Press Release
#BourgogneWines

BOURGOGNE
Bourgogne Wine Board

Markets - In a Tense Global Context, Bourgogne Wines Deliver a Strong Performance in 2024

Bourgogne, April 3, 2025

The 2024–2025 campaign, characterized by a 2024 harvest that was less abundant than the previous two, naturally led to a reduction in internal trade volumes within the Bourgogne wine industry. However, it continues to benefit from the previous two vintages to meet market demand.

- ✓ Initially expected to be significantly lower, the 2024 harvest ultimately reached 1.21 million hectoliters—down 36.5% compared to the record-setting 2023 harvest. However, this is still 20.8% higher than the historically low 2021 harvest, the smallest in the past 20 years, and 19.6% below the 5-year average.
- ✓ The available volumes (stocks + new harvest), 289,300 hl above 2021 and 20% higher than the five-year average for estate sales, are sufficient to supply the various markets without pressure.
- ✓ With two abundant harvests (2022 and 2023), Bourgogne is stabilizing its production volume over the medium and long term (+0.7% for the 2020–2021 average compared to the 2015–2019 average).
- ✓ The year 2024 has seen a strong rebound in exports, with volumes up 8.9% and value up 9.3%, following two years of decline.
- ✓ The Bourgogne wine industry's total revenue in 2024 is estimated at €2.5 billion, with nearly €1.65 billion coming from exports.

Estate Sales Affected by the Volume of the 2024 Harvest

After two strong campaigns in 2022–2023 and 2023–2024, the 2024–2025 campaign is marked by a less generous 2024 vintage. This has naturally affected the volume of estate sales over the first seven months of the campaign, down 17.4% compared to the same period in 2023–2024.

As was the case during the 2021–2022 campaign, intra-regional bulk transactions (from one Bourgogne operator to another) largely follow the pace of the harvest. For the first seven months of the 2024–2025 campaign, this has resulted in a 26.9% decline in volume compared to the same period in 2023–2024.

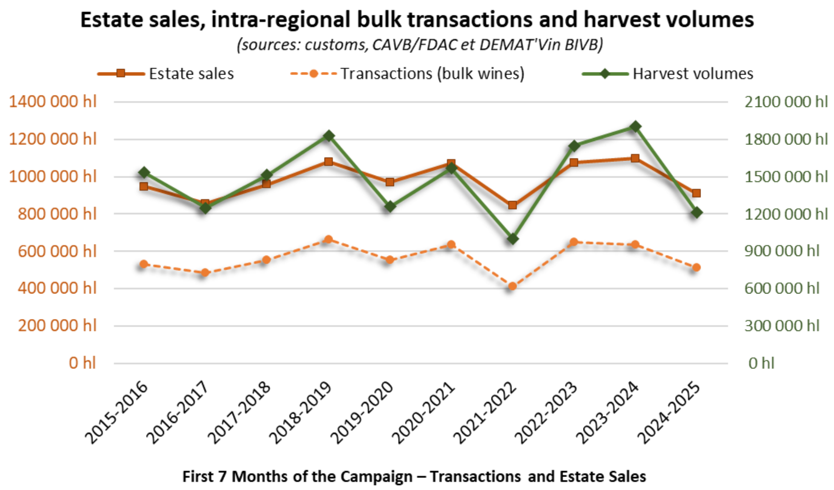
This drop is largely due to a sharp decrease in the “Grapes & Must” category (down 37.7%), which accounts for 69% of total bulk estate sales over the first seven months of the 2024–2025 campaign (compared to 70% for the five-year average).

Despite the decline in bulk estate sales, they still amount to approximately 553,000 hl over the first seven months and represent nearly two-thirds of all estate sales.

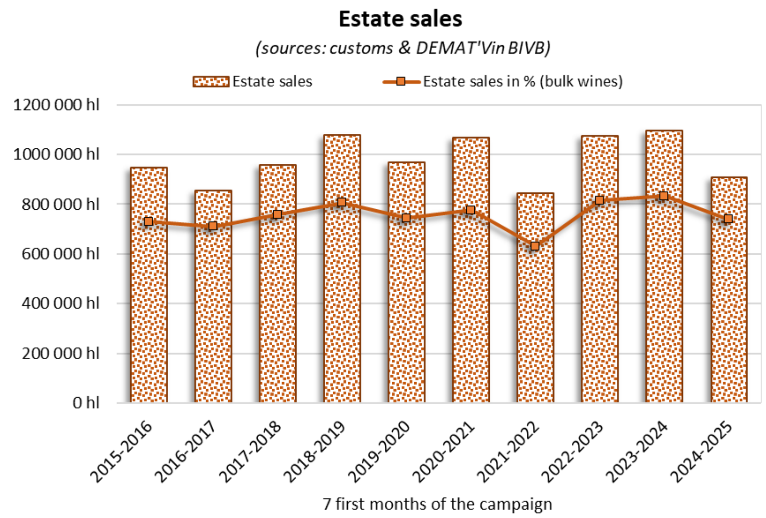
Bottled wine sales, on the other hand, are on the rise: up 3.9% compared to the same period in the 2023–2024 campaign. They now represent 38.5% of total estate sales, exceeding the five-year average of 36.7%.

As with estate sales, transactions recorded by the BIVB are down 18.8% over the first seven months of the 2024–2025 campaign compared to the same period in 2023–2024, reaching a volume of over 513,800 hl:

- 82.2% of transaction volumes relate to the current vintage (2024), amounting to 422,460 hl—down 30.2% compared to 2023, but up 16.4% compared to 2021 (excluding intra-group transactions).



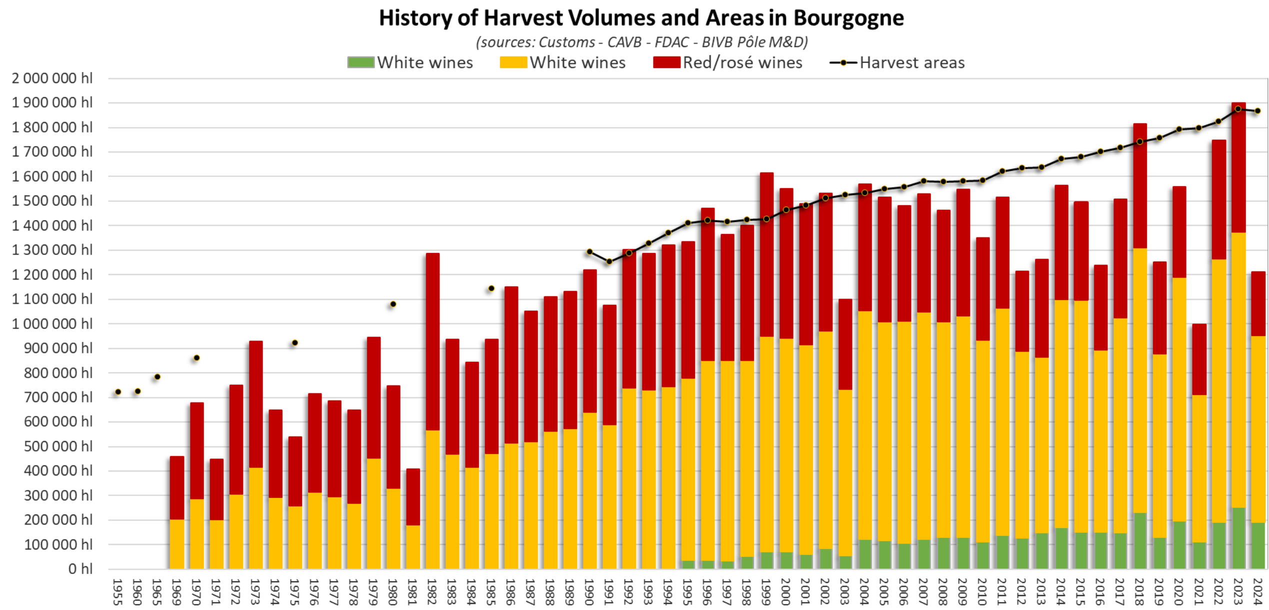
- However, the transaction volume for the 2024 vintage remains higher than during the low-yield campaigns of the past ten years, up 25.6% compared to 2021.
- Transactions between players within the Bourgogne wine industry over the first seven months of the 2024–2025 campaign accounted for 21% of available supply at the start of the campaign—on par with the ten-year average.
- Estate stocks at the beginning of the 2024–2025 campaign (early August 2024) were up 19.2% compared to August 2023 and 11.2% above the five-year average.



The 2024–2025 campaign begins with a harvest below the five-year average: 1.21 million hectoliters, or just over 161 million bottles—36.4% less than in 2023, but 20.8% more than in 2021.

However, thanks to the excellent 2022 and 2023 vintages, which allowed stocks to be replenished both in quantity and quality, Bourgogne is in a much stronger position than it was in 2016 or 2021, with over 2.49 million hectoliters available at the start of the campaign—289,300 hl more than in 2021, the equivalent of more than 25 million bottles.

The significant variability in the past five harvests has had little effect on average production, but the high standard deviation relative to that average is impacting commercial dynamics.
Slight volume growth (+0.7%) remains below the pace of vineyard expansion (+1% per year), which serves only to offset yield losses caused by climate disruption.

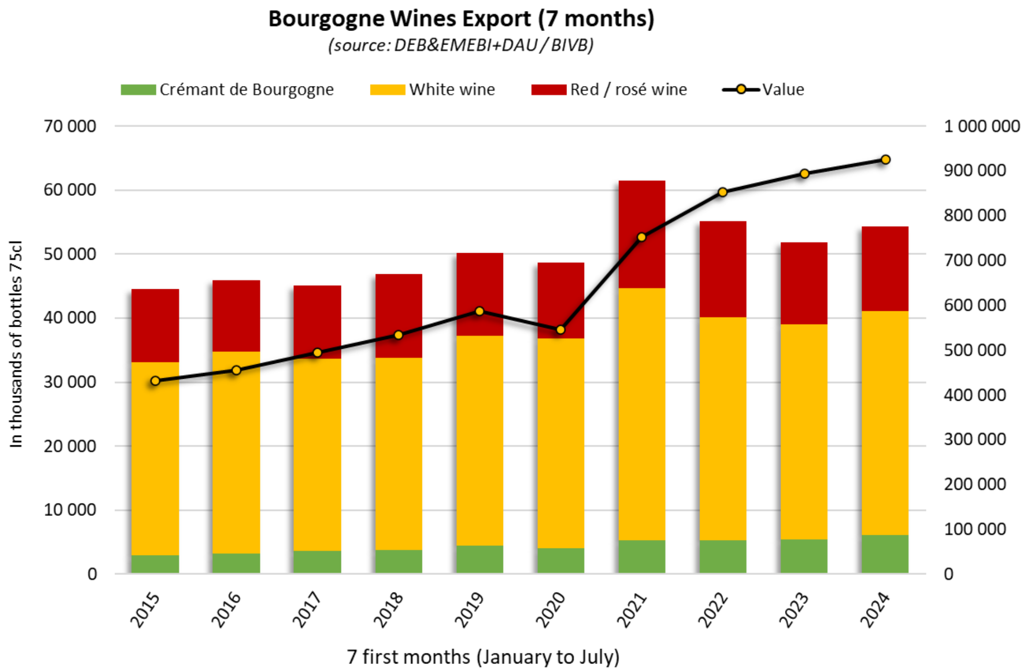


For several years now, Bourgogne has been working to maintain its appeal among consumers—whether experts or newcomers—eager to explore new experiences. The result of generations of work by people in the region, along with key decisions made at critical moments, now allows certain Bourgogne wines to occupy market segments that are still showing growth.

Strong Export Performance Driven by a Few Dynamic AOCs

Bourgogne saw its export volumes return to positive growth in 2024, after two lackluster years: +8.9% in volume and +9.3% in revenue compared to 2023. For the first time, export revenue surpassed the €1.6 billion mark, reaching nearly €1.645 billion.

This is an impressive result, especially in a sluggish national context where export volumes declined for the third consecutive year: -1.8% compared to 2023 (-8% compared to the five-year average), with few French AOC wine regions showing a rebound in exports in 2024. Revenue from French AOC wines also fell (-3.9% vs. 2023), although it remains above the five-year average (+7.8%).



Bourgogne's export resurgence is fueled by a handful of standout appellation groups:

- **Bourgogne AOC[1] (white)**: +17.8% in volume compared to 2023 (18.3 million bottles). This growth is part of a long-term trend: +17.9% compared to the 10-year average. Revenue has risen significantly thanks to premiumization, especially within the Bourgogne with geographic denomination range (Bourgogne Côte d'Or, Bourgogne Côte Chalonnaise, Bourgogne Tonnerre, etc.): +34% in value compared to 2023.
- **Chablis** wines: +14.7% in volume compared to 2023 (22.7 million bottles), generating over €235 million in revenue for the period.
- **Bourgogne AOC[2] (red):** +15.1% in volume compared to 2023 (14.5 million bottles), and +2.4% compared to the 10-year average. Revenue has also benefited from premiumization, particularly among Bourgogne wines with geographic denomination labels: +29.7% in value compared to 2023.

- **Crémant de Bourgogne:** +12.9% in volume (10.9 million bottles), with revenue reaching €64 million.

[1] The Bourgogne AOC white wines include: Bourgogne, Bourgogne Aligoté, and Bourgogne followed by a geographical denomination, available in white

[2] The Bourgogne AOC red wines include: Bourgogne, and Bourgogne followed by a geographical denomination, available in red/rosé

For over a decade, Bourgogne's key export markets have formed a loyal core known as the "Club of 5": the United States, United Kingdom, Canada, Japan, and Belgium. On average, these five countries absorbed nearly 62% of Bourgogne's export volumes and just over 57% of export revenue over the past ten years (2015–2024 average). Sweden made a bid to join this club in mid-2024, but Belgium continues to hold its ground.

In 2024, the "Club of 5" still accounted for the majority of Bourgogne's exports in both volume and value. However, their overall share has been gradually decreasing—from 64% of volumes in 2015 to 58% in 2024—as Bourgogne wines continue to seize new opportunities and expand into emerging markets.

Over the past ten years, several Asian countries—China, South Korea, Hong Kong, Taiwan, and Singapore—have become increasingly important. Their share of export volumes rose from 5% in 2015 to 8% in 2024, growing from 3.792 million bottles to 7.223 million, with revenue reaching nearly €250 million in 2024.

Five other longstanding European partners—Sweden, Denmark, the Netherlands, Germany, and Switzerland—also continued to drive volume growth in 2024, with exports up 11.8%, accounting for 18% of total export volumes and 15% of export value (+7.8% in revenue).

A "Club of 5" That Accounts for the Majority of Export Volumes

▶ United States — The #1 Market by Volume and Value

In 2024, the U.S. returned to a path of growth, driven in part by anticipation of a possible reinstatement of import tariffs in 2025: +15.9% in volume compared to 2023. At the same time, revenue from Bourgogne wines rose by 26.2%.

Following a dip in 2023—despite remaining well above the five-year average -Crémant de Bourgogne regained its long-term growth momentum: +14% in volume and +15.9% in value compared to 2023.

Bourgogne white wines continue to hold a leading position and win over American consumers in 2024, largely thanks to more affordable appellations:

- Bourgogne AOC: +31.9% in volume and +53.1% in value vs. 2023
- Chablis AOCs: +28.8% in volume and +27.7% in value vs. 2023
- Mâcon AOC: +2.4% in volume and +5.5% in value vs. 2023

Supported by these three AOC groups, Bourgogne whites showed impressive performance overall: +22% in volume and +35.5% in revenue compared to 2023.

Red wines also posted solid gains in 2024: +15.6% in volume and +28.4% in value vs. 2023. As with the whites, it's the more accessible wines that are driving growth:

- Bourgogne AOC: +24.5% in volume and +65.7% in value vs. 2023
- Côte Chalonnaise Village and Premier Cru AOCs: +2.2% in volume and +22.5% in value vs. 2023

Overall, French AOC wines have also benefited from heightened demand among American importers amid uncertainty over potential tariff reinstatement: +7.1% in volume and +7.6% in revenue vs. 2023.

The election of Donald Trump as President of the United States and his many declarations since then have created significant uncertainty since November 2024. The announcement on April 2, 2025, of new 20% tariffs on all European goods is raising concerns within the industry, which fears losing up to a quarter of its exports to its largest market.

▶ United Kingdom — 2nd Largest Market by Volume and Value

In a challenging economic environment marked by modest growth and a decline in exports of French AOC wines (-0.1% in volume and -5.4% in value), certain Bourgogne appellations achieved double-digit growth in both volume and value in 2024:

- **Bourgogne AOC** (white): +15.6% in volume and +34.5% in value vs. 2023
- **Village and Village Premier Crus from the Mâconnais**: +12.9% in volume and +17.9% in value vs. 2023
- **Bourgogne AOC** (red): +4.5% in volume and +48.1% in value vs. 2023
- **Crémant de Bourgogne**: +18.7% in volume and +13.7% in value vs. 2023

▶ Japan — 3rd Largest Market by Value, 5th by Volume

In 2024, Japan experienced inflation of around 3%, partly driven by rising import costs linked to the continued depreciation of the yen. This was compounded by geopolitical tensions, as well as higher energy and food prices.

Following relatively stable imports of Bourgogne wines between 2019 and 2021, Japan's import volume dropped to its lowest level in 2024: –3.4% compared to 2023, totaling 6.19 million bottles. In contrast, revenue nearly matched the record set in 2023, reaching €140.7 million (+1.1% vs. 2023).

Amid this climate of uncertainty, certain AOCs are striving to maintain their market share (2024 vs. 2023):

- **The Bourgogne AOC** in white (47.6% of Bourgogne white wine exports to Japan) returned to growth: +13.0% in volume after a year of decline.
- **The Mâcon AOC** in white (4.2% of Bourgogne white wine exports) posted a fourth consecutive year of growth: +13.5% in volume and +25.1% in revenue.
- **The Bourgogne AOC** in red (80.7% of Bourgogne red wine exports) also bounced back with +1.3% in volume, following a decline the previous year.

▶ Canada — 6th Largest Market by Value, 3rd by Volume

Like many Western countries, Canada experienced modest economic growth in 2024, with GDP expected to rise by just +0.9% for the year. However, a gradual recovery is anticipated by year-end.

Bourgogne wine exports are benefiting from these early signs of rebound, showing strong dual growth in 2024: +15.9% in volume (nearly 8 million bottles exported) and +15.7% in value (just over €79 million).

- The most accessible AOCs in Bourgogne are driving this growth in 2024: +15.4% in volume for **the Bourgogne AOC** in white and +30.1% in value compared to 2023.
- **Chablis AOCs** made a strong comeback after two years of decline: +36.4% in volume and +24.9% in value (2024 vs. 2023).
- **The Mâcon AOC** in white also broke through in Canada: +21% in volume (280,000 bottles) and +40.6% in revenue compared to 2023.
- **The Bourgogne AOC** in red: +10.7% in volume (1.296 million bottles) and +21.8% in value vs. 2023.

▶ Belgium — 8th Largest Market by Value, 4th by Volume

Belgium saw even slower economic growth than in 2023, with 2024 forecasts around +1.1% for the year. A moderate recovery is expected in 2025, supported by stronger domestic demand, according to the Belgian government.

French AOC wine exports to Belgium have been declining for the past three years: –4.2% in volume and –5.7% in value (2024 vs. 2023). These figures do not account for direct purchases made in French vineyards, which remain significant given the country's geographic proximity.

Only a few of the more affordable Bourgogne AOCs saw growth in 2024, allowing Belgium to reclaim its place in the "Club of 5" in both volume and value:

- **Chablis AOCs** continued their recovery for the second year in a row: +5.2% in volume and +2.8% in value vs. 2023
- **Bourgogne AOC** in white also confirmed their return: +2.9% in volume (1.04 million bottles) and +2.4% in value compared to 2023

The Bourgogne Wine Program: Focus on Three Emerging Markets

▶ Australia — 16th Market by Value, 14th by Volume

Australia is experiencing a decline in consumer purchasing power. As a result, discretionary spending—including on leisure and luxury goods—is trending downward. French AOC vineyards have been affected across the board, with exports to Australia falling for three consecutive years: -8% in volume in 2024 vs. 2023, -18.4% in 2023 vs. 2022, and -3.1% in 2022 vs. 2021.

Bourgogne exports to Australia are primarily white wines, which made up more than 57% of total Bourgogne volumes in 2024. These exports are largely composed of Chablis and Bourgogne Régionale whites, which together accounted for 80.8% of Bourgogne white wine exports to this market:

- **Chablis wines** have seen exponential growth in Australia over the past decade, rising from 252,000 bottles in 2014 to over 690,000 bottles in 2023. In 2024, Chablis saw a pause in volume growth, yet exports remained well above the five-year average: +15.3% in volume and +32.6% in revenue (2024 vs. five-year average).
- **The Bourgogne AOC** in white continued their steady growth, rising from fewer than 173,000 bottles in 2020 to nearly 258,000 bottles in 2024. For the year 2024 alone, volumes increased by 4.8% with a 18.9% rise in revenue compared to 2023.
- **The Mâcon AOC** in red also showed strong progress, with exports jumping by 69.0% in volume (2024 vs. 2023).

Despite these encouraging trends in certain categories, total export volume to Australia declined by 12.6% in 2024. Conversely, revenue from Bourgogne wines in this market continued to grow, rising 3.7% compared to 2023.

▶ South Korea — 12th Market by Value, 15th by Volume

South Korea ranks among the world's top 10 economic powers. Over the past decade, it has also been the fastest-growing Asian market in terms of imported volumes of French AOC wines: an increase of 2.8 million bottles and over €123 million in revenue (2023 vs. 2014).

Although 2024 saw a general downturn in French AOC wine exports, Bourgogne continued to gain market share—particularly with its white wines and Crémant—in a country that still imports more red than white (red wines accounted for 49% of French AOC imports in 2024).

Bourgogne white wines and Crémant de Bourgogne posted volume growth in 2024 (vs. 2023) and reached a new record revenue of nearly €17.6 million:

- Bourgogne white wines: +20.1% in volume, representing 55% of Bourgogne's total volume in 2024
- Crémant de Bourgogne: +16.9% in volume, with revenue doubling over the past 10 years

Among Bourgogne white wines, the Bourgogne AOC and Chablis were the most dynamic (2024 vs. 2023):

- **The Bourgogne AOC**: +21.8% in volume and +41.1% in revenue
- **The Mâcon AOC**: +29.3% in volume and +50.0% in revenue
- **Chablis AOCs**: +25.9% in volume and +25.0% in revenue

As with whites, the Bourgogne AOC reds were the key growth driver in a slowing market for French AOC red wines, increasing by 8.2% in volume (2024 vs. 2023). These accounted for 57.5% of Bourgogne's red wine volumes in South Korea.

▶ Brazil — 24th Market by Value, 22nd by Volume

Brazil remains a small market for Bourgogne, accounting for less than 1% of both export volume and revenue in 2024. However, it is the leading destination for Bourgogne wines in South America, representing 89% of the region's export volumes and 79% of its revenue for the year.

Bourgogne exports to Brazil are predominantly white wines, which made up 76.8% of volumes and 65.3% of revenue in 2024. Most of these are Chablis wines, accounting for 59.5% of white wine volumes and 54.5% of the category's value. Nearly all white AOCs saw growth in 2024: +83.2% in volume and +78.5% in revenue compared to 2023.

Bourgogne is the main supplier of French AOC white wines to Brazil, providing 74% of the exported volume and generating 84% of the category's revenue.

Several South American countries, including Brazil, formed a common market in 1991 (Mercosur) with the goal of promoting free movement of goods and services among member states while limiting imports. On December 6, 2024, the European Union and Mercosur reached a political agreement to strengthen their geopolitical and economic cooperation.

An 'Outsider' Market Where Bourgogne Stands Out from Other French AOC Wines

▶ China — 7th Market by Value, 8th by Volume

Before the Covid era, China experienced high growth rates that have gradually slowed as the country's economy matured. In 2024, while economic growth is more moderate compared to previous decades, household purchasing power continues to rise—driven by an expanding middle class and rising wages. The country is undergoing a major shift toward domestic consumption, further fueling consumer spending.

Bourgogne wines have fully benefited from this momentum. Over the past 10 years, exports have grown by more than 1.5 million bottles and over €44 million in revenue (2024 vs. 2015), even as overall French AOC wine exports to China have fallen by more than 60.6 million bottles.

In 2024, China ranks as the 3rd largest growth market by volume (after Canada) and among the top 5 in revenue growth for Bourgogne wines (2024 vs. 2015).

As in many other markets, *Régionale* AOCs are driving Bourgogne's volume gains (2024 vs. 2023):

- **The Bourgogne AOC whites**: +22.2% in volume and +22.6% in revenue; these account for 47.9% of Bourgogne white wines exported to China.
- **The Bourgogne AOC reds**: +58.9% in volume and +20.0% in revenue; these represent 81.7% of Bourgogne red wines exported to China.

A few Village and Village Premier Cru AOCs are also showing growth:

- **Village and Village Premier Crus from the Mâconnais** (6.2% of Bourgogne white wines exported to China): +2.1% in volume, but with a decline in revenue (–25.2% vs. 2023)
- **Village and Village Premier Crus from the Côte Chalonnaise**: +16.4% in volume and a significant +248.2% increase in revenue compared to 2023

Table of Export Results for Bourgogne Wines

(*2024 / 2023 - sources: Customs DEB-EMEBI+DAU - BIVB*)

	Expressed in thousands of 75 cl bottles			Expressed in thousands of euros		
Destination country for Bourgogne wines	Volume January to December 2024	Volume January to December 2023	Volume Variation	Value January to December 2024	Value January to December 2024	Value Variation
Total exports	**94 840**	**87 059**	**8,9%**	**1 645 379**	**1 505 442**	**9,3%**
UNITED STATES	20 969	18 088	15,9%	369 599	292 864	26,2%
UNITED KINGDOM	13 284	13 130	1,2%	251 585	236 804	6,2%
CANADA	7 989	6 893	15,9%	79 481	68 668	15,7%
BELGIUM	6 390	6 856	-6,8%	58 984	58 588	0,7%
JAPAN	6 198	6 417	-3,4%	140 727	139 224	1,1%
SWEDEN	5 758	5 278	9,1%	40 100	37 844	6,0%
DENMARK	3 717	2 858	30,0%	48 657	40 449	20,3%
NETHERLANDS	3 192	2 976	7,3%	34 654	33 589	3,2%
CHINA	2 990	2 599	15,0%	62 303	65 642	-5,1%
GERMANY	2 740	2 621	4,5%	39 465	37 704	4,7%
SWITZERLAND	1 838	1 685	9,1%	80 895	76 604	5,6%
ITALY	1 662	1 548	7,4%	27 458	26 368	4,1%
AUSTRALIA	1 536	1 757	-12,6%	28 207	27 204	3,7%
SOUTH KOREA	1 420	1 322	7,4%	37 702	33 603	12,2%
HONG KONG	1 244	1 276	-2,5%	80 114	96 568	-17,0%
ISRAEL	1 065	763	39,6%	9 995	7 674	30,2%
IRELAND	876	805	8,7%	7 977	8 136	-2,0%
TAIWAN	838	676	23,9%	34 992	33 574	4,2%
UNITED ARAB EMIRATES	803	574	40,0%	17 868	13 265	34,7%
SINGAPORE	732	703	4,1%	33 456	34 345	-2,6%
BRAZIL	699	595	17,5%	8 537	7 010	21,8%
SPAIN	670	562	19,4%	16 216	12 486	29,9%
POLAND	463	474	-2,4%	4 805	4 574	5,0%
LITHUANIA	440	285	54,2%	5 547	4 076	36,1%
LATVIA	375	318	17,8%	4 656	4 070	14,4%
LUXEMBOURG	365	275	32,7%	8 682	6 776	28,1%
AUSTRIA	346	321	7,7%	9 014	8 215	9,7%
THAILAND	326	316	3,2%	7 262	6 443	12,7%
FINLAND	296	344	-13,9%	2 647	3 292	-19,6%
MOROCCO	258	284	-9,2%	3 840	2 716	41,4%

Economic report written by the Markets and Development Unit - BIVB – March 2025

(sources: CAVB/FDAC, CIRCANA-IRI, KANTAR, Customs 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

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