



## Hong Kong

*The top end of Bourgogne wines  
wins back market share*



### Key figures in 2015 for Bourgogne wines in Hong Kong

5<sup>th</sup> biggest market in terms of value  
14<sup>th</sup> biggest market by volume

**Exports: 986,000 bottles (up 19.4% on 2014), with revenue of 39.4 million euros (up 64.7% on 2014)**

by volume

- ▶ Still white wines: 49%
- ▶ Still red/rosé wines: 50%
- ▶ Crémant de Bourgogne: 1%

**In 2015, Bourgogne wines accounted for 7% of the volume of French AOC wines exported to Hong Kong, and 11.5% of total revenues.**

Hong Kong is a mature market for wine. It is dominated by French wines, but also open to wines from other countries. It is the world's 7<sup>th</sup> biggest wine importer in terms of revenue. In 2015, Hong Kong imported 633,900 hectoliters of wines, with a value of 1.256 billion euros.

### The Bourgogne region wins back market share



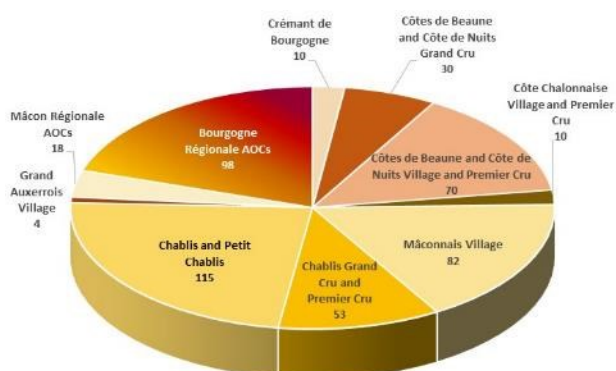
Sales of Bourgogne wines to Hong Kong grew by 64.7% in 2015, to 39.4 million euros. After two years of decline, exports of Bourgogne wines showed growth once again, particularly in terms of red wines, which were up 34% in terms of volume and 80% in terms of value. Volumes of white wines exported to Hong Kong were up 7.6% by volume and up 31% in terms of revenue.

Figures for Q1 2016 confirm this recovery, with growth of 36% in terms of volume and 15% in terms of revenue. Most Bourgogne appellations benefited from this shift, apart from the Chablis and Petit Chablis AOCs, which showed a decline during the first three months of 2016.

## The most Prestigious Bourgogne appellations enjoyed record sales in 2015

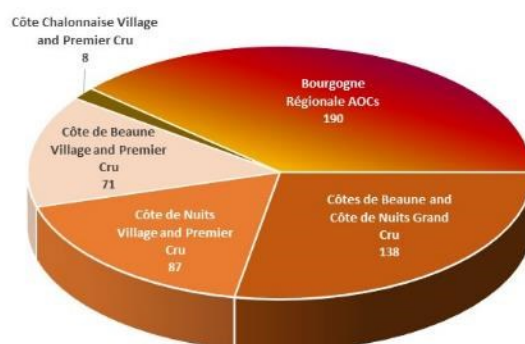
### Exports of Bourgogne wines in 2015

Whites and Crémant de Bourgogne (in 1,000s of bottles)



### Exports of Bourgogne wines in 2015

Reds (in 1,000s of bottles)



The impact of red wines sales on the overall performance of Bourgogne wines in Hong Kong is clear. These wines accounted for 75% of total sales, worth 29.5 million euros, in 2015.

During the same period, the proportion of white Bourgogne wines fell from 54% to 49% of volumes exported (equivalent to 480,540 75cl bottles for 9.7 million euros).

In 2015, contrary to 2014, white Bourgogne *Régionale* and Mâcon appellations saw volumes fall (down 33% and 44% respectively), while the more prestigious Bourgogne appellations experienced growth. Red *Grand Crus* grew 65% in terms of volume and 121% in terms of value. During Q1 2016, Bourgogne *Régionale* and Mâcon appellations both picked up market share, with growth of 69% and 69.5% respectively.

## The Bourgogne region confirms its position on premium distribution circuits

### Bourgogne wines performing well in restaurants (according to 2015 survey of 100 points of sale)

The Bourgogne region was in second place in terms of the number of references on offer per restaurant point of sale (up 1.3 points in terms of number of references on 2014), while the majority of French winegrowing regions saw themselves left off these wine lists. Chablis wines showed strong growth, available in 52% of establishments (up 4.8 points compared to 2014).

### Bourgogne wines enjoying a good presence in specialist wine stores (according to 2015 survey of 47 points of sale)

The Bourgogne region performed well on this circuit, in second position in terms of the number of references on offer in specialist wine stores, compared to all wines available. They represented 20% of the offer in those establishments surveyed. The *Village*, *Premier Crus* and *Grand Crus* of the Côte de Beaune are amongst those best represented.

In terms of white wines, the Meursault *Village* and Chablis appellations were available in 66% and 64% of establishments. However, they did lose some market share to white Bourgogne *Grand Crus*.

*This economic report was produced by the Markets and Development department of the BIVB - June 2016*  
(Sources: Customs – GTI – UBIFRANCE – BIVB – MIDB Market)