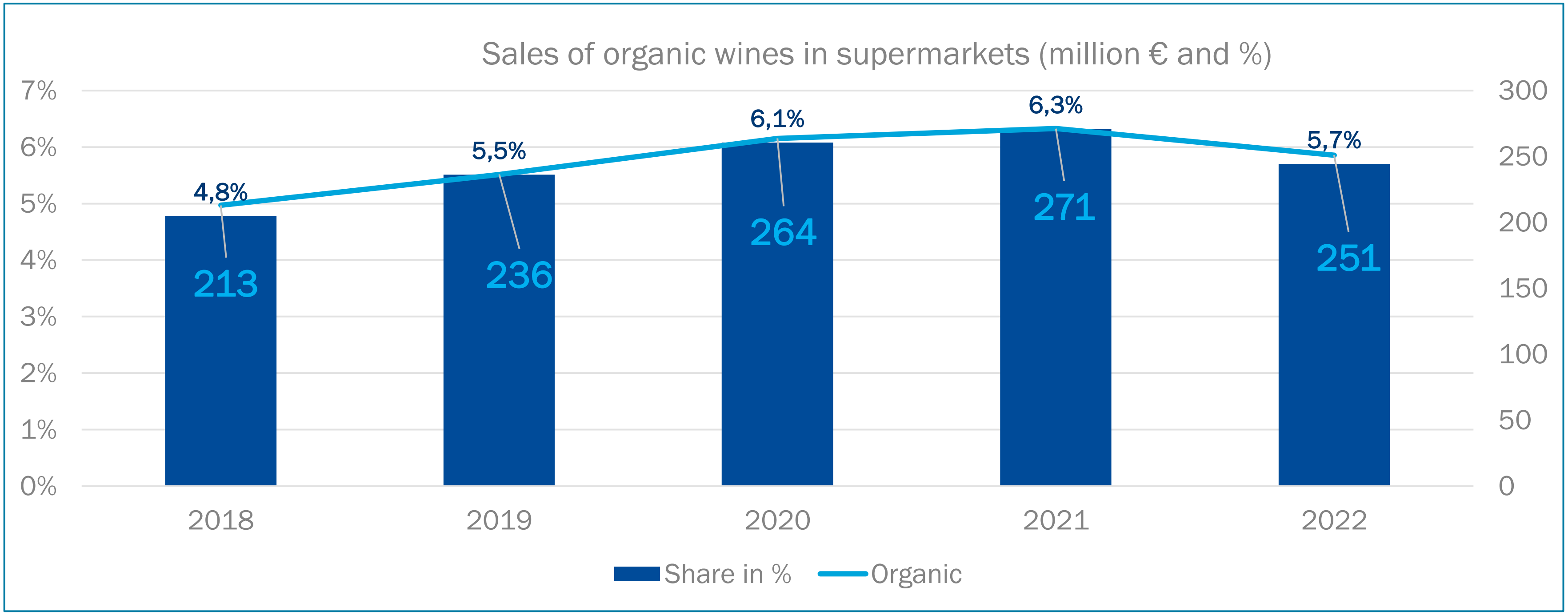
Source : Agence Bio

EuroCommerce

France

Wine : organic market in hyper and supermarkets

In 2022, French supermarkets sold 42.9 million bottle equivalents of still organic wine, for sales of 251 million euros, according to NielsenIQ. This represents a drop of 9% in volume and 7% in value. While conventional wines are down 5% in volume and 2% in sales. While inflation is having an impact on consumer behavior, with trade-offs to the detriment of wine, organic wine is clearly suffering from its higher prices. In 2022, the average price of a bottle of organic wine sold in supermarkets and hypermarkets was €5.85 (+2.4%), compared with €3.79 (+3.2%) for a conventional bottle.



Source : NielsenIQ

France

Wine shops : rebound in value, slowdown in volume

	Fruits & vegetables	Butchers	Wine shops	Fish shops
2016	11,1%	3,1%	10,6%	3,0%
2017	11,2%	2,4%	7,7%	3,5%
2018	9,7%	4,4%	7,7%	2,0%
2019	9,0%	4,1%	5,8%	4,2%
2020	15,4%	12,2%	-2,6%	7,4%
2021	6,5%	6,0%	20,1%	17,3%
2022	0,8%	2,5%	6,4%	-5,1%
Jan-feb 2023	**9,3%**	**9,4%**	**9,1%**	**1,4%**

Source: INSEE

According to INSEE data, the turnover of wine merchants increased by 6,4% in value in 2022 compared to 2021 (+3% in volume).

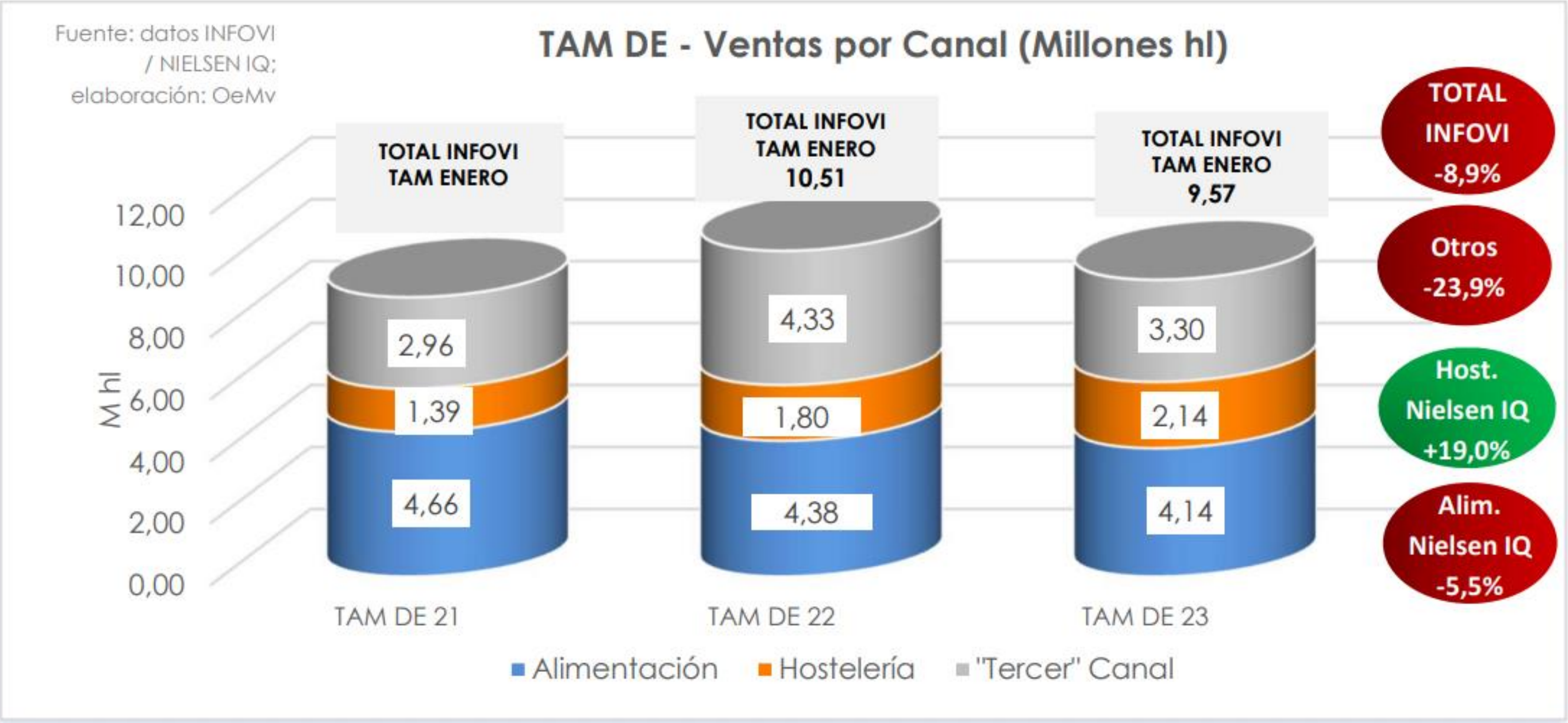
During the first 2 months of 2023, sales rose by a further 9,1%.

EuroCommerce

Spain

Wine Consumption

Wine sales in the **on-trade** totalled 2.14 million hectolitres over the last 12 months, the highest level since 2020, but a long way from the pre-pandemic figures of around 3 million hectolitres. The on-trade has been hard hit by the trade restrictions resulting from the health crisis. **Retail sales** fell to 4.14 million hectolitres.

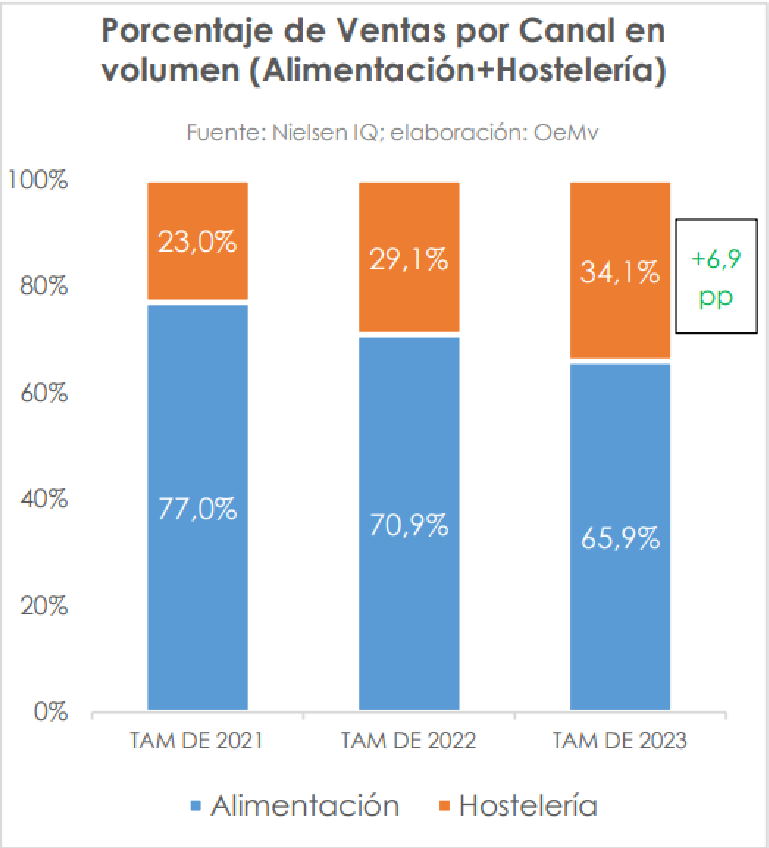


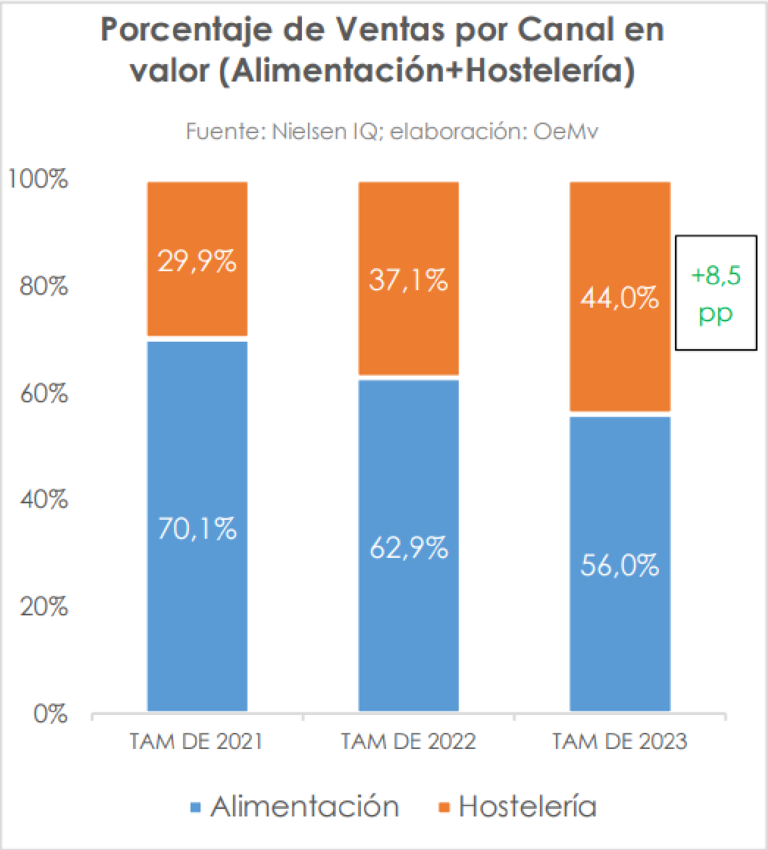
Source : INFOVI / NielsenIQ

Spain

Wine Consumption

According to the **Observatorio español del mercado del vino**, the on-trade's share of wine sales in Spain has recovered in 2021 and 2022 (YTD rolling to January 2023). The share of home consumption has fallen in favour of consumption in the on-trade sector





Source : INFOVI / NielsenIQ

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Portugal

Wine Consumption

Sales of still wines in Portugal rose by almost 10% in volume in 2022. In value terms, the increase was almost 33%. The 21% rise in prices by 2022, is actually due to the Institute's methodology. The average price in restaurants is estimated at €7 per litre, compared with €2.74 in supermarkets.

MERCADO DE VINHOS TRANQUILOS: PORTUGAL (CONTINENTE)
ANO: **2022** VENDAS ATÉ DEZEMBRO

DISTRIBUIÇÃO + RESTAURAÇÃO

					Peso nas vendas
VOLUME (litros)	▲	9,8%	DO e IG	▲ 5,8%	44,6%
			Sem DO e IG	▲ 13,2%	55,4%
VALOR (euros)	▲	32,6%	DO e IG	▲ 26,1%	65,0%
			Sem DO e IG	▲ 46,8%	35,0%
PREÇO (€/litro)	▲	20,8%	DO e IG	▲ 19,1%	
			Sem DO e IG	▲ 29,7%	

Source : Instituto Da Vinha e Do Vinho via NielsenIQ

Portugal

Wine Consumption

Sales of still wines in Portugal rose by almost 10% in volume in 2022. In value terms, the increase was almost 33%.
The segmentation of sales between the retail trade and the out-of-home catering sector shows a decline in sales in supermarkets (-6,4%), while sales in the out-of-home catering sector jumped by 83% in volume.

DISTRIBUIÇÃO

				Peso nas vendas
VOLUME (litros)	▼ -6,4%	DO e IG	▼ -5,3%	48,5%
		Sem DO e IG	▼ -7,4%	51,5%
VALOR (euros)	▼ -0,4%	DO e IG	0,0%	73,3%
		Sem DO e IG	▼ -1,8%	26,7%
PREÇO (€/litro)	▲ 6,4%	DO e IG	▲ 5,6%	
		Sem DO e IG	▲ 6,1%	

RESTAURAÇÃO

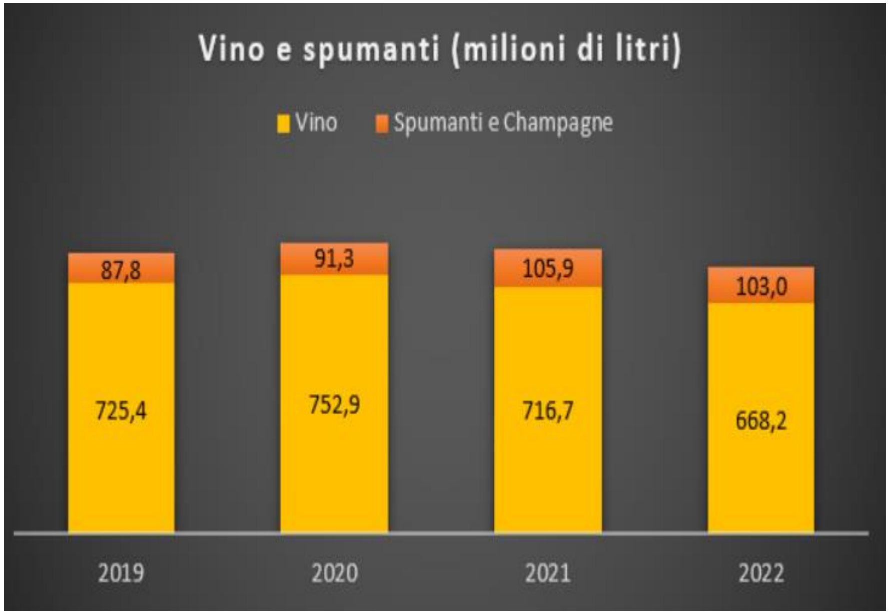
				Peso nas vendas
VOLUME (litros)	▲ 83,6%	DO e IG	▲ 69,2%	35,4%
		Sem DO e IG	▲ 92,6%	64,6%
VALOR (euros)	▲ 90,0%	DO e IG	▲ 80,4%	57,5%
		Sem DO e IG	▲ 104,6%	42,5%
PREÇO (€/litro)	▲ 3,5%	DO e IG	▲ 6,6%	
		Sem DO e IG	▲ 6,2%	

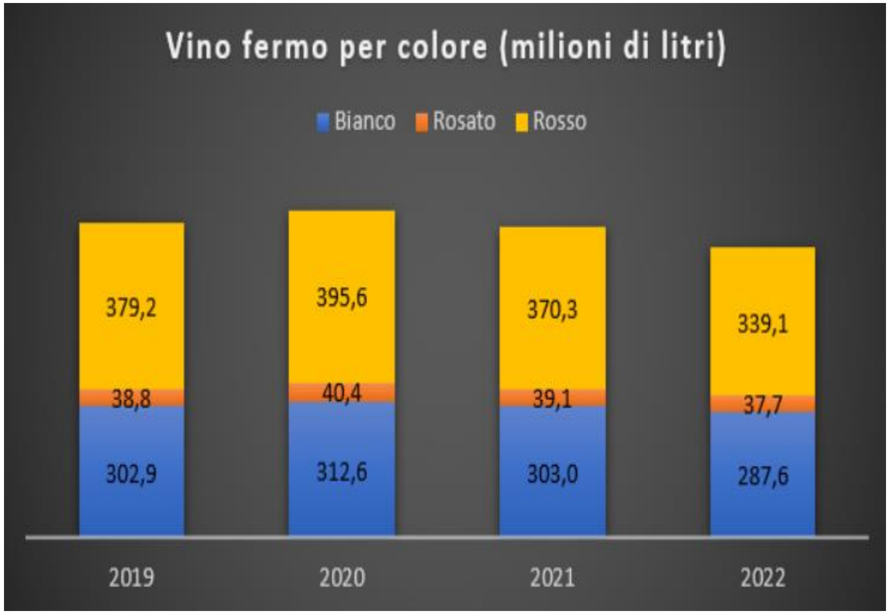
Source : Instituto Da Vinha e Do Vinho via NielsenIQ

Italy

Still Wine : consumption (home consumption)

In 2022, the only clearly positive element concerns the "Other Charmat sparkling wines" category (other than Prosecco), which closed 2022 with 13% growth in volume, against a drop in shelf purchases of over 6%, with above-average losses for still wines (-7%), and in particular for DOC red wines, which saw a double-digit drop (-11%). The 2022 balance sheet for supermarket sales also shows a loss in terms of value (-2%, to 2.94 billion euros).





Source : Osservatorio del vino Uiv-Ismea su dati Ismea-Nielsen

EuroCommerce