



TRENDS IN SALES OF WINE

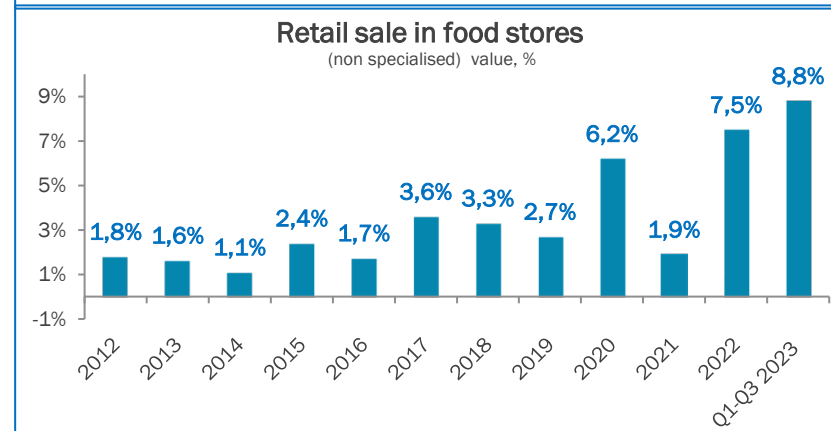
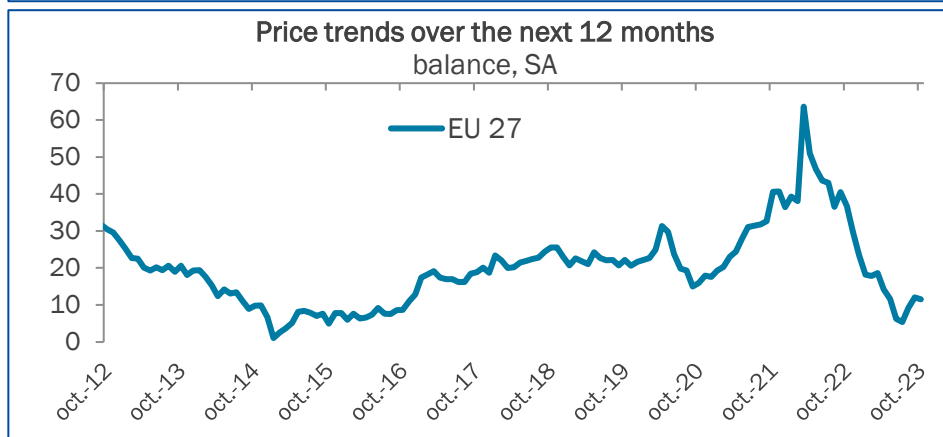
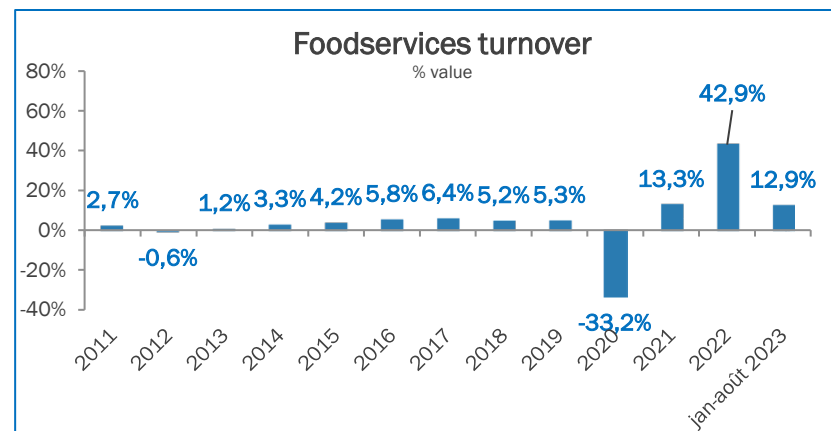
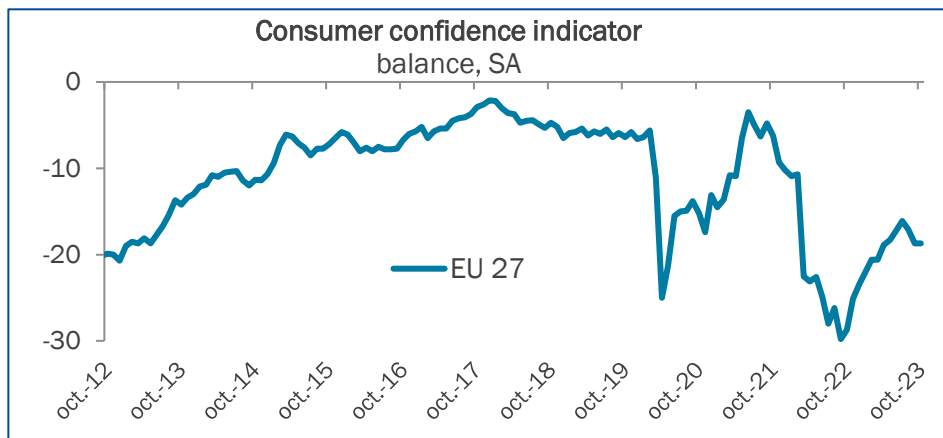
– A RETAIL PERSPECTIVE

Wine Market Observatory

November 2023



- ① Household confidence remains below its long-term level. Households even anticipate a slight rise in prices.
- 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



Consumers are still switching to private label products in most of western European markets. Market share gains were strongest in Portugal (+4.4 points year-on-year), Germany, Sweden and Spain.

2023 : the rise and rise again of private label in Europe



Source: NielsenIQ Strategic Planner P9 2023. Largest market scope per country.



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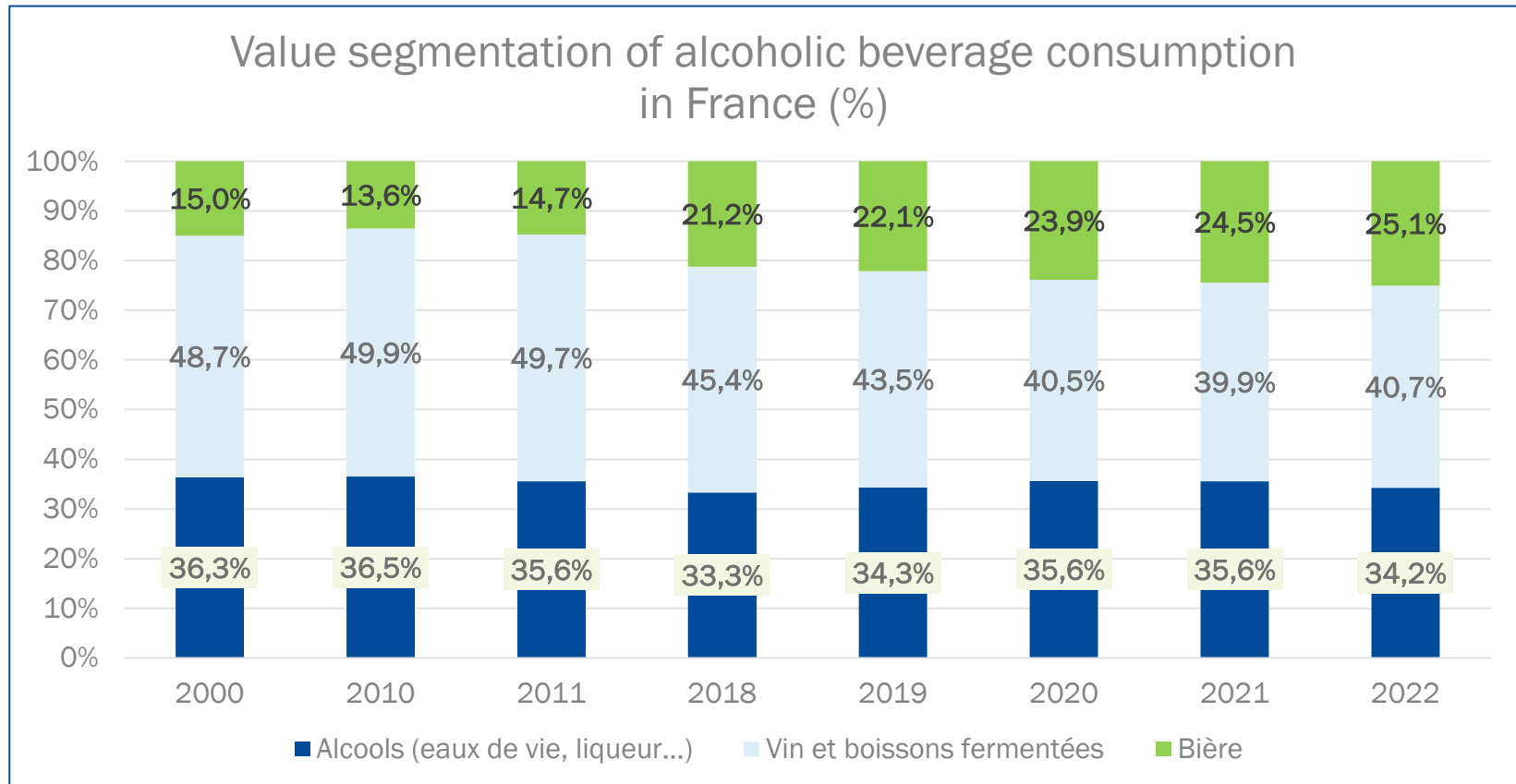
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France



Segmentation of alcoholic beverage consumption

In just over 20 years, beer's share of French consumption of alcoholic beverages has risen from 15% to 25%, an increase of 10 percentage points, mainly at the expense of wine.

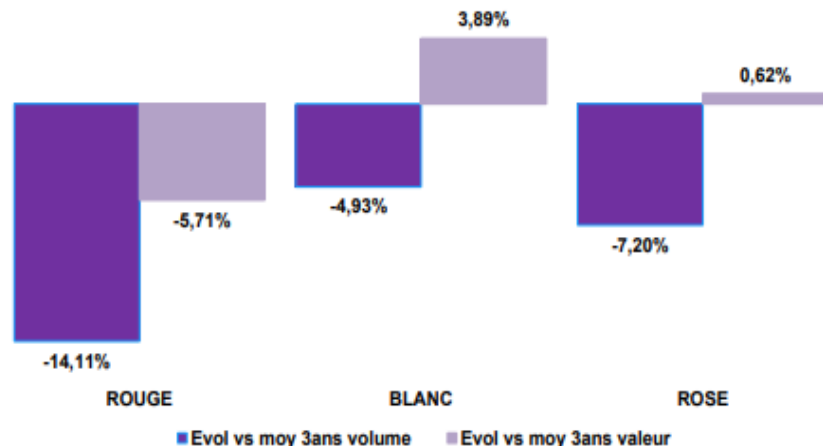


Source : INSEE

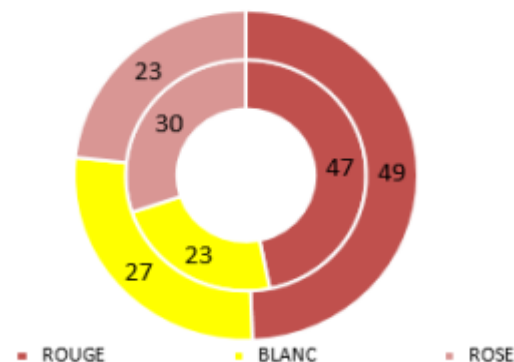
Still Wine : consumption (home consumption) – Q1-Q3 2023

In the first 9 months of 2023, sales of still wines in supermarkets fell by -5% in volume vs. the same period in 2022 (-10% vs. the 2020/22 average) and rose slightly in value vs. 2022 (+1%) but fell vs. the 2020/22 average (-1%). The average price was €5.21/l, up on 2022 (+6% and +9% 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 in value are up by around 3.9% on the 2020/2022 average.

Évolution des ventes de vins tranquilles
Janvier-septembre 2023



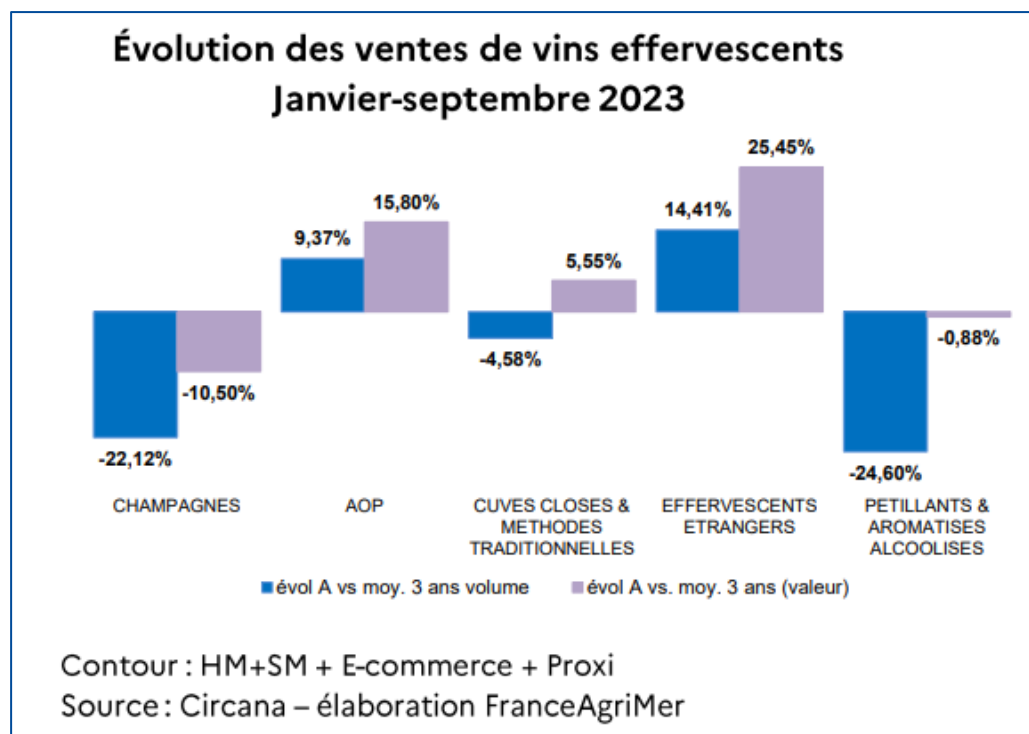
Structure des ventes de vins tranquilles
Janvier-septembre 2023 (en %)



Sparkling Wine : consumption (home consumption) – Q1-Q3 2023

With 106 million bottles, sales of sparkling wines in supermarkets (HM + SM + E-commerce + proxi) over the the first nine months of 2023 (02/01/2023 to 10/09/2023) were down in volume compared with 2022 (-2%), but stable in value. Sales in 2023 remain under the 3-year average in volume (-1%) and up in value : +3%.

The Champagne is in sharp decline (-22% in volume and -11% 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. Foreign sparkling wines are also on the rise (+14% in volume compared to the 3-year average), driven by strong growth in Prosecco sales



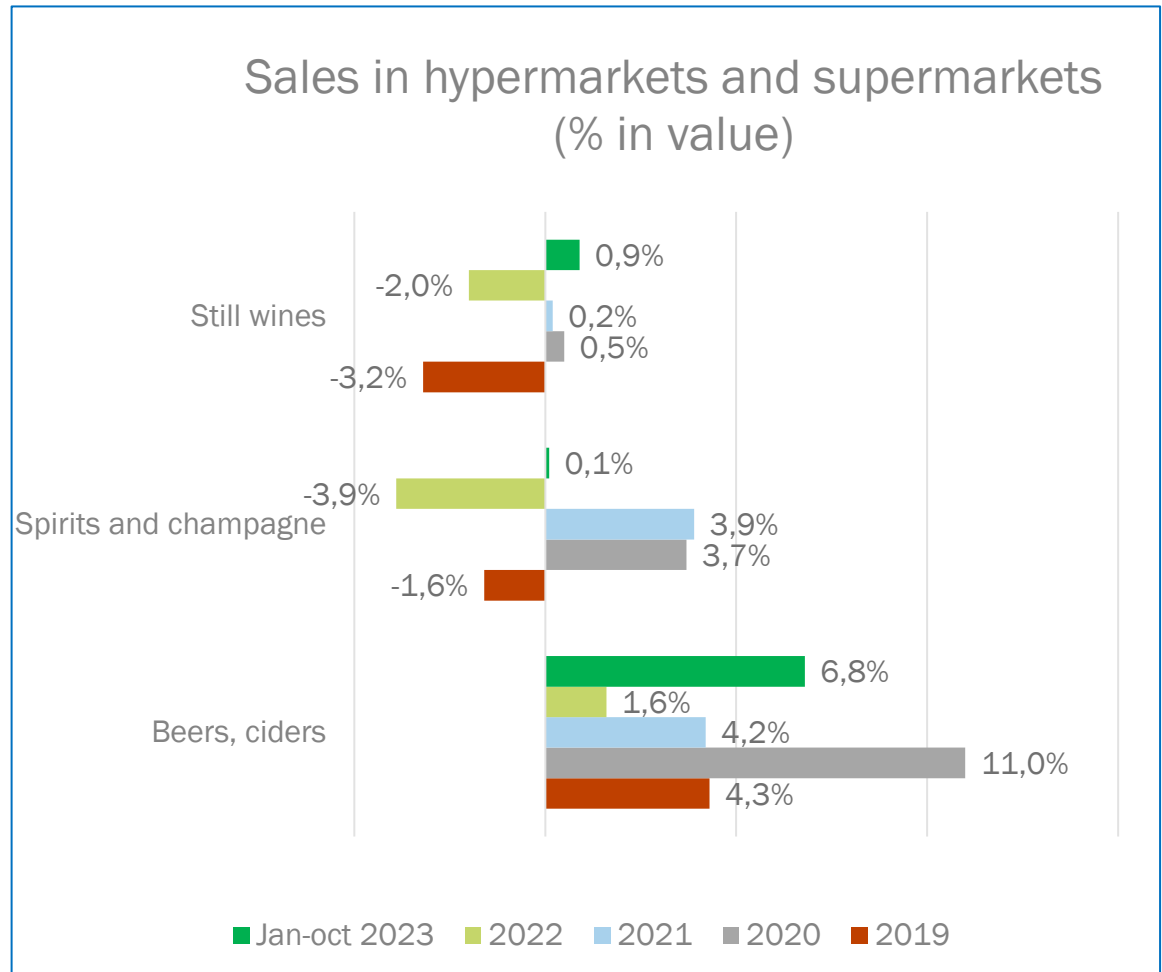
France

Wine & alcohol: sales in HMSM



According to Circana, the sales of still wines increased very slightly during the first 10 months of 2023 (+0,9%). Growth has been much more robust for beers & ciders (+6,8%). The sales of spirits and champagne were stable.

Sales volumes of beer and cider, spirits and champagne contracted (-4.3% and -6.2% respectively).



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



While the organic market in France contracted by 2,7% in value terms in S1 2023 (all distribution channels combined), sales of organic wines have dropped by 8% in supermarkets and by 4,5% in specialized stores.

Tableau 1 Résultats du premier semestre 2023 - valeur des ventes

Tendances en % VALEURS	GMS	Circuit BIO	Artisans	VD (1)	TOTAL
Evolution générale de la valeur des ventes entre 1 ^{er} sem. 2023 et 1 ^{er} sem. 2022	-3,1%	-2,5%	1,1%	-3,8%	-2,7%
Rappel : croissance 2022 vs 2021	-4,7%	-8,6%	-2,6%	+3,9%	-4,6%
Part de marché 2022	52,6%	26,9%	7,7%	12,7%	100%
Produits à poids fixe	-1,9%	-7,1%	-	-	
Dont crèmerie*	4,9%	-0,5%	-	-	
Dont épicerie salée	-3,5%	-8,1%	-	-	
Dont épicerie sucrée	0,0%	-7,2%	-	-	
Dont boissons hors vin	-8,7%	-6,8%	-	-	
Dont surgelés	-3,0%	-2,0%	-	-	
Produits sans EAN, hors vin	-7,0%	1,9%	-	-	
Dont viandes fraîches	-10,0%	-3,0%	-2,2%	-2,4%	
Dont fruits et légumes	-6,0%	10,0%	-1,4%	5,5%	
Dont pain et viennoiserie frais	-1,9%	5,0%	2,8%	-3,0%	
Vins	-8,0%	-4,5%	1,0%	2,0%	
Produits phares					
Lait UHT	7,0%	-0,2%	-	-	
Œufs	11,0%	6,0%	-	-	

Estimations AND international pour Agence BIO, d'après NielsenIQ, BioAnalytics, enquêtes propres menées auprès de grandes enseignes et d'échantillons d'artisans-commerçants et de producteurs pratiquant la vente directe aux consommateurs.

Source : Agence Bio

France



Wine shops : rebound in value, slowdown in volume

According to INSEE data, the turnover of wine merchants increased by 5,7% in value during the first 8 months of 2023 compared. In volume, the sales decreased by -3,5%.

% value	Fruits & vegetables	Butchers	Wine shops	Fish shops
2019	9,1%	4,3%	5,8%	4,4%
2020	15,4%	12,2%	-2,5%	7,4%
2021	6,5%	5,7%	19,9%	17,5%
2022	0,9%	2,7%	6,8%	-5,0%
Jan-août 2023	8,8%	7,4%	5,7%	1,4%

% volume	Fruits & vegetables	Butchers	Wine shops	Fish shops
2019	5,1%	1,6%	3,1%	1,4%
2020	8,0%	9,2%	-3,2%	4,5%
2021	4,7%	4,8%	19,3%	16,7%
2022	-5,7%	-4,8%	3,4%	-13,1%
Jan-août 2023	-4,1%	-5,1%	-3,5%	-8,8%

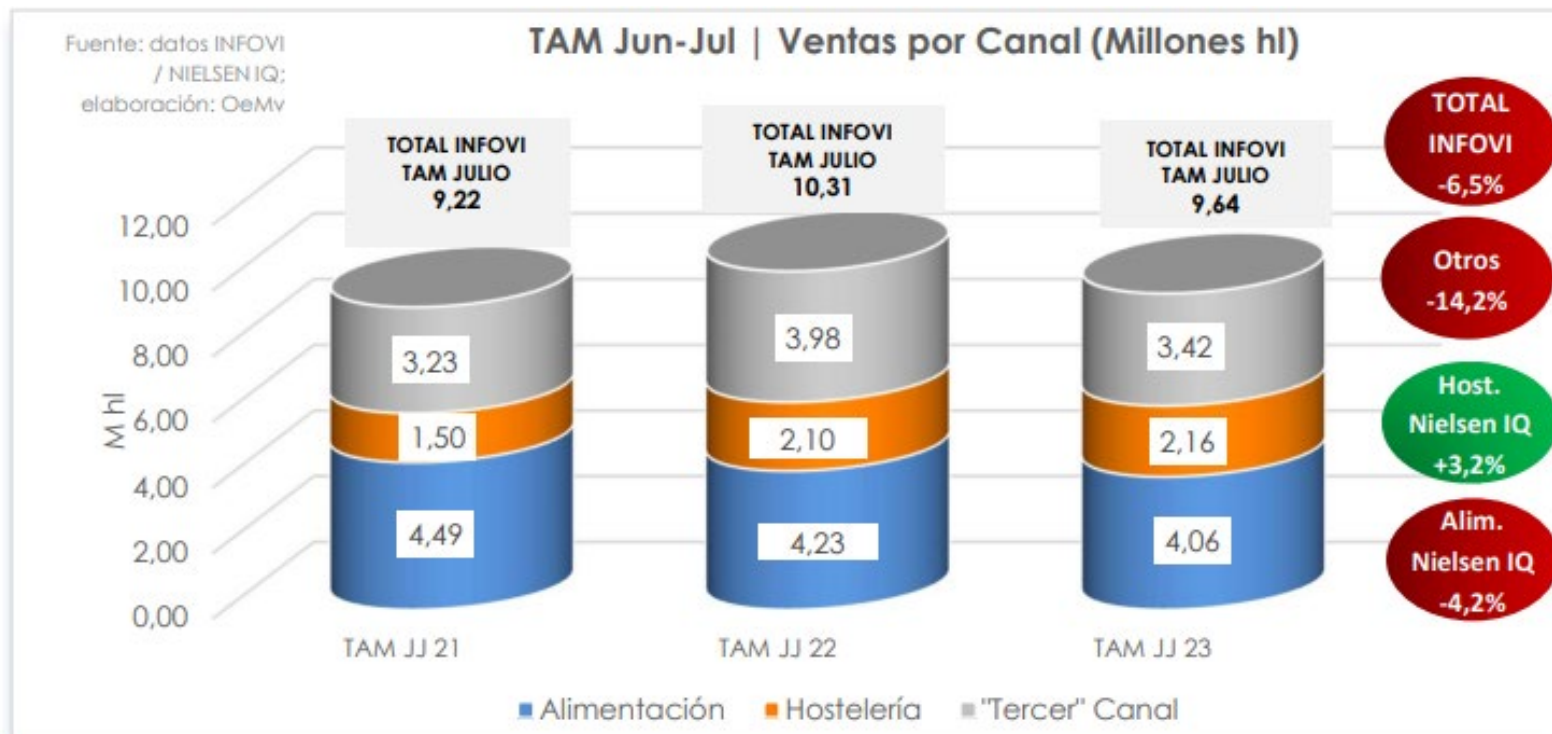
Source: INSEE

Spain

Wine Consumption



According to Nielsen IQ, total wine sales in the food retailer and Horeca fell by -1.7% in volume quarter-on-quarter from June to July 2023, although they rose by +5.5% in value. In absolute figures, Nielsen IQ puts wine consumption in these two channels combined at 6.22 million hectolitres and €3,053 million, with an average price that rose by +7.4% to €4.91/litre (+34 centimes compared to FY June-July 22).



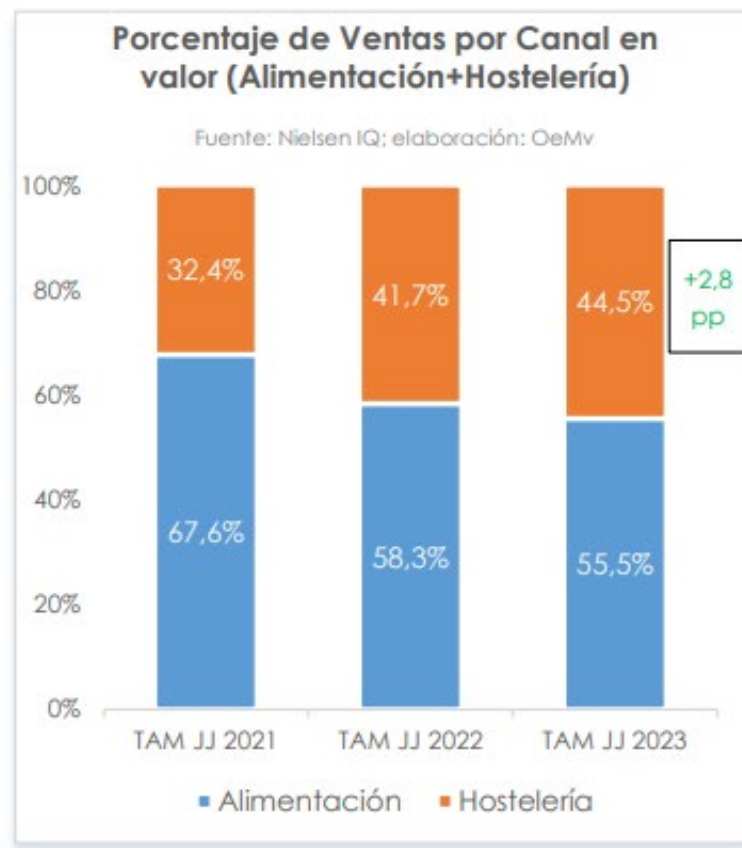
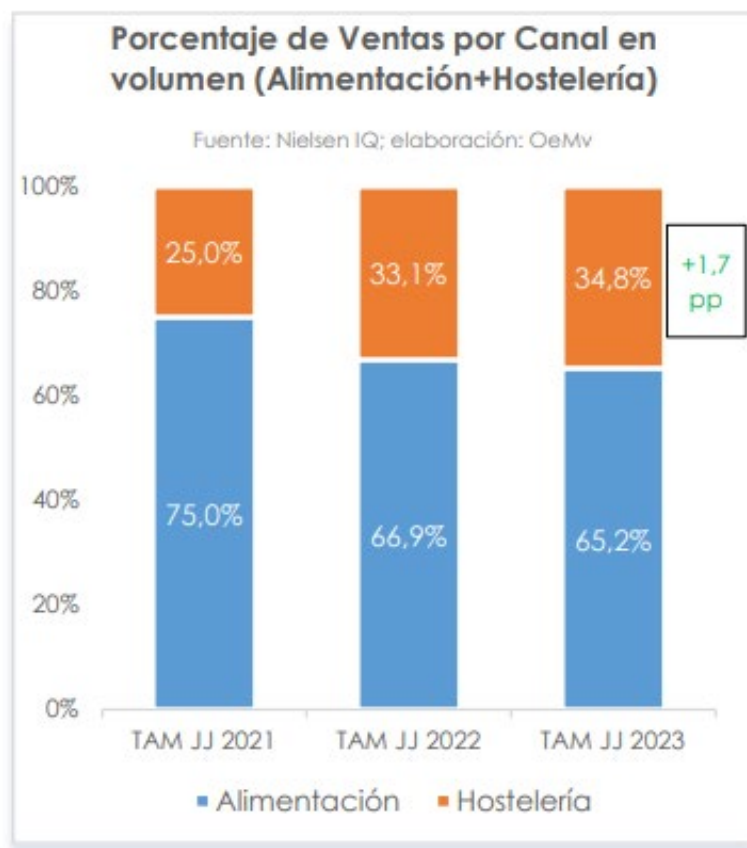
Source : INFOVI / NielsenIQ

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 July 2023). The share of home consumption has fallen in favour of consumption in the on-trade sector



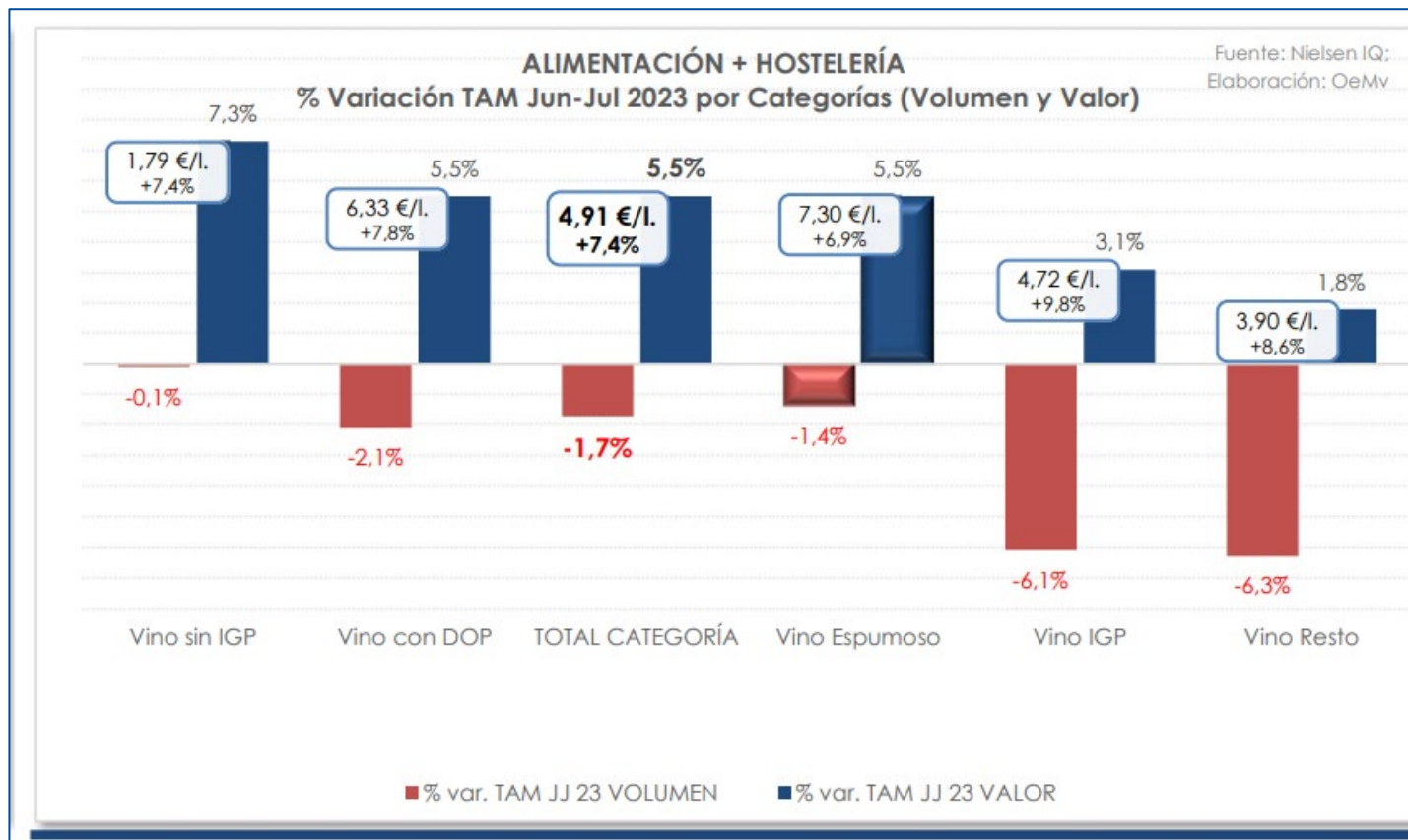
Source : INFOVI / NielsenIQ

Spain

Wine Consumption



According to NielsenIQ data, all product categories grew in value terms (retail+ Horeca), even though they all fell in volume.



Source: INFOVI / NielsenIQ



Sales of still wines in Portugal were quite stable in volume during the first semester of 2023. In value terms, the increase was almost 7%. The 7% rise in prices, is actually due to the Institute's methodology. The average price in restaurants is estimated at €7,11 per litre, compared with €2.72 in supermarkets.

MERCADO DE VINHOS TRANQUILOS: PORTUGAL (CONTINENTE)

ANO: 2023

VENDAS ATÉ JUNHO

DISTRIBUIÇÃO + RESTAURAÇÃO

Peso nas vendas



VOLUME
(litros)



-0,2%

DOP e IGP



-1,9%

42,9%

Vinho [ex-Mesa]



1,1%

57,1%

VALOR
(euros)



6,8%

DOP e IGP



6,8%

64,3%

Vinho [ex-Mesa]



6,9%

35,7%

PREÇO
(€/litro)



7,0%

DOP e IGP



8,8%

Vinho [ex-Mesa]



5,8%

Source : Instituto Da Vinha e Do Vinho via NielsenIQ

Portugal


Wine Consumption



The segmentation of sales between the retail trade and the out-of-home catering sector shows a decline in sales in supermarkets (-4,3%) during S1 2023, while sales in the out-of-home catering sector increased by 9,4% in volume.

DISTRIBUIÇÃO

Peso nas vendas



VOLUME (litros)	▼ -4,3%	DOP e IGP	▼ -4,8%	48,4%
		Vinho [ex-Mesa]	▼ -3,8%	51,6%

VALOR (euros)	▬ 0,3%	DOP e IGP	▼ -0,1%	73,3%
		Vinho [ex-Mesa]	▲ 1,2%	26,7%

PREÇO (€/litro)	▲ 4,8%	DOP e IGP	▲ 5,0%	
		Vinho [ex-Mesa]	▲ 5,2%	

RESTAURAÇÃO

Peso nas vendas



VOLUME (litros)	▲ 9,5%	DOP e IGP	▲ 7,4%	35,4%
		Vinho [ex-Mesa]	▲ 10,7%	64,6%

VALOR (euros)	▲ 12,7%	DOP e IGP	▲ 14,4%	57,6%
		Vinho [ex-Mesa]	▲ 10,3%	42,4%

PREÇO (€/litro)	▲ 2,9%	DOP e IGP	▲ 6,5%	
		Vinho [ex-Mesa]	▼ -0,3%	

Source : Instituto Da Vinha e Do Vinho via NielsenIQ

Still Wine : consumption (home consumption)

The cumulative sales since January are still in the red zone, at -3.4% (5.4 million hectoliters), including +0.6% for sparkling wines and -4% for still wines.

A gloomy third quarter for supermarkets. Compared to June, sparkling wine sales have improved, with volumes up by almost 5% thanks to the summer driving sales, while sales of still wines have deteriorated, falling by 3%.

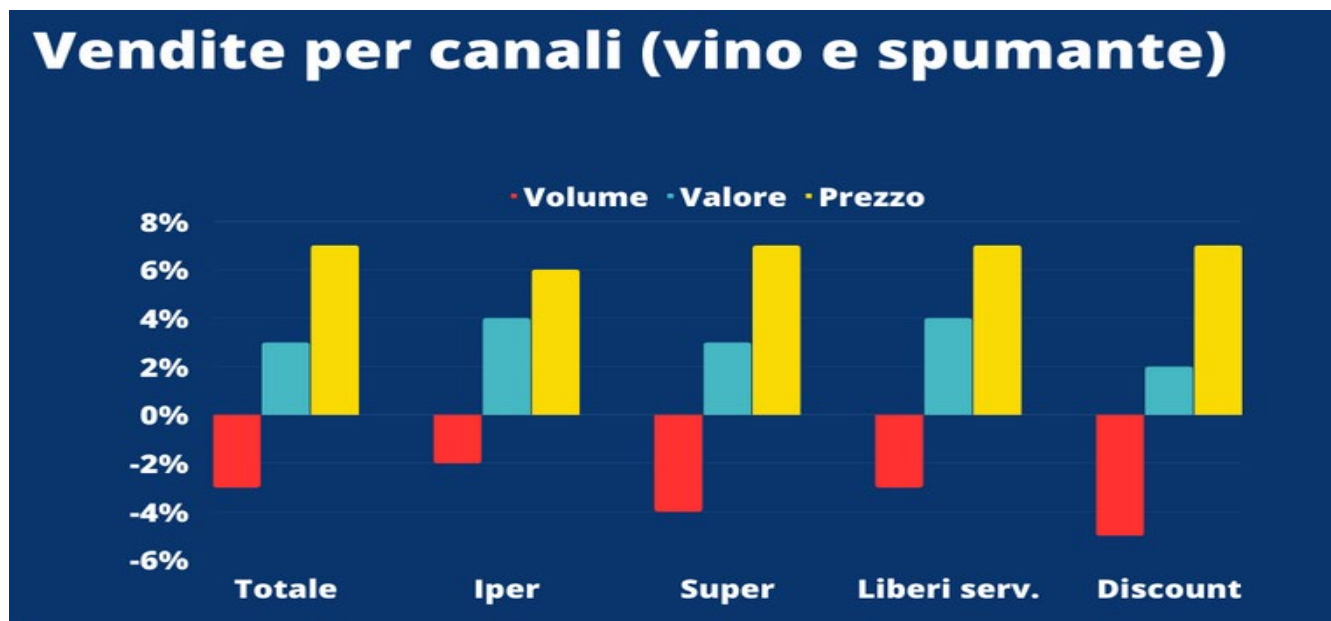
Retail : jan-
september 2023

Tipologia	Litri	Var. %	Euro	Var. %	Euro/litro	Var. %
Vino, spumanti e Champagne	538.819.232	-3,4%	2.093.791.961	3,4%	3,89	7,0%
Vino	473.018.285	-3,9%	1.638.819.616	2,6%	3,46	6,8%
Spumanti e Champagne	65.800.947	0,6%	454.972.345	6,2%	6,91	5,6%

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

Still Wine : consumption (home consumption)

Analysing by channel, the least inflationary are confirmed to be hypermarkets (+6% against an average of +7%), which contributes to having the least heavy volume figure among the various formats, at -2%, against -5% for discounters and -4% for supermarkets. A strategy that rewards on the value front, with hypermarkets at +4%, above the general average of +3% and twice as fast as discount stores.



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