

Denmark: A fourth consecutive year of growth for Bourgogne wines



Key figures in 2021 for Bourgogne wines in Denmark

8th biggest market by volume, ahead of Germany

9th biggest market in terms of revenue, ahead of Sweden

Exports: 3.85 million bottles (up 23.4% on 2020), for 43 million euros (up 27% on 2020)

by volume	→ Still white wines	57%
	→ Still red/rosé wines	26%
	→ Crémant de Bourgogne	17%

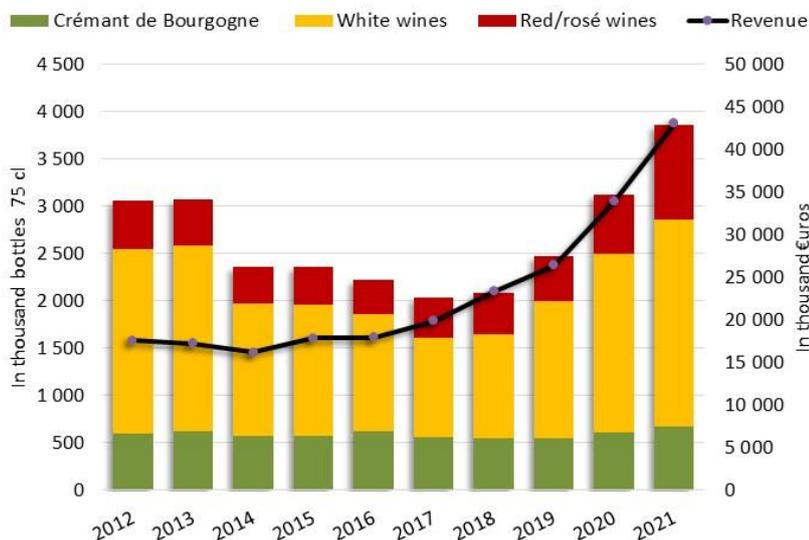
In 2021, Bourgogne wines accounted for 23% of the volume of French AOC wines exported to Denmark, for 29% of the revenue in this category.

Denmark entered the top 10 markets for Bourgogne wines in terms of revenue in 2020, and it confirmed its place in 2021, ahead of Sweden. By volume, the country has been in ninth place for the past 10 years. According to Philippe de Marcilly, sales director of the Maison Albert Bichot, there are two reasons for this success: “Growth in Bourgogne wine sales has been exponential over the past two years, notably due to lockdowns. Deprived of restaurants, consumers continued to spend the same amount on wines for drinking at home. This meant they moved up a notch, notably turning to Bourgogne wines from specialist wine stores. At the same time, while Bourgogne white wines have dominated exports for more than 20 years and Crémant de Bourgogne sales continue to grow, there is fresh interest in red wines. Having long favored very structured red wines, Danish wine-lovers are now looking for “drinkability”, embodied by the delicacy of Bourgogne red wines. Overall, the health crisis has spurred Danish interest in our appellations, which we hope will be a lasting phenomenon.”

2021: An excellent year for Bourgogne wines, surpassing 1998

Bourgogne wines export in the Denmark

(sources: Customs DEB+DAU / BIVB)



For the fourth consecutive year, Bourgogne wine sales grew on this market, after several years of decline. 2021 even ended with records in terms of both export revenue and volume, surpassing those from 1998. This growth confirmed the upward trend begun in 2019:

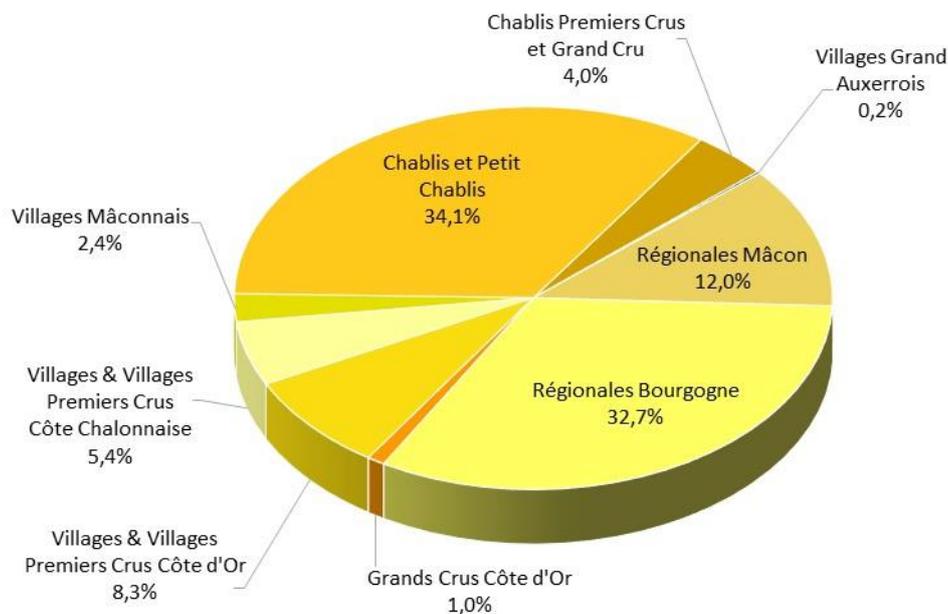
- ✓ **Up 23.4% by volume** on 2020
- ✓ **Up 27% in terms of revenue** on 2020

In 2021, Bourgogne wines posted the strongest growth by volume of all still French wines, with an increase of the equivalent of 732,000 bottles on 2020. Revenue was also up by 9.2 million euros on 2020.

For the second consecutive year, Crémant de Bourgogne showed the best growth among French sparkling wines (excluding Champagne), with volume sales up by 65,000 bottles on 2020 and revenue up by 296,000 euros.

Bourgogne white wines account for the majority of sales in Denmark

Export volumes of Bourgogne wines 2021
White wines

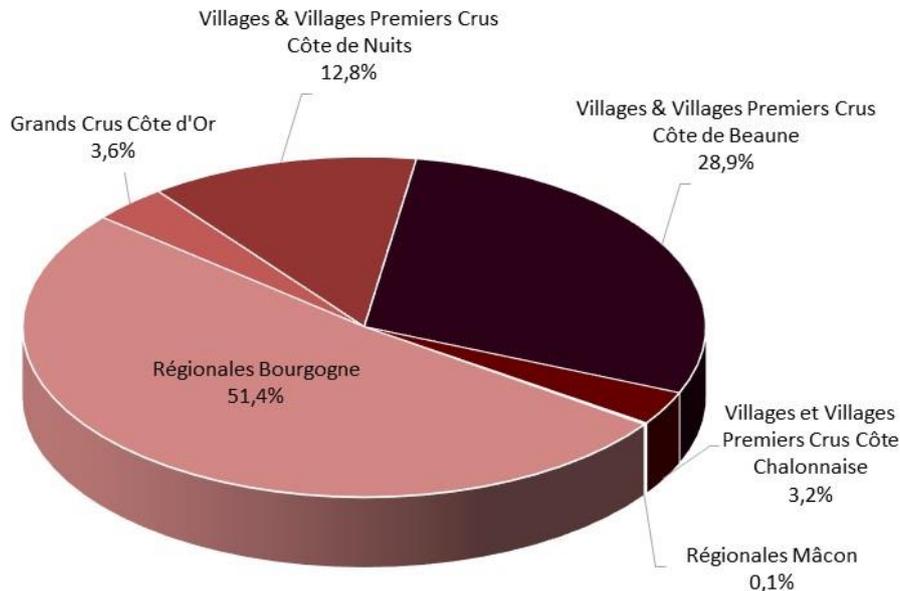


Bourgogne white wines accounted for the bulk of the volume exported to Denmark (see graphic page 1). Growth in exports over the past two decades has been mainly concentrated on whites, **which reached 57% of the volume shipped in 2021**. This is the equivalent of 2.2 million bottles (up 15.9% on 2020), for 20.4 million euros (up 21.4% on 2020).

This upsurge can be explained strong performance of three groups of appellations:

- ✓ **The four Chablis appellations** occupied the top spot by volume in 2021, accounting for 38% of Bourgogne white wines exported. They showed strong performance, up 20.3% by volume and 23.7% in terms of revenue, compared to 2019.
- ✓ **Régionale Bourgogne** wines (including Bourgogne plus geographical denomination) accounted for 33% of the volume of Bourgogne white wines exported to this market, also showing strong growth in 2021, up 29.4% by volume and 28.5% in revenue compared to 2020.
- ✓ **Régionale Mâcon** wines (including Mâcon plus geographical denomination and Mâcon-Villages) were in third place by volume in 2021, with 12% of Bourgogne white wine export volumes. They enjoyed excellent growth, up 51.8% by volume and 38.2% in terms of revenue compared to 2020.

Export volumes of Bourgogne wines 2021
Red wines



Red wines accounted for 26% of Bourgogne wines shipped in 2021 (the equivalent of 989,000 bottles, for 14.5 million euros in revenue). Red wines have posted healthy growth over the past four years, and even outstripped white wines in 2021, up 58.8% by volume and 36.3% in terms of revenue year-on-year.

All categories of AOC performed well, notably:

- ✓ **Régionale Bourgogne** wines (including Bourgogne plus geographical denomination), which accounted for 51% of the volume of Bourgogne red exported: Up 34 by volume and 40.7% in terms of revenue on 2020.
- ✓ **Village and Village Premier Cru wines from the Côte de Beaune** (29% of the volume of Bourgogne reds), which soared by 213% by volume and 150% in terms of revenue.
- ✓ **Village and Village Premier Cru wines from the Côte de Nuits** (13% of Bourgogne reds), which posted more moderate growth of 23% by volume and 21.8% in terms of revenue.

Crémant de Bourgogne accounted for 17% of the volume of Bourgogne wines exported to this market (up 8 points on 2011). The sparkling wine had an excellent year in 2021, up 10.8% by volume and 11.4% in terms of revenue on the previous year.

Denmark is the fifth biggest export market by volume for the appellation (6.9% of total volumes in 2021) and the sixth biggest in terms of revenue (6% of total revenue in 2021).

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(Sources: Customs - Wine Intelligence - BIVB)

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