

Sweden: Record sales by value, and stable sales by volume



Key 2021 figures for Bourgogne wines in Sweden

10th largest market by value for Bourgogne wines
6th largest market by volume for Bourgogne wines

Exports: 6.2 million bottles (- 0.9% / 2020), representing 37.4 million euros (+ 3.8% / 2020)

of which by volume	→ White wine	:	56 %
	→ Red wine	:	17 %
	→ Crémant de Bourgogne	:	27 %

In 2021, Bourgogne wines represented 26% of the volume of French AOC wines exported to Sweden, for 22% of the revenue in this category.

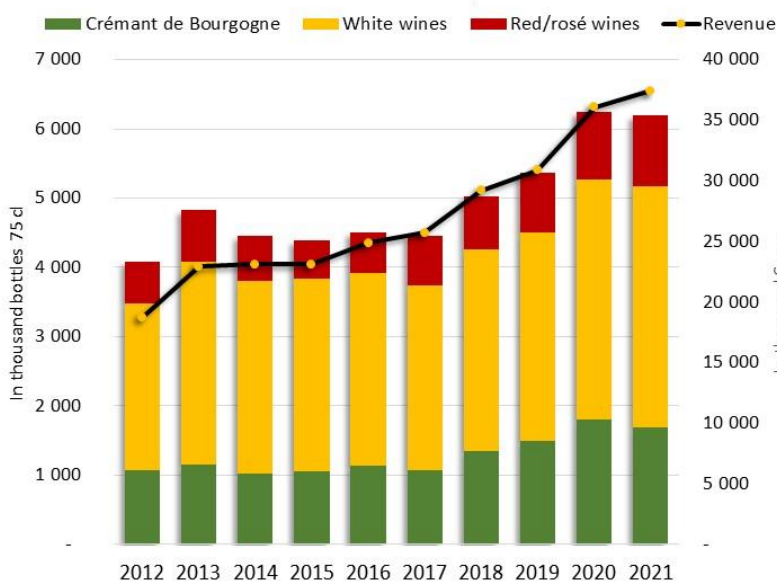
Sales of Bourgogne white wines largely dominate the Swedish market. They represent 46% of the volume of French appellations of white wines exported in 2021 to this country. Over the past twenty years, the development of exports of Bourgogne wines to Sweden has focused mainly on white wines.

The export volumes of Bourgogne wines continue to remain strong in 2021

Exports of Bourgogne wines to Sweden by volume stabilized in 2021 (- 0.9% / 2020), after a record year in 2020. The volume is around 6.2 million bottles (75 cl equivalent).

Bourgogne wines export in Sweden

Sources: Customs / BIVB



Sales continue to grow (+ 3.8% /2020), breaking the 2020 record, to reach 37.4 million euros in 2021.

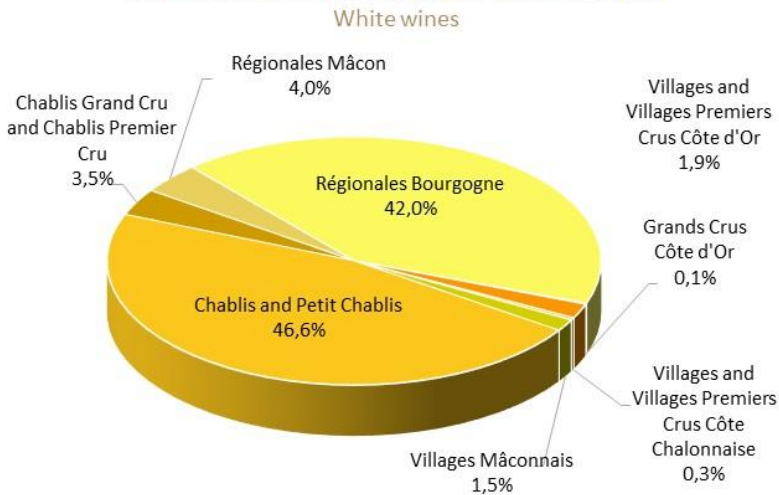
While it covers only about 4% of the French AOC production, Bourgogne is the first French exporter of AOC wines to Sweden (26% of the total). This country is now the sixth largest international destination by volume for Bourgogne wines.

The state-owned monopoly sales represent 88% of Bourgogne wine imports. The difference between the volume exported and the sales of the monopoly can be attributed to the Hospitality circuit (Hotels and Restaurants). It represents about 700 to 800,000 bottles each year.

White wine exports dominate the market and are breaking records

In Sweden, exports of Bourgogne wines are historically driven by white wines. In 2021, they represented 56% of exported volumes (+ 1.1% / 2020) and 55% of sales (+ 4.8% / 2020), to reach two records: 3.5 million bottles of 75 cl equivalent worth 20.7 million euros.

Export volumes of Bourgogne wines in 2021

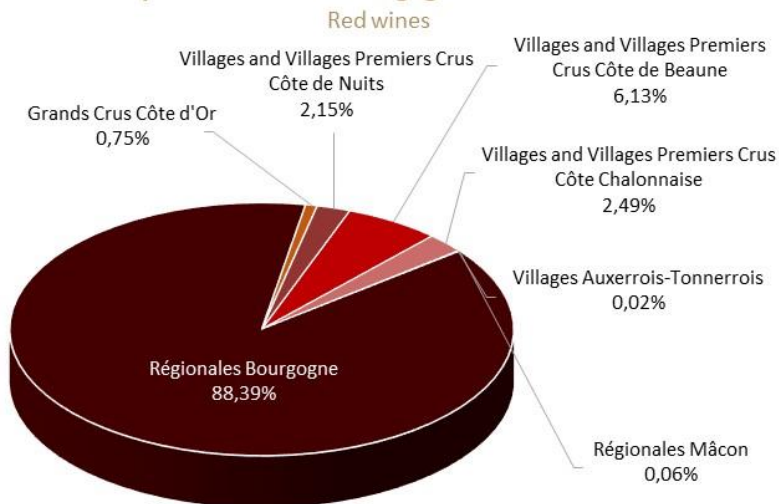


✓ Wines from Chablis were still the largest category by volume in 2021, accounting for 50% of the white wines from Bourgogne, for a record turnover of 11 million euros. After an exceptional year in 2020, they were nevertheless lower in volume for 2021 (-3% for exported volumes vs. 2020).

✓ The *Régionale* AOC Bourgogne (which including Bourgogne plus a geographical denomination¹) grew by volume in 2021 (+ 4.4% / 2020), achieving a double record: 1.46 million 75 cl equivalent bottles and 6.5 million euros in sales.

Red Bourgogne wines account for 16% of volumes and 22% of sales in this market. Since 2016, red wines have experienced strong growth by volume: +3% 2021/2020 (+29% compared to the 5-year average, 2016-2020). Sales are following these same trends.

Export volumes of Bourgogne wines in 2021



✓ The *Régionale* AOC Bourgogne (including the Bourgogne plus geographical denomination¹) are the most exported (88% of the volume of red wines from Bourgogne). After the record volumes of 2020, these AOCs stabilized in 2021 (- 0.5% / 2020). The turnover also held steady, but with a slight upward trend (+ 0.8% / 2020).

✓ The *Village* and *Village Premier Cru* AOCs of the Côte de Beaune and Côte de Nuits, the second largest group of AOCs by volume, accounted for 8% of exported red wine volumes. These AOCs beat their 2020 record of 84,340 75 cl bottle equivalents and 1.74 million euros in sales in 2021.

For Crémant de Bourgogne, Sweden is the second largest export market by volume and sales. The color is, in a way, overrepresented in this market, with 27% of the exports of Bourgogne wine for only 10% of the production. In 2020, Crémant de Bourgogne broke two records: Nearly 2 million 75 cl bottles were sold, representing sales of 9 million euros.

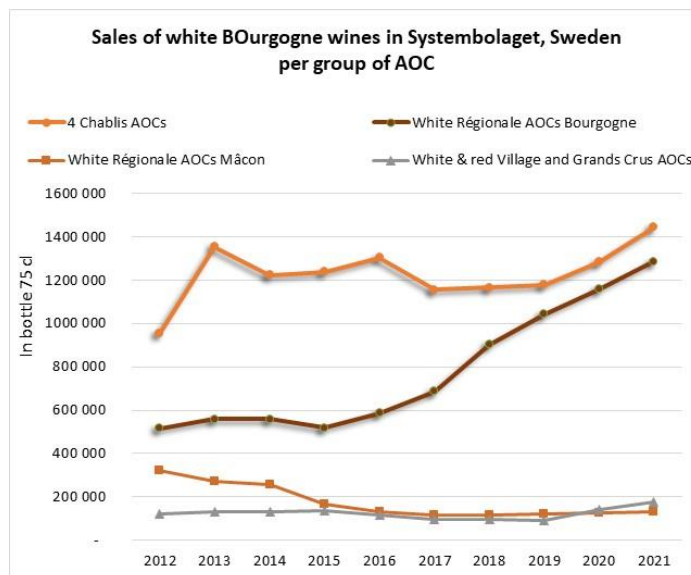
¹ There are thirteen geographical denomination with the Bourgogne AOC: Bourgogne Chitry / Bourgogne Côtes d'Auxerre / Bourgogne Côte Chalonaise / Bourgogne Côtes du Couchois / Bourgogne Côte d'Or / Bourgogne Côte Saint Jacques / Bourgogne Coulanges-la-Vineuse / Bourgogne Épineuil / Bourgogne Hautes Côtes de Beaune / Bourgogne Hautes Côtes de Nuits / Bourgogne La Chapelle Notre-Dame / Bourgogne Montre-cul ou Montrecul or En Montre-Cul / Bourgogne Tonnerre

So, 2021 was, not surprisingly, a down year for the AOC, after double-digit growth in 2020: -6.9% by volume and -5% in revenue / 2020.

Pierre Jury, Deputy Director of Louis Bouillot, explains the reasons for this success: "Historically, the Scandinavian countries, Sweden in particular, have been great lovers of sparkling wines. Crémant de Bourgogne has only been present on the Swedish market for about 20 years, but it is making steady progress. In this monopoly market, the wine advisors in the shops have a very good level of knowledge. They now present these wines as a credible alternative to Champagne, due to the method of production and the grape varieties used. In the mind of a Swedish consumer, Crémant de Bourgogne is therefore synonymous with quality. In addition, they have an excellent price-quality ratio and their elegance and finesse capture consumers who are now tired of other sparkling wines that have recently dominated the Swedish market.

Growth in the volume of Bourgogne wines sold by the Monopoly continues

Sales of Bourgogne wines at the Monopoly continued to increase for the 8th consecutive year, setting a new record in terms of turnover (SEK 816 million), thanks to growing sales amounting to the equivalent of 5.4 million 75 cl bottles in 2021. These sales represent approximately 88% of the volumes shipped to Sweden.



✓ Chablis wine sales in 2021 beat their 2013 record. These increased volumes (+ 12% / 2020) represent the equivalent of 1.474 million 75 cl bottles, or 49% of the volume of Bourgogne white wines sold. 2021 sales reached 234 million SEK.

✓ The Régionale AOCs Bourgogne in white accounted for 43% of the volume of white Bourgogne wines sold in Sweden. These volumes were up (+ 11% / 2020) and represent the equivalent of 1.3 million 75 cl bottles for a turnover of approximately 175 million SEK.

✓ Crémant de Bourgogne represented 30% of the volumes sold by Bourgogne outside the retail sector, with an increase of + 13% / 2020 (about 1.65 million equivalent 75cl bottles for a turnover of 221 million SEK).

✓ Sales of Bourgogne reds represented 15% of the volume marketed outside the retail sector. They mainly concern Bourgogne *Régionale* AOCs (91% of the volumes). These increased slightly in 2021 (+ 1.4% / 2020; or the equivalent of 765,214 75cl bottles for a turnover of 112 million SEK).

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(Sources: Douanes DEB+DAU - Wine Intelligence - BIVB)

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