



Australia

Good potential for Bourgogne wines

Key 2017 figures for Bourgogne wines in Australia (first 8 months)



12th biggest market by volume for Bourgogne wines

13th biggest market in terms of revenue for Bourgogne wines

Exports: 880,870 bottles (up 19% on first 8 months 2016), for 11 million euros (up 31.4%)

by volume

- ▶ White wines: 56%
- ▶ Red/rosé wines: 27%
- ▶ Crémant de Bourgogne: 17%

Over the first eight months of 2017, Bourgogne wines accounted for **15% of the volume of still French AOC wines exported to Australia**, and **36% of the revenue from this segment**.

Australia was the world's fifth largest wine producer in 2016, rising two places in this ranking since 2013. It was also the second-biggest consumer of wine in the Asia-Pacific region after China, with 5.4 million hectoliters in 2016, equivalent to 720 million 75cl-bottles (*Source: OIV*).

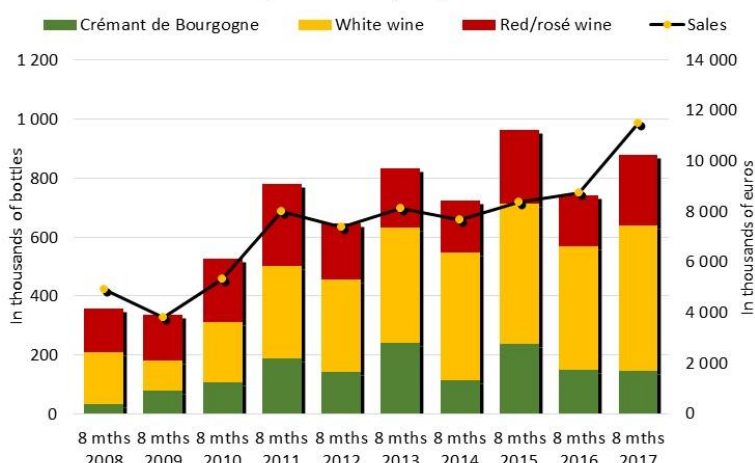
On the face of it a small market, Australia has long been a valuable outlet for exporters of Bourgogne wines. In 2008, in terms of volume, it was just behind China and ahead of Hong Kong (544,900 bottles). As a wine-producing country, it is open to premium appellations, and was therefore ranked ahead of the other two territories in terms of revenue (7.15 million euros).

Over the first eight months of 2017, Australia was the leader among those three markets by volume for Crémant de Bourgogne wines, the Chablis and Petit Chablis appellations, and white *Régionale* appellations from Mâcon.

Record revenue for Bourgogne wines

Exports of Bourgogne wines to Australia

(Source: Customs/BIVB)



Over the first eight months of 2017, **volumes of Bourgogne wines exported were up overall**, totaling 880,870 bottles (up 19% on first eight months 2016).

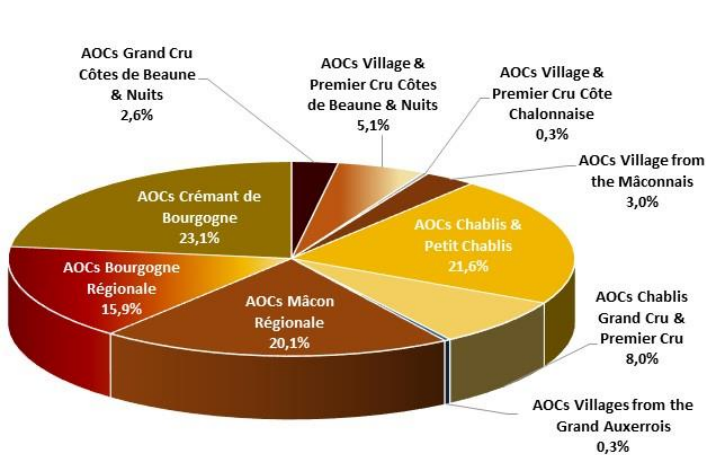
White wine sales were up 17% on the same period in 2016, with 491,377 bottles, while red wine exports increased 43% to 242,000 bottles. However, Crémant de Bourgogne showed a 2% dip in volume.

Revenue from Bourgogne wines in Australia has grown almost continuously over the past two decades, going from 1 million euros in 1998 to 11.5 million in 2017 (first eight months). Revenue from white wine rose 23.3% over the same period the previous year to 4.75 million euros, and from red wines grew by 43.5% to 6 million euros, while Crémant de Bourgogne was stable, up 3% to 729,200 euros.

Bourgogne white wines driving growth over first 8 months of 2017

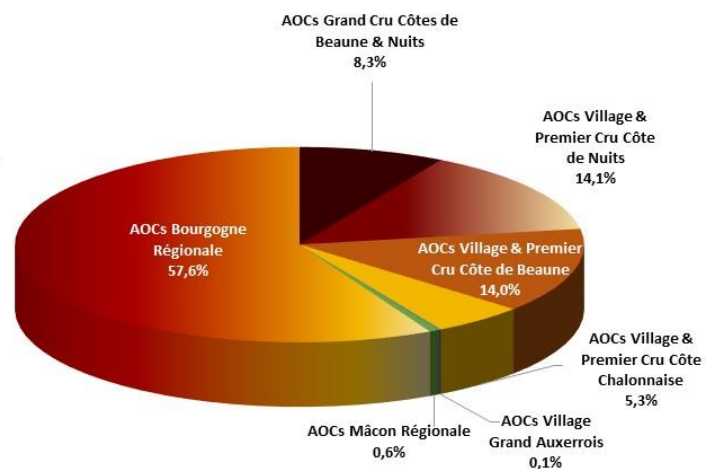
Bourgogne wine exports

White wines and Crémant de Bourgogne



Bourgogne wine exports

Red wines



Exports of Bourgogne wines to Australia involve a wide range of appellations.

The majority of the wine exported to this market is white. Over the first eight months of 2017, they accounted for an exceptional 56%, whereas over the past 10 years, they have **accounted for an average of 48% of volumes exported**. This is not entirely surprising in a country that drinks mainly white wine (more than 46% of all wine sold is white, whether produced in Australia or imported).

The appellations from Chablis contributed largely to this growth (38% of white volumes), with an impressive 16.5% rise in volume and 28.5% hike in revenue for Chablis and Petit Chablis compared to the first eight months of 2016. *Régionale* Mâcon white AOCs and *Village* AOCs (Saint-Véran, Pouilly-Fuissé, Viré-Clessé, Pouilly-Vinzelles and Pouilly-Loché) also showed a surge in sales, up 169% and 91.6% respectively for the first eight months.

Red wines, which also showed strong gains by volume (up 43% for the first eight months of 2017), sold on average for higher prices: **They accounted for 52% of total export revenue and 27% of volume over the first eight months of 2017.**

Régionale Bourgogne red appellations accounted for 58% of red wine volumes exported (up 47.7% on the first eight months of 2016), and 43% of revenue (up 87.2% on 2016).

Village, *Village Premier Cru* and *Grand Cru* appellations of the Côte de Nuits and Côte de Beaune rose 25% by volume and 19% in terms of revenue.

Crémant de Bourgogne sparkling wines performed well on the Australian market, since 17% of Bourgogne wines imported during the first eight months of 2017 belonged to this category. Revenue was also up 3% for the first eight months of 2017 compared to the same period in 2016. For the 12 months to the end of August 2017, revenue was up 34%, while volumes rose by 35% compared to the same period in 2016.

Economic report produced by the Markets and Development Department of the BIVB - October 2017
(Sources: Customs – BIVB – GTI – Wine Intelligence – AbsoConseil)

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