

Sweden: Exponential growth over the past two years

Key figures in 2019 for Bourgogne wines in Sweden



9th biggest market in terms of revenue

6th biggest market by volume

Exports: 5.35 million bottles (up 6.6% on 2018), for 30.64 million euros (up 5.6% on 2018)

by volume

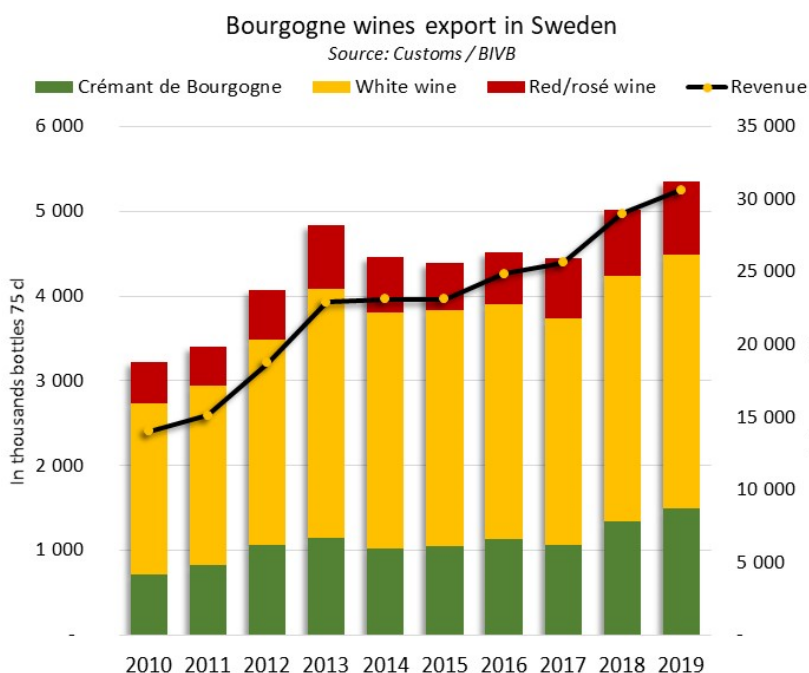
- ▶ Still white wines: 56%
- ▶ Still red wines: 28%
- ▶ Crémant de Bourgogne: 16%

In 2019, Bourgogne wines accounted for 25% of the volume of French AOC wines exported to Sweden, for 22% of the revenue.

In 2019, Sweden retained its place as the ninth biggest export market for Bourgogne wines in terms of revenue, with 2.9% of total export revenues, putting the country between Germany and China. It was ranked sixth in terms of volume, just behind Japan, with 6% of total exports.

Imports of wine to Sweden from around the world have grown continuously over the past decade, increasing by 11% between 2010 and 2019.

Exports of Bourgogne wines still showing strong growth



Exports of Bourgogne wines to Sweden were up 6.6% by volume in 2019, setting a new record with the equivalent of 5.35 million 75cl bottles.

Revenue in 2019 followed the same curve, up 5.6% year-on-year to 30,64 million euros, beating the record set in 2018.

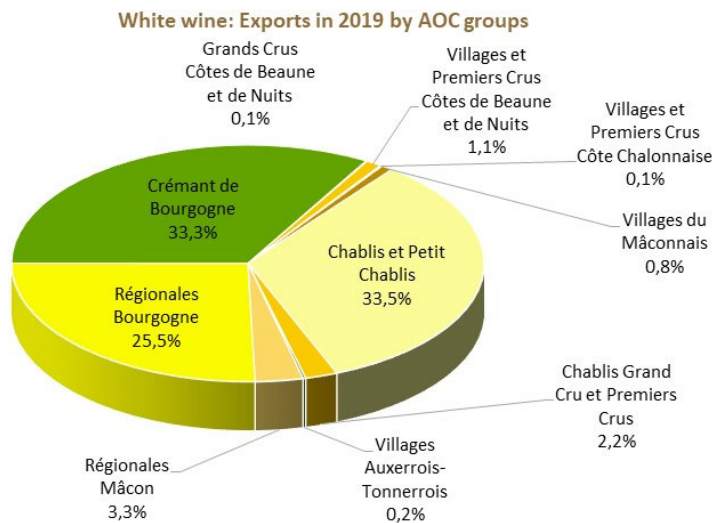
Despite only accounting for 4.1% of French AOC production, Bourgogne was the leading French region on the Swedish market, accounting for 25% of all AOC exports. This made Sweden the sixth biggest foreign market for Bourgogne wines by volume.

Sales through the state monopoly accounted for 85% of Bourgogne wine exports, the remaining volume going through the hotel and restaurant circuit. This accounts for between 800,000 and 900,000 bottles each year.

Bourgogne wines performed strongly in the first quarter of 2020, up 42.8% by volume and 41.4% in terms of revenue. All wines posted good figures, starting with Crémant de Bourgogne which soared 80.4% by volume and 72.4% in terms of revenue. White wines also performed well, up 32.6% by volume and 32.3% in terms of revenue, while red wines posted similar figures, up 33.1% by volume and 38.1% in terms of revenue.

Sweden was hit later than the rest of Europe by the COVID-19 pandemic. It also chose not to lock down the population. It is not yet clear what impact this will have on sales of Bourgogne wines, but this should become clear by July when figures for April and May sales have been analyzed.

Whites wines, especially Chablis, dominate the market and set new records



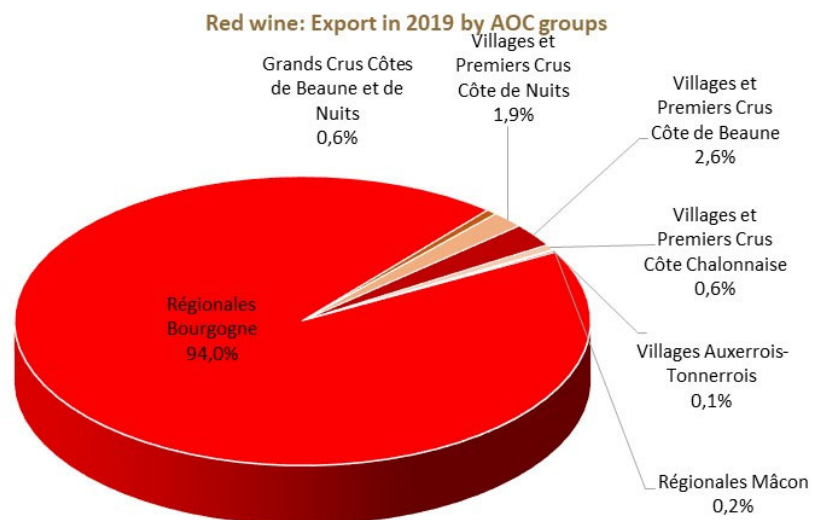
Sales were mainly driven by white wines (56% of total volumes, up 3.2% on 2018).

- Chablis remained dominant (53% of Bourgogne white wines) and were relatively stable: Up 0.7% on 2018 (Chablis and Petit Chablis up 1.2%; Chablis Grand Cru and Premier Cru down 5.8%).

- Growth in exports last year also concerned *Régionale* Bourgogne appellations (up 4.6%) and *Régionale* Mâcon appellations (up 4.7%).

- The success story on this market is Crémant de Bourgogne, which continued to show strong growth, up 11.6% on 2018. It accounted for 28% of export volumes in 2019.

Red wines showed healthy growth in 2019, up 10.5%, despite remaining somewhat on the sidelines. They accounted for 16% of the volume of all Bourgogne wines shipped; a decent score in a market that traditionally favors whites. *Régionale* Bourgogne red wines accounted for the lion's share of sales in that color (94% of the total volume of red Bourgogne wine) and continued to gain ground, up 11.8% on 2018.



Record sales in Systembolaget stores

In the stores of the national monopoly (excluding the restaurant/bar circuit), sales of Bourgogne wines jumped 10% in 2019 to set a fresh record at 4.5 million bottles, for revenue of 634 million krone (58 million euros).

Crémant de Bourgogne continued to be very popular, with sales up 21% by volume compared to 2018 (1.42 million bottles shipped).

Sales of red wines showed more steady growth, up 4.3% on 2018, selling more than 700,000 bottles for the first time, mainly *Régionale* Bourgogne red wines.

Meanwhile, Bourgogne white wines increased 7% by volume (2.4 million bottles sold), mainly due to *Régionale* Bourgogne appellations. Sales of Chablis wines were stable at 1.2 million bottles but dominated the higher price range on this market. Other *Village* and *Régionale* Mâcon appellations remain relatively scarce, despite their undeniable appeal.

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(Sources: Customs – DEBupDAU – MIBD Market – BIVB)

Contact:

Cécile Mathiaud - Head of PR

Tel. +33 (0)3 80 25 95 76 - +33 (0)6 08 56 85 56 – cecile.mathiaud@bivb.com

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