



Hong Kong

A steadily growing market for Bourgogne wines



Key 2016 figures for Bourgogne wines in Hong Kong

5th biggest market in terms of revenue

13th biggest market in terms of volume

Exports: 1.147 million bottles (up 16% on the same period in 2015), **for revenue of 43 million euros** (up 9% over 2015)

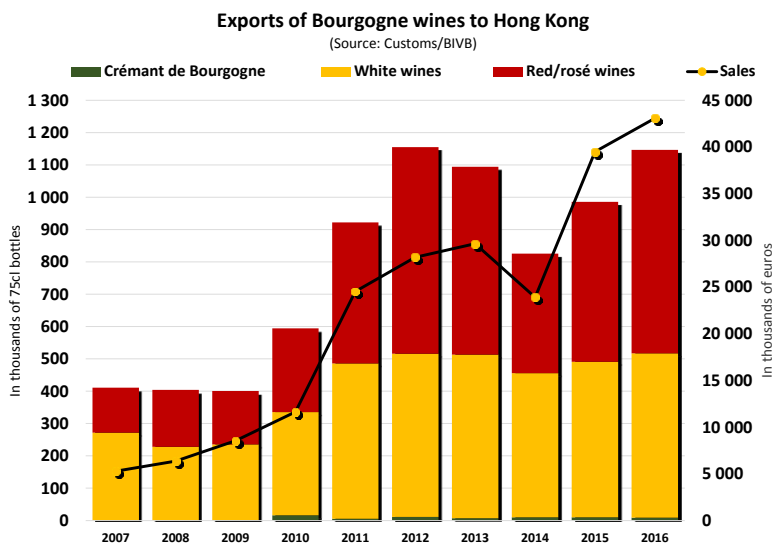
by volume

- ▶ Still white wines: 44%
- ▶ Still red/rosé wines: 55%
- ▶ Crémant de Bourgogne: 1%

In 2016, Bourgogne wines accounted for 7.6% of the total volume of French AOC wines exported to Hong Kong, and 11% of total revenues.

Hong Kong is a mature market for wine. Dominated by French wine (62% of all imports), it is also open to wines from other origins. It's the 6th biggest importer of wines in the world in terms of revenue. In 2016, Hong Kong imported 629,350hl of wine, equivalent to 84 million bottles, for total revenue of 1.404 billion euros.

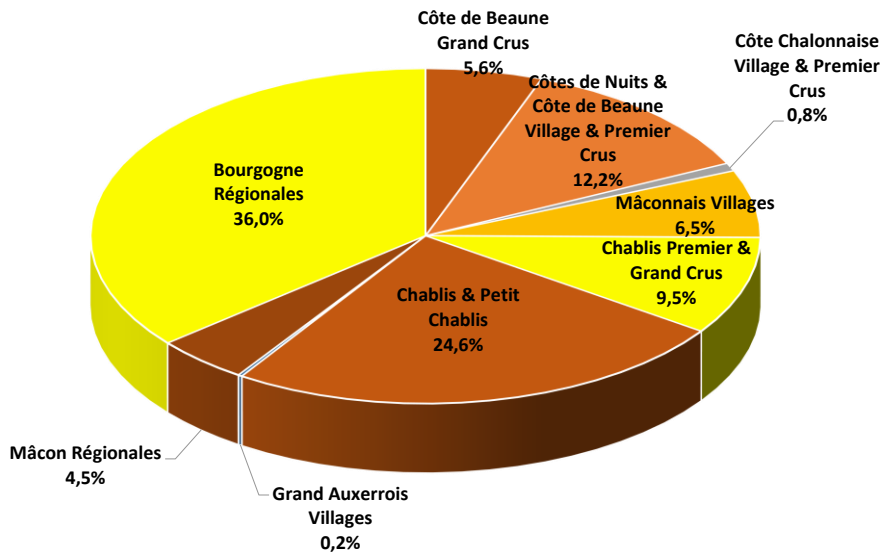
A record in terms of revenue



The revenue from Bourgogne wines grew by 9% over the 12 month of 2016 (January-December), reaching 43 million euros, a new record. After a year of growth in 2015, 2016 confirmed the return of Bourgogne wines on the Hong Kong distribution circuits. Red wine sales enjoyed the bulk of these gains, increasing 27.2% by volume and 10.5% in terms of revenue. White wine sales were up 5.7% by volume and 4.9% in terms of revenue.

Régional Bourgogne appellations increased market share in 2016

Exports of Bourgogne wines 2016 White wines and Crémant de Bourgogne (x 1,000 bottles)

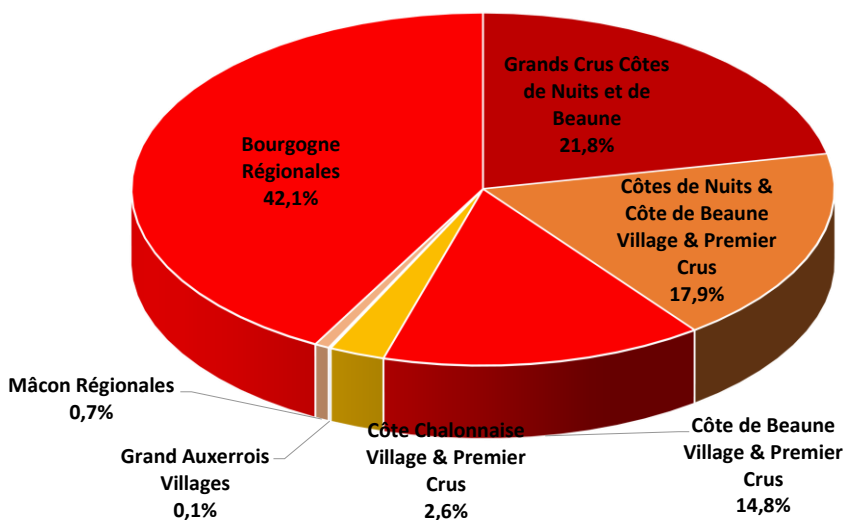


During the period, the proportion of Bourgogne white wines went from 50% to 44% by volume (the equivalent of 508,100 75cl bottles), for revenue of 10.36 million euros. Chablis and Petit Chablis saw volumes rise by 8.8%.

For all wines, for the full year of 2016, compared to 2015, *Régionale* Bourgogne and Mâcon appellations saw volumes sales soar (up 83% and 64.8% respectively), whereas the more prestigious Bourgogne appellations fell back. This is the sign of a market becoming more democratic. As such, *Grand Cru* wines dipped 6.5% by volume and 12.3% in terms of revenue.

Exports of Bourgogne wines 2016

Red wines (x 1,000 bottles)



The impact of red wine sales on the performance of Bourgogne wines in Hong Kong is clear. They accounted for 76% of total revenue, for revenue of 37.6 million euros (full year 2016). *Régionale* Bourgognes red AOCs were the top sellers, with 43% of exports. *Village* and *Village Premier Cru* appellations from the Côte de Beaune and Côte de Nuits came second, with 33% of export volumes.

Bourgogne wines doing well on high-end distribution circuits

Bourgogne wines well represented on the restaurant sector (2016 survey among 94 outlets)

In the restaurant sector, Bourgogne wines had the highest number of references per point of sale (up 22 points in terms of number of references over 2015) and accounted for 15% of the offer in the establishments surveyed (up 2.2 points in number of references over 2015).

Among all Bourgogne appellations, Chablis wines were the most widely distributed on the restaurant circuit, and were offered in 69% of establishments (up 3 points on 2015). This was closely followed by *Village*, *Village Premier Cru* and *Grand Cru* appellations from the Côte de Beaune (66%, up 4 points on 2015).

Bourgogne wines feature strongly in specialist wine stores (2016 survey among 32 points of sale)

Bourgogne wines performed well on this circuit, in second position in terms of number of references per point of sale (up 9.3 points over 2015), all wines taken together. They were available in 93% of specialist stores, accounting for 18% of the offer surveyed.

As in the restaurant sector, Chablis wines were best represented, being available in 87% of establishments (up 8 points on 2015). *Village*, *Village Premier Cru* and *Grand Cru* appellations from the Côte de Beaune came just behind (87%, stable compared to 2015), followed by the classifications from the Côte de Nuits (80%).

It was however the *Village*, *Village Premier Cru* and *Grand Cru* appellations from the Côte de Nuits which had the most references per point of sale (70, up 20% on 2015), compared to 42 for wines from the Côte de Beaune (up 55% on 2015) and seven for Chablis AOCs (down 1.6 % on 2015).



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This economic report was produced by the Markets and Development department of the BIVB – January 2017

(Sources: Customs - GTI - BIVB - MIBD Market)

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