



In a Rapidly Evolving Market, Bourgogne White Wines Are Back in the Limelight



Bourgogne Wines in the U.S.: Key Figures for H1 2024

The US is the top export market for Bourgogne wines for the 6 first months of 2024
both in value and volume

Exports: 9.3 million bottles (+4.1% vs. first half of 2023), totaling 153 million € (+8.2% vs. first half of 2023)

Of which by volume → White wine: 63%
→ Red (& rosé) wine: 27%
→ Crémant de Bourgogne: 10%

During the first six months of 2024, Bourgogne wines accounted for 12% of the total volume of French AOC wines exported to the United States, representing 17% of sales. Bourgogne white wines alone represent 31% of the volume of French AOC white wines exported.

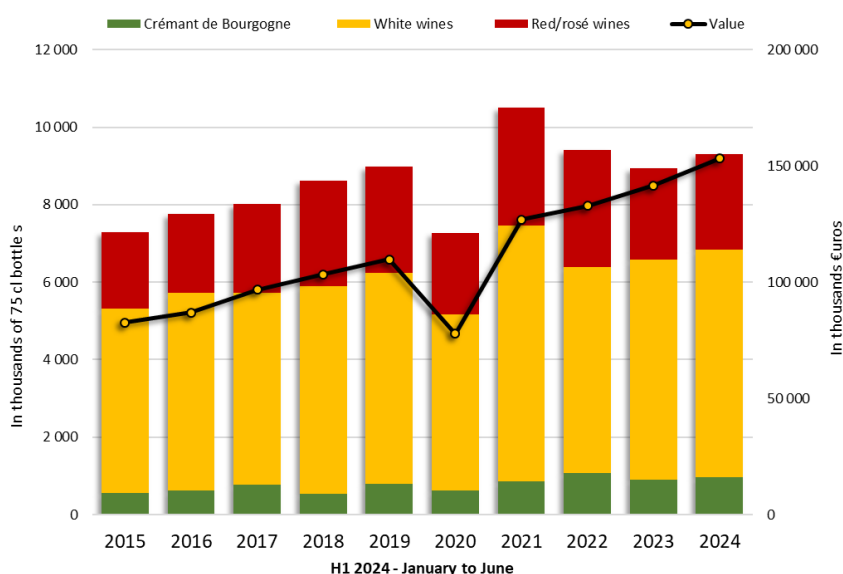
Despite a challenging environment in which US wine consumption is expected to continue to decline at an annual rate of -2% (IWSR), Bourgogne wines managed to regain some market share in the first half of 2024: +4.1% in volume and +8.2% in sales compared to the first half of 2023.

This growth can be attributed to Bourgogne wines' positioning in premium and even ultra-premium market segments (US\$15-49 per bottle), which continue to perform well (38% of the total market volume out of approximately 435 million cases of wine in 2023, according to the Wine Institute, 2023 U.S. Wine Market Overview).

Bourgogne's comeback in the US market

Exports of Bourgogne wines to the USA

Sources: French customs / DEB&EMEBI+DAU / BIVB



After a very slight dip in volume in the first half of 2023, the first six months of 2024 saw a relative increase across all categories:

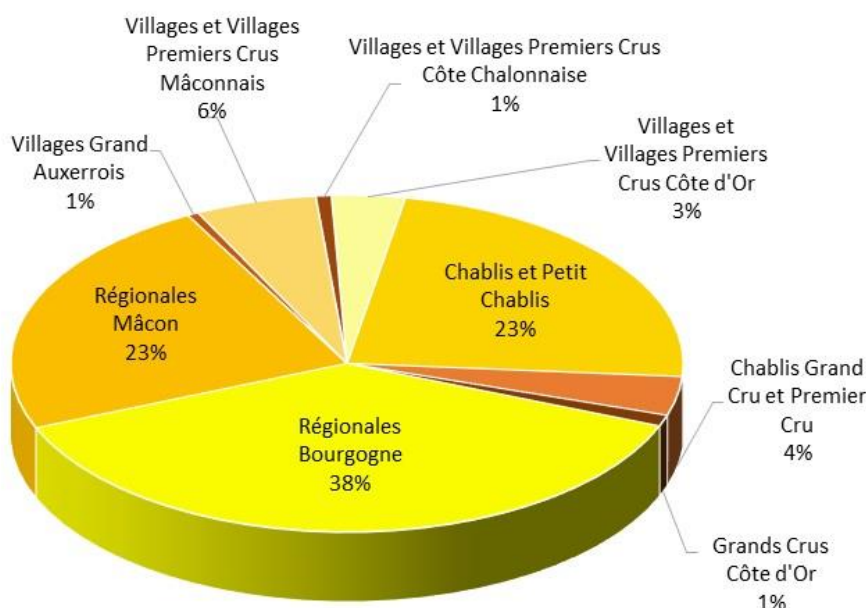
- ✓ +3% for white wines
- ✓ +5% for red wines
- ✓ +7% for Crémant de Bourgogne

Sales also grew: +8.2% vs. the first six months of 2023, reaching 153 million euros - a record figure for a first semester.

The **United States** alone represents nearly **20% of sales** and **21% of the volume** of Bourgogne wines exported in the first six months of 2024!

Régionale AOCs dominate the American market with almost two-thirds of exports

White wine exports (by volume, cumulative for the first six months of 2024)



During this period, Bourgogne white wines represented 63% of the total volume exported to the United States, accounting for 54% of sales (+10.8 vs. the first six months of 2023).

✓ **Régionale Bourgogne¹ AOCs** account for 38% of the white wine volume and 40% of the value, compared to a 5-year average of 32% by volume and 30% by value. This positive trend is reflected in their growth: +39.6% by volume and +53.7% by value (first six months of 2024 vs. first six months of 2023).

✓ **Chablis AOCs**, with 27% of white wine exports by volume, are in 2nd place (24% of the category's revenue).

Today, informed consumers and wine lovers tend to prefer authentic French Chablis, which has strengthened its presence in the American market, now the number one export market for Chablis AOC wines.

The first half of 2024 confirms this trend. The combined Chablis and Petit Chablis segments experienced volume growth of +3% compared to the first half of 2023, with an additional 1.2 million euros (reaching 15.66 million euros in sales, +8.8% compared to the first half of 2023).

✓ **Régionale Mâcon AOCs²** follow, representing 23% of the volume (11% of the value). After a strong upswing in the first half of 2023, these AOCs experienced a volume decline in 2024 (-3.5% vs. the first half of 2023). Nevertheless, they remain well above the pre Covid export volumes of 2019 and have improved their sales: +4.2% vs. the first half of 2023.

Crémant de Bourgogne accounts for 10% of the total volume of Bourgogne wines exported to the United States, which represents just over 4% of the revenue.

With a market share of 33% by volume (26% in 2019) and 38% by sales (30% in 2019), Crémant de Bourgogne reinforces its position as the top French sparkling AOC wine, excluding Champagne, exported to the USA.

It continues to grow in volume during this period: +7.1% in volume and +10% in sales vs. the first six months of 2023.

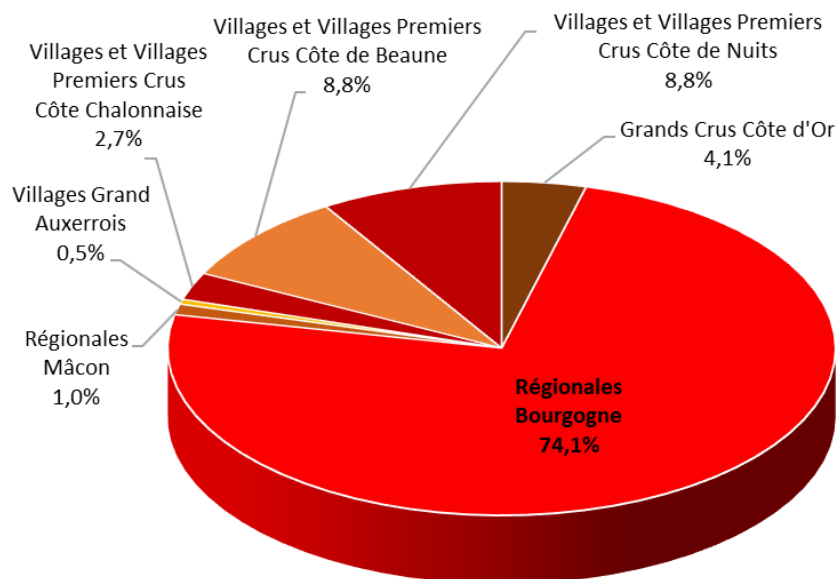
Red and rosé wine exports from Bourgogne (by volume, cumulative for the first six months of 2024)

In the first half of 2024, red wines were relatively well-positioned and represented 27% of the volume (+5.2% vs. the first half of 2023), generating 42% of the sales for Bourgogne wines in the United States (+4.9% vs. the first half of 2023).

¹ The Régionale AOC Bourgogne white wines include: Bourgogne and Bourgogne followed by a geographical denomination, available in white.

² The Régionale AOC Mâcon white wines include: Mâcon blanc, Mâcon-Villages and Mâcon followed by a geographical denomination, available in white.

The market is largely dominated by two groups of appellations:



✓ **Régionale Bourgogne AOCs³** make up the vast majority of purchases, accounting for 74% of Bourgogne red wine volumes and 53% of their value.

After three years of declining volume in the first quarter, these AOCs are back on the growth track in 2024: +13% in volume and +59% in sales vs. the first half of 2023.

✓ **Village and Village Premier Cru AOCs from the Côte de Beaune and Côte de Nuits** represent 18% of the volume and 23% of the value of Bourgogne red wines in this market. Despite the fact that sales of these segments fell in the first half of

2024 (-16% vs the first six months of 2023), totaling 15 million euros, they still showed solid growth compared to the pre-Covid period: +5% over the 5-year average for the first six months of 2019-2023.

Economic report written by the Markets and Development Unit - BIVB – October 2024

(Sources: Douane DEB&EMEBI+DAU - BIVB)

Contact:

Cécile Mathiaud – Head of PR at the BIVB

Phone: +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 [click here](#).

Sign up to news alerts: [click here](#).

FOLLOW US:



³ The Régionale AOC Bourgogne red wines include: Bourgogne red, and Bourgogne followed by a geographical denomination, available in red.