Press Release
#BourgogneWines

BOURGOGNE
Bourgogne Wine Board

Market Update

Buoyed by strong results, the Bourgogne wine sector faces many challenges

Bourgogne, March 2022

After a record year in terms of revenue in 2021, the economic situation for Bourgogne wines might seem enviable. Nonetheless, some major challenges lie ahead.

- Stocks available at the property, which were impacted by the low 2021 harvest and under pressure from sustained demand, was well below the average for the last five campaigns.
- As a result, transactions in the first six months of the 2021-2022 campaign (advance market) were down 34% compared to transactions for the 2020 vintage (down 24% on the six-month average over the last five campaigns).
- On the export market, Bourgogne wines set a new record in terms of revenue in 2021, generating more than one billion euros in revenue for the third consecutive year (1.32 billion, up 28% over 2020), with the equivalent of 105 million 75cl bottles exported (up 18% over 2020).
- In France, Bourgogne wines continued to grow in the supermarket sector (up 4.3% by volume over 2020) and set a record in terms of revenue (up 8.2% over 2020), despite the overall context being generally negative. Meanwhile, the more traditional distribution circuits returned to favorable levels of activity for Bourgogne wines, with many specialized wine stores having remained open during 2020.

The results for 2022 will depend on the ability of the Bourgogne wine sector to supply its markets and respond to the multiple consumer expectations, not forgetting Covid-19, which comes in waves, and the consequences of the geopolitical situation and its impact on inflation.

Advanced trade market: Stock levels under pressure from demand and yields

Since 2008, Bourgogne wines have seen significant oscillation in yields, yet the average production over the mid-to-long term remains relatively stable. In fewer than five vintages, Bourgogne produced two extremes in terms of volume: The 2018 harvest resulted in full-capacity production, whereas 2021 yielded one of the lowest volumes in the history of the wine region.

Volumes do, then, make up for each other over time. The average over the last four vintages (2018-2021) corresponds to the average of the last 10 vintages (2012-2021), around 1.4 million hectoliters. Prior to the 2021 harvest, the 10-year average (2011-2020) was nearly 1.46 million hectoliters (up 3.6% on the average from 2018-2021).

The tension on stock available at the property is mainly due to the low volumes in 2021. But it is also exacerbated by strong demand from consumers worldwide. This is underscored by the growth in sales by the bottle from estates in the past three years:

- Up 6% by volume year-on-year for the first six months of the 2021-2022 campaign.
- Up 12.4% by volume for the 2020-2021 campaign compared to 2019-2020.
- Up 7% by volume for the 2019-2020 campaign over 2018-2019.

For the same reasons, volumes of transactions for the latest vintage have never been so great in relation to the volumes harvested. From the start of the campaign, demand was strong for the 2021 vintage:

- For the 2020-2021 campaign, transaction volumes for the 2020 vintage accounted for 50% of the harvest, whereas they made up 48% for 2019 vintage (2019-2020 campaign) and 48% for the 2018 vintage (2018-2019 campaign).
- For the first six months of the 2021-2022 campaign, transaction volumes for the 2021 vintage already accounted for 43% of the harvest (average transactions for the new vintage over the past five campaigns was 38%).

The 2021 vintage: A harvest one-third down on the average

Recorded at 997,178 hectoliters[1], the 2021 harvest was down 32.5% compared to the average over the five previous vintages (2016-2020). White wines accounted for 60% of the volume of this vintage, which is in line with the last five vintages.

The harvest 2021 in figures (compared to the average of the past five vintages

- White wines: 602,161hl, excluding VCI (down 32%)
- Red wines: 281,001hl (down 31%)
- Rosé wines: 2,981hl (down 54.3%)
- Crémant de Bourgogne: 111,035hl, including the reserve (down 35.3%)

White wines: Down 39.4% over 2020 (down 34.7% including the 2020 VCI)

- ✓ *Régionale* Mâcon appellations[2] (25% of white volumes in 2021): Down 30.9% on the five-year average. Including the *Village* appellations from this region, white wines from the Mâconnais accounted for 36.8% of Bourgogne white wines in 2021 (down 32.1% on the five-year average).
- ✓ Chablis appellations (30.9% of volumes whites in 2021): Down 29% on the five-year average.

Red wines: Down 22.6% over 2020 (down 31% on the five-year average)

- ✓ *Régionale* Bourgogne appellations[3] (47.5% of red volumes in 2021): Down 27.8% on the five-year average
- ✓ Bourgogne Hautes Côtes de Nuits and Bourgogne Hautes Côtes de Beaune (12.9% of red volumes in 2021): Down 27.6% on the five-year average.
- ✓ Mercurey and Mercurey Premier Cru appellation (4.7% of red volumes in 2021): Down 38.8% on the five-year average

Crémant de Bourgogne: Down 43.4% over 2020 (down 38% including the inter-professional reserve).

[1] Excluding VCI from the prior year and the release of the inter-professional reserve
[2] Only Mâcon white without denomination
[3] Only Bourgogne reds without geographical denomination

Shipments from estates in bottle format spurred by strong demand

With historically low harvest volumes in 2021, the dynamic for wine leaving estates in bottle format over the first six months of the 2021-2022 campaign was driven by strong demand from markets.
Shipments in bottles were thus up compared to the same period of the previous campaign: Up 6%, for 47.7% of total volumes shipped (bulk + bottles). This strong growth in bottle sales was driven by red wines:

- ✓ Bourgogne red[4]: Up 18.7% on the first six months of the 2020-2021 campaign, for 14.5% of volumes.
- ✓ Bourgogne Hautes Côtes de Beaune and Bourgogne Hautes Côtes de Nuits reds: Up 22.4% on the first six months of the 2020-2021 campaign, for 11% of volumes.
- ✓ Mercurey red: Up 6.2%, for 3.1% of volumes.
- ✓ Gevrey-Chambertin: Up 15.1%, for 4% of volumes.

Nonetheless, several white appellations also showed growth:

- ✓ Mâcon-Village wines: Up 5.6% over the first six months of the 2020-2021 campaign, for 11.5% of volumes.
- ✓ Mâcon plus geographical denomination: Up 26.8% on the first six months of the 2020-2021 campaign, for 9.2% of volumes.
- ✓ Bourgogne Aligoté: Up 27.4%, for 7% of volumes.
- ✓ Chablis Premier Cru: Up 17.6%, for 4% of volumes.

Transactions in 2021-2022 reflect the 2021 harvest

The volume of transactions for the first six months of the campaign (August 2021 to January 2022) totaled a volume of 489,613hl. In detail, transactions for the 2021 vintage accounted for 87% of volumes sold of all vintages. The start of the campaign for the 2021 vintage 2021 fell back, reflecting the low harvest volumes: Down 34% compared to transactions for the 2020 vintage in the first six months of the 2020-2021 campaign (down 24% on the five-year average).

- ✓ Transactions of grape & must were down 31% on the average of the past five campaigns. They accounted for 52% of transaction volumes for the first six months of the 2021-2022 campaign.
- ✓ Transactions of wine were down 16% on the average of the past five campaigns, accounting for 44% transaction volumes.

[4] Only Bourgogne reds without geographical denomination

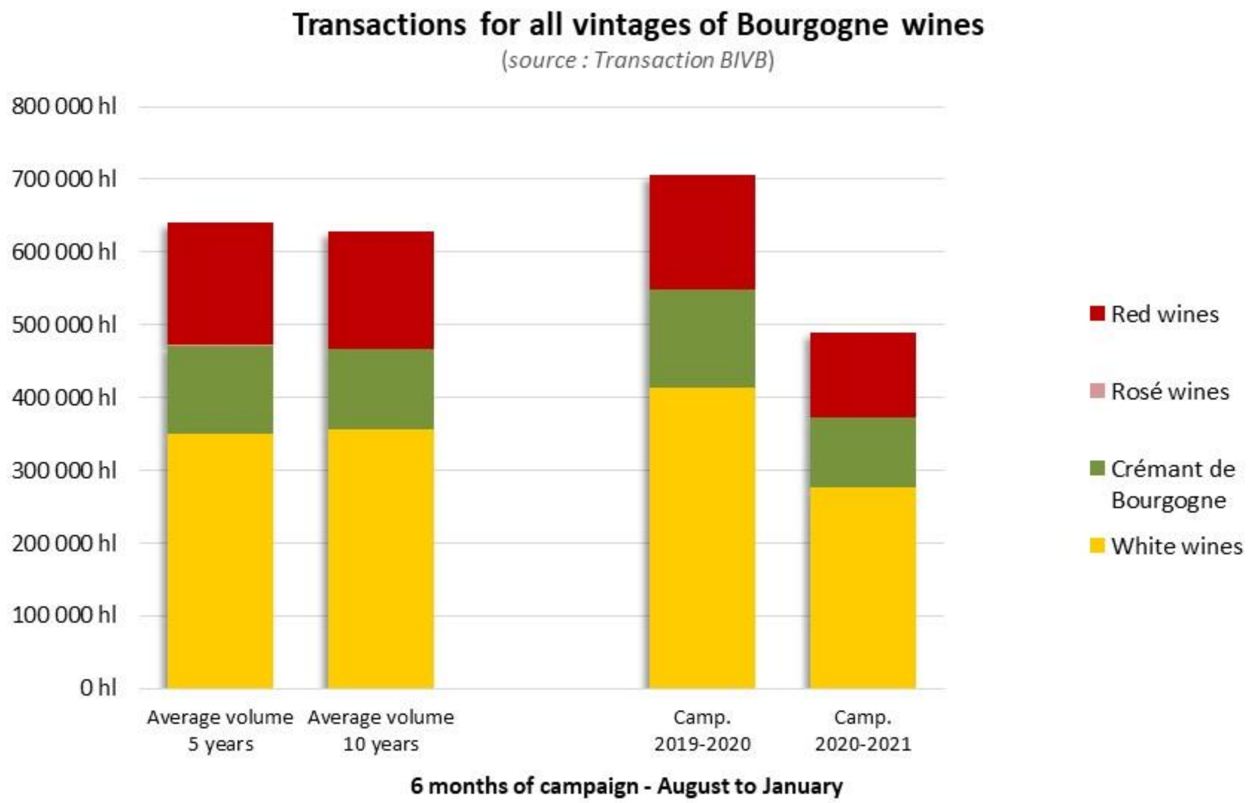
Transactions were carried out very early in the first six months, responding to the dynamic on distribution circuits: 43% of the harvest volume for 2021 has already traded, compared to an average of 38% in the last five campaigns.

All colors and vintages were impacted by this drop:

- ✓ White wines: Down 33% by volume (first six months of the 2021-2022 campaign compared to same period a year earlier).
- ✓ Red wines: Down 25.4% by volume (first six months of 2021-2022 campaign over 2020-2021).
- ✓ Crémant de Bourgogne: Down 28.8% by volume (first six months of 2021-2022 campaign over 2020-2021).

However, certain categories of appellation continued to grow:

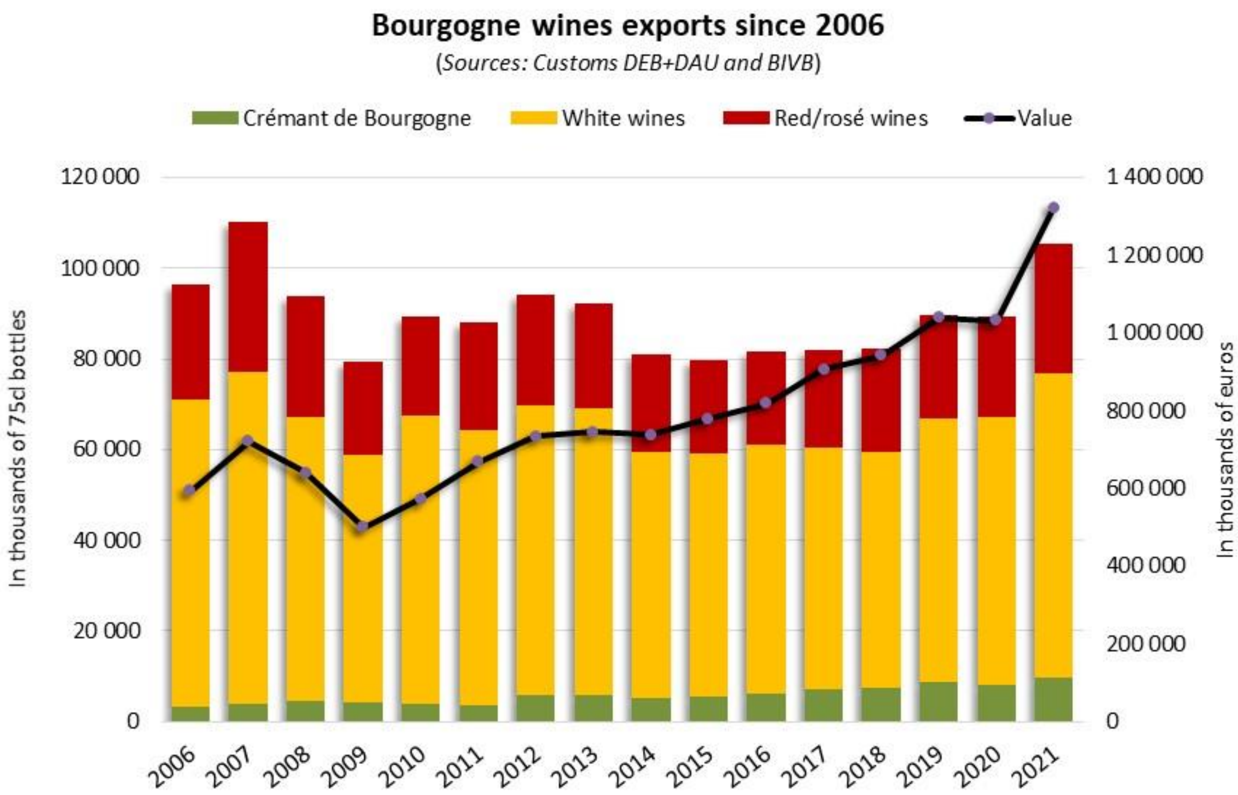
- ✓ Mâcon plus geographical denomination white wines: 24,546hl, up 2% over the first six months of the 2020-2021 campaign (up 11% on the five-year average). This accounted for 9% of transaction volumes of white wines for the first six months of the 2021-2022 campaign.
- ✓ Mâcon plus geographical denomination red wines: 1,639hl, up 18.6% over the first six months of the 2020-2021 campaign (up 96% on the five-year average). However, this only accounts for 1.4% of transaction volumes for red wines for the first six months of campaign 2021-2022.



Export: More than 100 million bottles for €1.3 billion

In 2021, volumes of Bourgogne wines exported were up strongly, despite the continuing pandemic. More than 105 million bottles were exported (up 18% over 2020), for record revenue of €1.322 billion (up 28% over 2020).

Bourgogne wines are exported to 171 territories, with 10 new destinations.



- ✓ Bourgogne wines sold 16.1 million more bottles than in 2020, almost the equivalent growth in average exports over the previous 15 years (an increase of 16.8 million bottles over that period).
  - Bourgogne white wines accounted for 49% of this increase by volume, especially *Régionale* Bourgogne appellations (up 3.35 million bottles) and Chablis wines (up by 1.82 million bottles). *Village* wines of the Mâconnais were in third position, up 1.3 million bottles.

- ✓ Year-on-year growth in revenue in 2021 (up €289.5 million) was driven by red wines, with 57% of total sales. This included some excellent performance for *Régionale* Bourgogne wines (up €54.9 million), *Grand Cru* wines from the Côte d'Or (up €52.9 million) and *Village* + *Village Premier Cru* wines from the Côte de Beaune (up €33.3 million).

- ✓ Crémant de Bourgogne also contributed to the growth in Bourgogne wine exports. In 2021, it recorded its strongest growth in 10 years, up 1.7 million bottles and up €9.5 million over 2020.

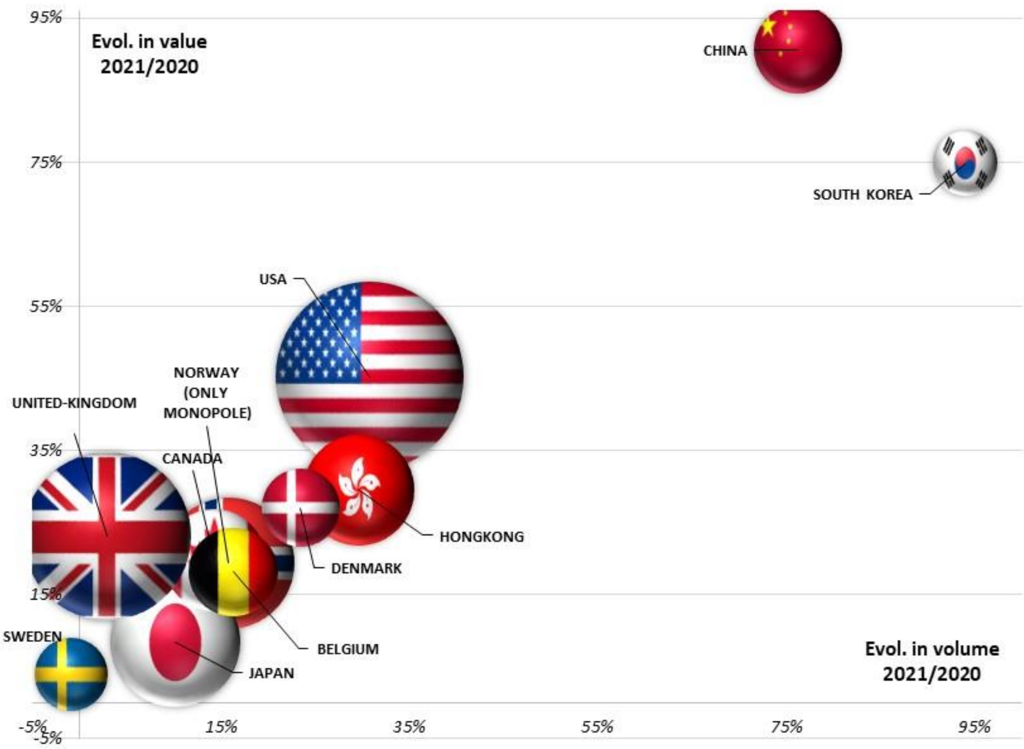
■ **Three main export regions for Bourgogne wines**

The 105 million bottles of Bourgogne wines exported in 2021 went mainly to three geographical regions, which between them accounted for 77% of export volumes and 73% of revenue.

- Europe (chiefly United Kingdom, Belgium, Sweden, Denmark and Norway): The most important region by volume and revenue (35% of export volumes which generated 26% of export revenue).
- North America (United States and Canada): The strongest growth in terms of revenue, up 39% over 2020 (up 25% by volume). The region accounted for 28% of export volumes and 25% of revenue.
- Asia (Japan, China, Hong Kong, and South Korea): The strongest growth by volume, up 30% over 2020 (up 30% in terms of revenue). The region accounted for 14% export volume and 22% of the revenue.

11 markets for 77% of export volume and 73% the revenue

(Sources: Customs DEBupDAU – BIVB; size of the bubble is proportional to revenue in 2021)



Size of the bubble = Revenue in 2021

BOURGOGNE
Bourgogne Wine Board

Export to Bourgogne wines' 30 main markets in 2021

(Sources: Customs DEBupDAU / BIVB)

Export Bourgogne	Market share 2021		12 months 2021		Percentage variation 2021/2020	
	Volume	Value	1,000 bottles	1,000 €uros	Volume	Value
Total			**105 438**	**1 322 018**	**18,0%**	**28,0%**
USA	20%	19%	20 630	255 499	30,8%	45,3%
United-Kingdom	16%	15%	16 854	202 366	3,0%	23,1%
Canada	9%	6%	9 332	73 334	14,3%	19,8%
Belgium	9%	4%	9 293	56 636	16,3%	18,1%
Japan	8%	9%	8 012	120 586	10,2%	8,4%
Sweden	6%	3%	6 199	37 453	-0,9%	3,8%
Nederlands	5%	3%	4 899	36 927	2,4%	24,2%
Denmark	4%	3%	3 856	43 090	23,4%	27,0%
Germany	3%	3%	3 102	33 103	11,6%	10,0%
China	3%	4%	2 888	55 122	76,2%	90,6%
Switzerland	2%	5%	1 968	63 326	10,3%	10,7%
South Korea	1,8%	2,3%	1 933	30 042	94,0%	74,9%
Australia	1,8%	1,7%	1 885	22 290	37,6%	24,3%
HongKong	1,4%	6,7%	1 505	88 053	29,6%	29,6%
Italia	1,0%	1,3%	1 079	16 750	63,4%	48,1%
Ireland	1,0%	0,5%	1 053	7 172	4,8%	15,2%
Israel	1,0%	0,6%	1 021	8 309	57,2%	51,3%
Taipei	0,9%	2,7%	968	35 542	36,7%	21,0%
Singapore	0,6%	1,9%	632	25 287	25,5%	34,5%
Brazil	0,6%	0,5%	620	6 068	31,0%	32,7%
Spain	0,5%	0,6%	567	8 208	69,9%	36,6%
Poland	0,5%	0,3%	537	4 358	54,5%	37,2%
United Arab Emirates	0,5%	0,4%	529	5 476	82,4%	57,4%
Russia and Baltic States	0,9%	0,9%	967	11 802	20,2%	43,5%
Finland	0,4%	0,2%	382	2 873	12,7%	25,2%
Luxembourg	0,3%	0,5%	309	6 007	9,5%	7,3%
Mexico	0,2%	0,2%	261	2 308	29,1%	26,5%
Austria	0,2%	0,5%	252	6 364	15,4%	8,2%
Czech Republic	0,2%	0,2%	234	2 664	-6,6%	-3,0%
Other results						
Norway (Monopole figures)			5 650	122 771		

Europe

Within Europe, some 36.6 million bottles of Bourgogne wine were exported in 2021 for revenue of €344.4 million in the five markets of this continent (up by 2,.4 million bottles and up €57.3 million over 2020).

✓ **United Kingdom, second-biggest market in terms of revenue** (15.3% of total revenue, for 16% of volume)
Up 3% by volume and up 23% in terms of revenue in 2021 compared to 2020.

The United Kingdom slipped back in 2021 to become the second-biggest export market by volume, behind the USA, after being in first place in 2020.
The growth in volume sales was mainly driven by red wines:

- Red wines: Up 42.7% by volume, for 19.3% of export volumes.
- White wines: Down 3.2%, after a strong year in 2020. This fall was mainly due to the Mâcon, Chablis and Petit Chablis appellations (down 3.2%, for 77.3% of export volumes).
- Crémant de Bourgogne also saw exports slow, after excellent performance in 2020: Down 8.8% by volume, for 3.4% of export volumes. This still remained up on the figures for 2019.

White wines and Crémant de Bourgogne saw growth in terms of revenue, up 13.6% and 2% respectively over 2020. With a strong presence on this market, Bourgogne white wines still accounted for 36.6% of the volumes French white *AOC* wines exported to the United Kingdom, for 55% of the revenue in 2021.

✓ **Belgium, seventh-biggest market in terms of revenue** (4.3% of total export revenue, for 8.8% of the volume)
Up 16.3% by volume and 18% in terms of revenue in 2021 compared to 2020.

Unlike 2020, Crémant de Bourgogne returned to growth in 2021 (up 37.9% by volume and 39.5% in terms of revenue), helping to drive the growth in still wines by volume and in terms of revenue.

With slightly slower growth than the reds, Bourgogne white wines remained in first place among French white *AOC* wines (31% of volumes and 42.5% of revenues). Some strong performance should be noted:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 23.4% by volume over 2020 (20% of Bourgogne white wines), and up 29.4% in terms of revenue (14.3% of total revenue).
- *Village* appellations from the Mâconnais: Up 14% by volume and 13.4% in terms of revenue.
- Chablis and Petit Chablis: Up 10,7% by volume and 14% in terms of revenue.
- *Régionale* Mâcon: Up 9.5% by volume over 2020 (31.7% of Bourgogne white wines) and 14% in terms of revenue (20.7% of revenue).

While Bourgogne red wines accounted for just 13.7% of volumes and 26.4% of the revenue from Bourgogne wines in Belgium, they showed great dynamism in 2021: Up 15.8% by volume and 16.4% in terms of revenue. This was driven by:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 19.5% by volume (60% of exported bottles) and up 22.8% in terms of revenue (24.4% of revenue).
- *Village* and *Village Premier Cru* wines from the Côte de Beaune: Up 31% by volume (12% of red wine exports) and up 43% in terms of revenue (18.2% of revenue from reds).
- *Village* and *Village Premier Cru* wines from the Côte de Nuits: Up 24% by volume and up 29% in terms of revenue.

These figures do not include direct sales to Belgian tourists, who are among the leading foreign visitors to Bourgogne wine producers and cellars.

- ✓ **Denmark, ninth-biggest market in terms of revenue** (3.3% of export revenue, for 3.7% of volumes)
  Up 23.4% by volume and 27% in terms of revenue in 2021 compared to 2020.

Denmark entered the top-10 export markets for Bourgogne wines in terms of revenue in 2020. It confirmed this place in 2021, even overtaking Sweden. By volume, it has been in ninth place for 10 years.
Very well positioned, Bourgogne wines confirmed their leading place by volume (3.8 million bottles, 23.2% market share) and in terms of revenue among French *AOC* wines in Denmark.
Bourgogne white wines accounted for 56.9% of export volumes, for 47.3% of total revenue. They posted healthy growth by volume (up 23.4% over 2020) and in terms of revenue (up 27%), mainly driven by:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 29.4% by volume over 2020 (32.6% of volumes of Bourgogne white wines) and up 28.5% in terms of revenue over 2020.
- Mâcon *AOC*s (including Mâcon-Villages and Mâcon plus geographical denomination): Up 51.8% by volume over 2020 (12% of volumes of Bourgogne white wines) and up 38.2% in terms of revenue over 2020.

Red wines account for a growing proportion of export volumes: 25.6% of Bourgogne volumes in 2021 (up 5.6 points over 2020). As such, they were actively driving growth of the region's wines: Up 58.8% by volume and up 36.3% in terms of revenue over 2020.
Four categories of red *AOC* s recorded notable growth:

- Bourgogne *AOC* (including Bourgogne plus geographical denomination): Up 34% by volume (51.3% of red wine volumes exported) and up 40.7% in terms of revenue over 2020.
- *Village* and *Village Premier Cru* wines from the Côte de Beaune: Up 213% by volume (28.8% of red wine volumes) and up 150% in terms of revenue over 2020.
- *Village* and *Village Premier Cru* wines from the Côte de Nuits: Up 23% by volume (12.7% of red wine volumes exported) and up 21.8% in terms of revenue over 2020).

Crémant de Bourgogne, which accounted for 17.5% of volumes, continued to grow: Up 10.8% by volume and up 11.4% in terms of revenue.

- ✓ **Sweden, tenth-biggest market in terms of revenue** (2.8% of export revenue, for 5.9% of volumes)
  Down 0.9% by volume and up 3.8% in terms of revenue in 2021 compared to 2020.

Despite a slight fall in 2021, Bourgogne wines confirmed its leading place by volume (6.2 million bottles, 25.9% market share) among French *AOC* wines in this market, a position held since 2018. Bourgogne wines have been second in terms of revenue (€37 million, 22% market share in terms of revenue) for more than a decade, behind Champagne.
White wines accounted for 56.4% of volumes de Bourgogne wine exports, for 55% of revenue. The Chablis and Petit Chablis appellations are the top-sellers on this market, and despite a slight dip by volume (down 3% over 2020), Bourgogne white wines continued to show growth in exports, mainly thanks to:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 4.4% by volume (42% of volumes of Bourgogne white wines) and up 0.8% in terms of revenue.
- Chablis Grand Cru and Chablis Premier Cru: Up 13.2% by volume (3.5% of volumes of Bourgogne white wines) and up 20.2% in terms of revenue.
- *Village* appellation from the Mâconnais: Up 18.2% by volume and 34% in terms of revenue.

Bourgogne red wines only accounted for 16.4% of export volumes in 2021, but they actively drove growth of the region's wine sales: Up 3.4% by volume and up 12.2% in terms of revenue over 2020.

Crémant de Bourgogne had contributed to growth in Bourgogne sales over three years, both in terms of volume and revenue. But in 2021, this appellation slipped back: Down 6.9% by volume and down 5% in terms of revenue over 2020. Crémant accounted for 27.2% of Bourgogne wine export volumes to this market, for 22.9% of revenue.

✓ Norway, six years of growth for Bourgogne wines

The figures from the state monopoly alone would make Norway the seventh-biggest market by volume and third in terms of revenue in 2021. But since part of the wines sold to Norway transit through other destinations, it is not possible to establish an accurate ranking.

Sales of Bourgogne wines through Vinmonopolet continued to grow, as they have done since 2016. Sales in 2021 outstripped those in 2020, which was already an exceptional year: Up 15.2% by volume and 19.4% in terms of revenue over 2020.

For 2021, sales of Bourgogne wines through Vinmonopolet reached the equivalent of 5.65 million 75cl bottles (19% of Bourgogne sales were in bag-in-box):

- White wines: Up 16.9% by volume over 2020 (50% of volumes)
- Crémant de Bourgogne: Up 29.2% by volume (32% of volumes)
- Red wines: Down 3.2% by volume, after a very strong year in 2020. Red accounted for 18% of export volumes.

Revenue in 2021 for sales of Bourgogne wines through the monopoly totaled some €120 million (1.2 billion NOK), up 19.4% over 2020. Crémant de Bourgogne posted the strongest growth in 2021, up 27.6% over 2020. White wines were in second position, up 19%, while red wines saw sales grow by 11.7% over 2020.

■ North America

Some 29.9 million bottles of Bourgogne wines were exported to North America, for revenue of €328.8 million from the region’s two main markets, USA and Canada. Some 6 million more bottles were shipped, for additional revenue of €91.7 million (2021 over 2020).

✓ United States, leading market in terms of revenue (19.3% of export revenue, for 19.6% of volumes of Bourgogne wines)

Up 30.8% by volume and 45.3% in terms of revenue in 2021 compared to 2020.

After a difficult start to 2021, Washington and Brussels agreed in June to suspend the levy on the import of wines to the US until the summer of 2026. The response of the American market was immediate, with exports of French *AOC* wines rapidly returning to growth before setting two new records for the past 30 years: 174.7 million bottles exported and €1.8 billion in revenue generated in 2021.
The performance of Bourgogne wines was equally impressive, with 20.6 million bottles exported to this market, for €255.5 million in revenue in 2021, up 30.8% by volume and 45.3% in terms of revenue over 2020:

- White wines: Up 27.4% by volume (62% of export volumes) and up 39.2% in terms of revenue (51.5% du revenue).
- Red wines: Up 33.8% by volume (28% of export volumes) and up 52.8% in terms of revenue.
- Crémant de Bourgogne: Up 46% by volume (10% of export volumes) and up 46.9% in terms of revenue.

- ✓ **Canada, fifth-biggest market in terms of revenue** (5.5% of export revenue, for 8.9% of volumes)
  Up 14.3% by volume and 19.8% in terms of revenue in 2021 compared to 2020.

In 2021, Bourgogne wines confirmed their place in top spot in terms of revenue for the second year running (€70.3 million, for a 25% market share in terms of revenue) among still French wine sales in Canada. They also remained in third place by volume, unchanged for 10 years.
For more than 15 years, Bourgogne white wines have been in first place among French *AOC* whites (42% of export volumes of white wines from France, for 49.4% of the revenue).

Numerous appellations benefitted from this growth, which was nonetheless driven by the higher-volume Bourgogne *AOCs*:

- *Régionale* Bourgogne red and white: Up 6.1% by volume (57.8% of export volumes) and up 21.6% in terms of revenue (45.6% of the revenue from Bourgogne wines).
- Chablis and Petit Chablis: Up 14% by volume (19.8% of exports) and up 13.4% in terms of revenue (18% of revenue).
- *Régionale* Mâcon red and white: Up 7.7% by volume (4.5% of wines exported)

After a dip of more than 20% by volume and revenue in 2020, Crémant de Bourgogne returned to double-digit growth in 2021: Up 25.3% by volume and 22.6% in terms of revenue. It confirmed its second spot among French sparkling appellations on the Canadian market.

Asia

The equivalent of 14.3 million 75cl bottles of Bourgogne wines were exported in 2021 for revenue of €293.8 million to the four main Asian markets. This was an increase of some 3.2 million bottles, for an additional €68.5 million (2021 over 2020).

- ✓ **Japan, third-biggest market in terms of revenue** (9% of export revenue, for 7.6% of volumes)
  Up 10.2% by volume and up 8.4% in terms of revenue in 2021 compared to 2020.

Bourgogne wines have long held a key place among exports of French wines to Japan. In 2021, they held onto second place by volume (16.8% of volumes) and in terms of revenue (25% of revenues).
In 2021, Bourgogne white wines accounted for 46% of the volume of French white *AOC*s exported to Japan, for 64% of the revenue in this category. After 2020 was hit by Covid-19, the Bourgogne appellations with the greatest presence on this market did better in 2021 than before the pandemic:

- *Régionale* Bourgogne red and white: Up 11.6% by volume over 2019 (47.7% of export volumes), and up 16.6% in terms of revenue over 2019 (43.2% of revenues).
- Chablis and Petit Chablis: Up 17.5% by volume, for 25% of export volumes, and up 18.3% in terms of revenue, for 13.3% of revenues.

In 15 years, Bourgogne wines have seen strong growth in revenue in Japan: Up 58% (2021 over 2007), thanks mainly to *Régionale* Bourgogne wines (up €34.8 million in terms of revenue and up by 1.18 million bottles).

BOURGOGNE
Bourgogne Wine Board

- ✓ **China and Hong Kong, fourth-biggest market in terms of revenue** (10.9% of export revenues, for 4.1% of volumes).

  Up 56.9% by volume and up 47.8% in terms of revenue in 2021 compared to 2020.

Whether an anachronistic phenomenon or an enduring trend, Bourgogne white wines continued to grow on both these markets, which historically favor red wines (90% of French wine exports there are reds): Up 63% by volume and up 37.8% in terms of revenue (2021/2020).
These strong figures were largely due to:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 79.3% by volume (37.5% of red bottles shipped there) and up 73.5% in terms of revenue (27.4% of revenues).
- Chablis and Petit Chablis: Up 89.8% by volume (25.6% of shipments) and up 75.7% in terms of revenue (11.2% of revenues).
- *Village* and *Village Premier Cru* wines from the Côte de Beaune and Côte de Nuits: Up 57.4% by volume (14% of bottles exported) and up 38.2% in terms of revenue (26.8% of revenues).
- *Régionale* Mâcon (including Mâcon plus geographical denomination): Up 26.8% by volume and up 33.3% in terms of revenue.

Red wines, which still accounted for 60% of Bourgogne wines sold on these markets, returned to growth after a sluggish year in 2020: Up 53.2% by volume and 52% in terms of revenue (2021 over 2020).

- *Régionale* Bourgogne appellations: These wines accounted for 56.4% of export volumes in 2021 and were up 51.7% by volume and 47.3% in terms of revenue.
- *Village* and *Village Premier Cru* wines of the Côte de Beaune and Côte de Nuits: Also up strongly, 59.6% by volume and 43.5% in in terms of revenue.

Crémant de Bourgogne remains a marginal seller (39,000 bottles, less than 0.9% of Bourgogne wine exports), but showed impressive growth: Up 56% by volume and 77.7% in terms of revenue.

- ✓ **South Korea, 14th biggest market in terms of revenue** (2.3% of export revenues, for 1.8% of volumes)

  Up 94% by volume and up 74.9% in terms of revenue in 2021 compared to 2020.

Since the 2011 free-trade agreement between South Korea and the European Union, the wine market here has blossomed. In 2021, the volume of French *AOC* wines set a new record, outstripping the figure for 2007. Bourgogne wines are very popular and showed the strongest growth among French wines (2021 over 2019): Up by 1.2 million bottles and up €18.9 million in terms of revenue.
Bourgogne wines set a 30-year record: 1.9 million bottles exported for €30 million in revenue in 2021 (up 94% by volume and up 74.9% in terms of revenue over 2020):

- White wines: Up 95.6% by volume (47.5% of export volumes) and up 76.2% in terms of revenue (41.2% of revenues from Bourgogne wines on this market).
- Red wines: Up 93.9% by volume (47% of export volumes) and up 72.5% in terms of revenue.
- Crémant de Bourgogne: Up 82.5% by volume (5.5% of exports) and up 115% in terms of revenue.

Economic report produced by the BIVB Markets and Development Department - March 2022
(Sources: Customs, CAVB, FDAC, Wine Intelligence, IRI, BIVB)

Contact: **Cécile Mathiaud – Head of Media Relations at the BIVB**
Tel. + 33 (0)3 80 25 95 76 – Cell +33 (0)6 08 56 85 56 - cecile.mathiaud@bivb.com