

The United Kingdom

Bourgogne wines are back in 2020



Key figures for 2019 for Bourgogne wine exports to the United Kingdom

Second biggest market by volume and in terms of revenue for Bourgogne wines

Exports: 14.9 million bottles (up 8.7% over 2018), for 146 million euros (up 3.9% over 2018)

By volume

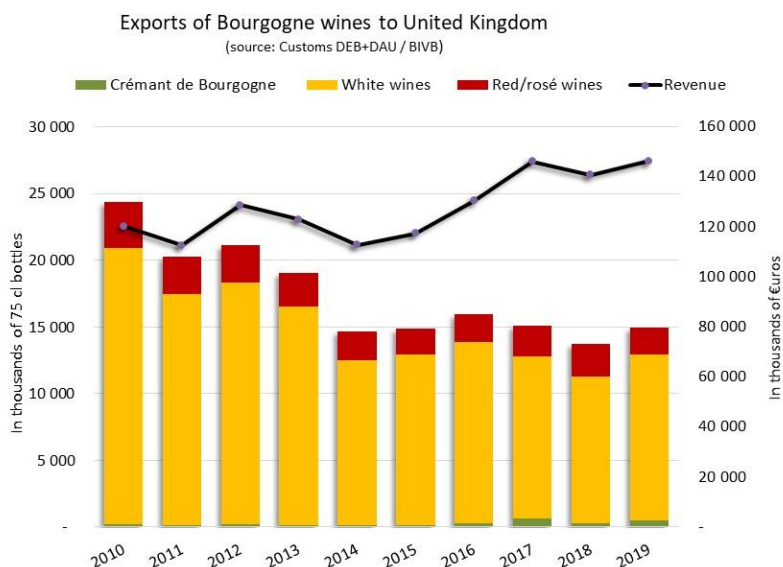
▶ Still white wines:	83%
▶ Still red/rosé wines:	14%
▶ Crémant de Bourgogne:	3%

In 2019, Bourgogne wines accounted for 12% of the volume of French AOCs exported to the United Kingdom for 14% of revenue in this category.

As we await the date when the new Brexit export rules will be applied, the UK increased global wine imports in 2019, up 2.2% by volume and 7.1% in terms of revenue over 2018.

French wines also regained market share in the UK during 2019, with strong growth of 12.3% by volume and 16.2% by revenue.

2020 confirms the return of Bourgogne wines, which began in 2019



In 2019, exports of Bourgogne wines returned to growth after two years of decline:

- Up 8.7% by volume compared to 2018 (up 1.2 million bottles)
- Up 3.9% in terms of revenue compared to 2018 (up 5.5 million euros)

In 2019, Bourgogne was the leading French wine-producing region in terms of exports, with the best growth compared to the previous year.

It was also the region with the best growth in terms of exports of white French AOCs.

Despite the pandemic, over the first nine months of 2020, Bourgogne continued to show strong export performance to the UK:

- Up 11.6% by volume (up 1.15 million bottles)
- Up 1.3% in terms of revenue (up 1.3 million euros compared to the first nine months of 2019)

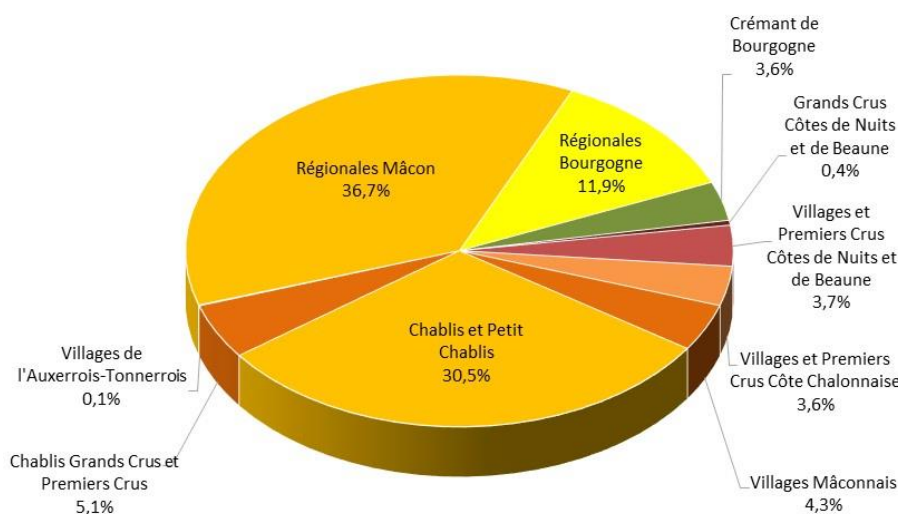
Almost all Bourgogne appellations profited from this growth, but the big winners were white wines, and *Régionale Mâcon* AOCs in particular, which showed a rise of 19% compared the first nine months of 2019 (up 615,000 bottles). The Chablis and Petit Chablis AOCs were in second place, up 11.3% by volume (up 279,000 bottles).

One should note that in terms of volumes exported, the UK has been hot on the heels of the USA, the leading export market for Bourgogne wines for many years.

New export rules linked to Brexit will be applied from 1 July 2021. This respite for wine exporters suggests that 2020 could finish on a high note. With the arrival of the splendid 2019 vintage, the first half of 2021 should follow a similar trend. But, nobody can predict how the new export rules that will follow Brexit will impact the wine market.

White Bourgogne wines still hog market share

Exports by volume of white wines and Crémant de Bourgogne in 2019



Sales of white Bourgogne wines still largely dominate the UK export market (see diagram p1).

For the past two decades, the growth of exports to the UK has mainly been focused on white wines, accounting for 83% of bottles shipped in 2019 (up two percentage points on 2018). This equates to 12.43 million bottles (up 13.2%), for €86.59M (up 7.1%).

This impressive rise can be explained by the strong presence of two appellation groups:

- *Régionale Mâcon AOCs*, which were in first place by volume in 2019: 38% of white Bourgogne wine exports, up 23% by volume and 18% in terms of revenue over the previous year
- Chablis appellations, which accounted for 37% of white Bourgogne wine exports in 2019, with good growth, up 14% by volume and 6% in terms of revenue, driven by bigger yields from the 2018 vintage

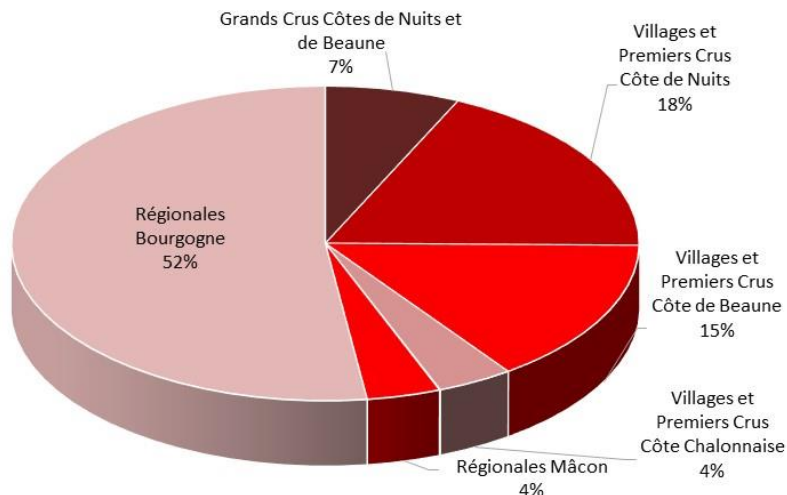
Over the first nine months of 2020, *Régionale Mâcon AOCs* were still showing strong performance by volume, up 19% on the first nine months of 2019, along with the four Chablis appellations, up 7.4%, and *Régionale Bourgogne* appellations, up 2.5% by volume. These three appellation groups alone accounted for 87% of volumes of white Bourgogne wines exported to the UK.

Exports by volume of red Bourgogne wines in 2019

Red wines represented 14% of all Bourgogne wines exported in 2019 (two million bottles worth €57.9M). Contrary to 2018, exports of red wines slowed in 2019, down 17.5% by volume and 1.3% in terms of revenue.

Despite this, some AOCs still did well, such as the *Village* and *Village Premier Cru* AOCs from the Côte de Beaune and Côte de Nuits, which were up 4.8% by volume and 2.9% in terms of revenue, for 33% of volumes of red wines exported in 2019.

Over the first nine months of 2020, this tendency has been reversed, with export volumes showing clear growth, up 5.7% compared to the same period in 2019. This was due in large part to *Régionale* Bourgogne appellations, which accounted for 59% of exports, up 19% by volume and 11% in terms of revenue as the market moves towards a more even split.



Bourgogne wines across all distribution circuits

In the restaurant sector, Bourgogne wines were still well-represented in London

In London, Bourgogne wines were leading in terms of the global wine offer. They accounted for 19% of all wines available, up 2 points over 2018), with an average of 32 references per establishment surveyed. The number of references is up 14% over the previous year.

White wines:

- Chablis AOCs were present in 75% of establishments, making them the leading group of AOCs among the entire white Bourgogne wine offer
- White *Village* and *Village Premier Cru* AOCs from the Côte de Beaune were in first place in terms of the number of references offered of all white Bourgogne wines (2,087 references accounting for 12% of the offer).

Red wines:

- Bourgogne was in second place in terms of the number of references for red wines, with 15% of the offer. This was up just one point compared to 2018.
- Of the top three appellation groups within the red Bourgogne offer, the *Village* and *Village Premier Cru* AOCs from the Côte de Nuits were best represented in London restaurants, with 45% of establishments selling them. In second place were the *Village* and *Village Premier Cru* from the Côte de Beaune with 39%, followed by *Régionale* Bourgogne AOCs with 31%.

(Source: 2019 survey amongst 350 London restaurants)

London wine stores

Bourgogne was in the number one spot in terms of presence in 92% of establishments. In terms of the number of references, Bourgogne wines also led with regard to the global wine offer. On average, each sales outlet offered 45 different Bourgogne wines.

In terms of the global offer of white wines, the Chablis AOC was in the lead, available in 66% of establishments. The Mâcon AOC, including Mâcon plus a geographical denomination wines, is also in the top 10 of AOC groups, available in 54% of establishments surveyed.

Regarding the global offer of red wines, Bourgogne was in second place in terms of the number of references available, with an average of 23 per establishment, and the leading region in terms of presence in establishments surveyed at 92%.

With respect to the top 10 AOC groups by number of references, the red *Village* and *Village Premier Cru* AOCs from the Côte de Nuits were in the number one spot, and red *Village* and *Village Premier Cru* AOCs from the Côte de Beaune in second place.

(Source: 2019 survey amongst 50 points of sale)

Supermarkets

In 2019, Bourgogne sold 6.68 million bottles of still wines on this circuit, up 3% over 2018, for revenue of £63.8M, also up 3%.

White wines were up 4.7% by volume and red wines up by 1.1%.

Over the first nine months of 2020, sales of Bourgogne wines were up 5.1% by volume and 10.1% in terms of revenue compared to the first nine months of 2019.

White wines from Bourgogne remained dynamic, up 7.3% by volume (up 245,000 bottles), while red wines dipped by 2.1% by volume (down 22,000 bottles). These excellent results for white wines were mainly driven by white Mâcon appellations, which were up 34.2% by volume, and Saint-Véran, which was up 23%. In terms of red wines, the Bourgogne AOC continued to show good growth, up 54.6%.

This economic report was produced by the Markets and Development arm of the BIVB – December 2020

(Sources: GTI – Customs – IRI UK – BIVB – MIBD MARKET)

Contact:

Cécile Mathiaud - Head of PR for the BIVB

Tel. +33 (0)6 08 56 85 56 - cecile.mathiaud@bivb.com

Find all our press releases and thousands of rights-free photos in our online press room at: www.bourgogne-wines.com

To sign up for our news alerts: [click here](#).

FOLLOW US:     