

## Hong Kong

### A mature market that loves top-flight Bourgogne wines

#### Key figures 2019 for Bourgogne wines in Hong Kong (11 months)<sup>1</sup>



**4<sup>th</sup> biggest market for Bourgogne wines in terms of value**  
**13<sup>th</sup> biggest market for Bourgogne wines in terms of volume**

**Exports: 1.08 million bottles** (up 8.2% on the first 11 months of 2018)  
**for €61.8 million** (up 11.2% over the first 11 months of 2018)

By volume	▶ Still white wines:	49.8%
	▶ Still red wines:	49.6%
	▶ Crémant de Bourgogne:	0.6%

**Over the first 11 months of 2019, Bourgogne wines accounted for 10% of volumes of all French AOC wines exported to Hong Kong, and 16% of the revenue.** <sup>1</sup> (first 11 months of 2019: January to end-November)

Hong Kong, a mature market, is the world's 8<sup>th</sup> biggest importer of still wines in terms of revenue. French wines represented 62% of exports to Hong Kong in terms of revenue for the 10 months to the end of October 2019. Over this period, exports to Hong Kong dropped by 18% to 335,260 hectoliters (equivalent to 44.7 million bottles), with revenue down by 24% (€791.9 million). The political context is having a significant impact on the wine market in this country.

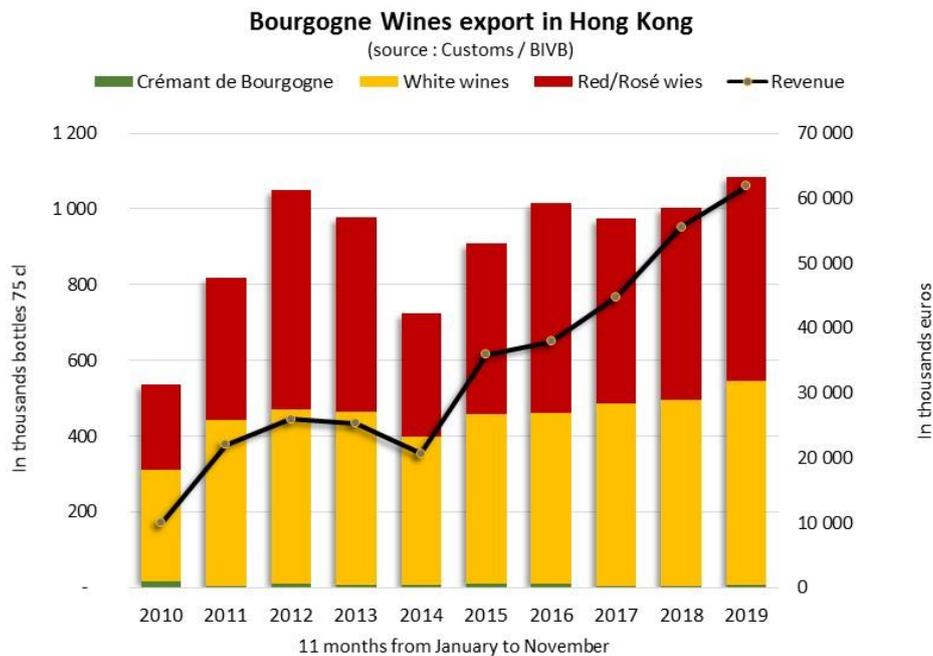
Even within this context, Bourgogne wines continued to perform well, with a new record in terms of revenue (€61.8 million) and volume (1.08 million bottles) compared to the first 11 months of 2018, after two significant increases in 2016 and 2018.

#### A new record in terms of revenue for Bourgogne wines

Sales of Bourgogne wines were up 11.2% over the first 11 months to the end of November 2019, reaching €61.8 million. This is a new record in terms of revenue, after 2018, which was already marked by strong growth, up 2.6% in terms of volume and up 24.5% in terms of revenue over the whole year.

2019 confirmed the strong added value of Bourgogne wines across Hong Kong distribution channels. Volumes were also up, with a rise of 8.2% over the first 11 months of 2018. All Bourgogne wines enjoyed good growth in terms of both volume and revenue:

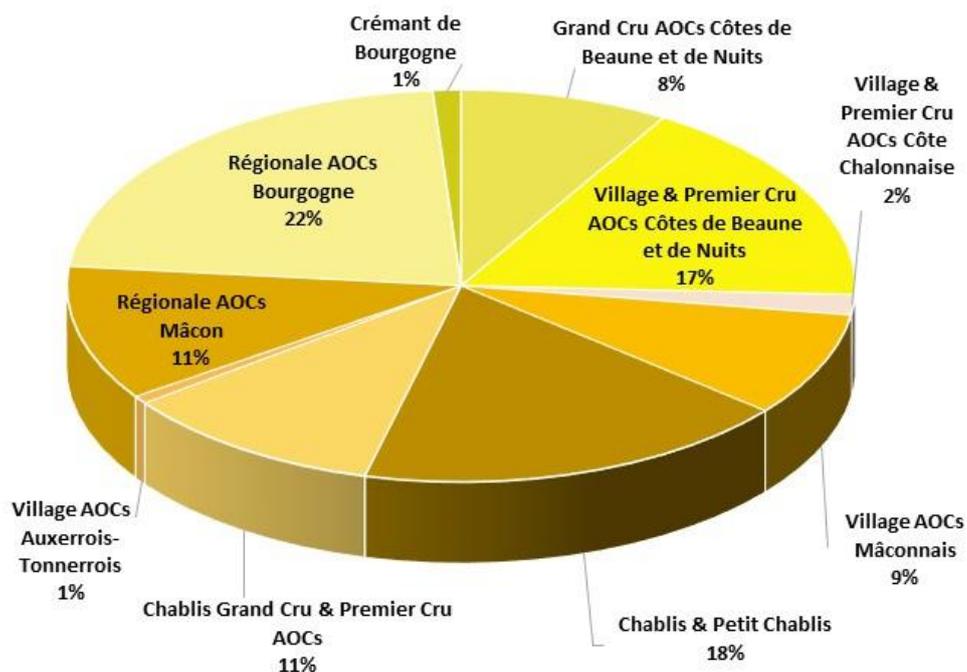
- White wines: Up 10% in terms of volume and up 15% in terms of revenue
- Red wines: Up 6.4% in terms of volume and up 10% in terms of revenue
- Crémant de Bourgogne: Unchanged (0.6% of exports)



## A market receptive to both red and white wines

A rather rare phenomenon in Asia, where markets are traditionally oriented towards red wines, Hong Kong imported as much red (49.8%) as white Bourgogne wine (49.6%). Both colors were doing well, although reds offer the higher added value.

### 2019 exports of Bourgogne wines (11 months from January to November) White and Crémant de Bourgogne wines



Over the first 11 months of 2019, the volume of white Bourgogne wines exported to Hong Kong continued to grow, reaching the equivalent of 539,594 75cl bottles. Revenue was also very strong, at €15.47 million, up 14.9% compared the first 11 months of 2018.

Two groups of appellations were driving this success, with great results in terms of both volume and revenue:

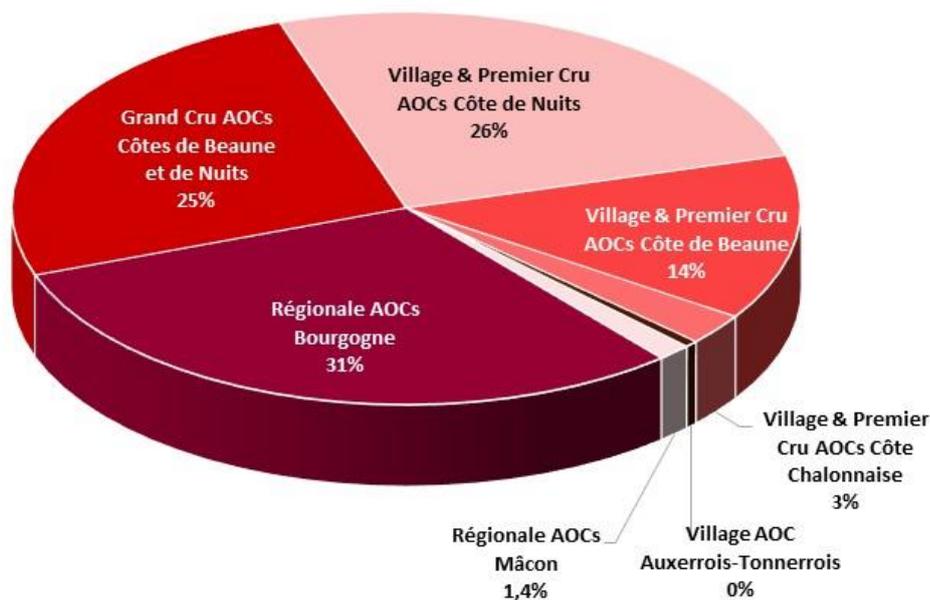
- ▶ **Régionale Mâcon appellations** performed well, up 46% in terms of volume, accounting for 11% of all white Bourgogne exports, and up 52.2% in terms of revenue compared to the first 11 months of 2019.
- ▶ **Grand Cru appellations from the Côte de Beaune and Côte de Nuits** were up 83% in terms of volume, accounting for 9% of all white Bourgogne exports, and up 54% in terms of revenue over the first 11 months of 2019.

**Chablis appellations regained market share thanks to the volumes available for the 2018 vintage**, up 18.9% in terms of volume and up 25% in terms of revenue. This increase was principally driven by the Chablis Grand Cru and Chablis Premier Cru AOCs, which were up 72.5% in by volume and 58% by revenue.

*Régionale* Bourgogne appellations were down 6.3% over the first 11 months of 2018, selling just under 8,000 bottles fewer, triggering a drop in revenue of 7% over the first 11 months of 2018, for €2.8 million.

### 2019 exports of Bourgogne wines (11 months from January to November)

Red wines



**Red wines were key to Bourgogne exports to Hong Kong**, accounting for 75% of revenue (€46 million over the first 11 months of 2019), for nearly half of volumes exported (*see page 1*).

**Red Bourgogne Régionale appellations dominated the market** accounting for 30% of exports in terms of volume, down 26.4% over the first 11 month of 2018.

**Village and Village Premier Cru appellations from the Côte de Beaune and Côte de Nuits came in second**, with 26% of export volumes and 33% of revenue, up 28.9% for the first 11 months of 2019 over 2018.

In a similar vein to the whites, **red Grand Crus remained the big winners over the 11-month period**, up 76.7% in terms of volume compared to 2018. **Hong Kong wine lovers remain firmly focused on the most high-value wines**, with sales of *Grand Cru* reds up 19.5% for revenue of €21.2 million for the same period, accounting for 46% of all sales of red Bourgogne wines.

## Bourgogne wines performed well on top-level distribution circuits

### Bourgogne wines enjoyed a strong presence in hotels and restaurants

Among the global offer of still wines, Bourgogne wines ranked first in terms of the number of references per point of sale with 24, and 80% of all establishments offering one Bourgogne wine. Bourgogne wines accounted for 17% of the global still wine offer in these establishments.

Of all the white Bourgogne appellations, the Chablis AOCs were the most widely distributed on this circuit. They were present in 64% of establishments, similar to 2018. Chablis wines were followed by the *Village* and *Village Premier Cru* white wines of the Côte de Beaune, with a presence in 54% of these establishments.

For Bourgogne reds, the *Village* and *Village Premier Cru AOCs* of the Côte de Beaune and Côte de Nuits were the most widely represented, available in 43% and 47% of establishments surveyed respectively.

Red *Régionale Bourgogne AOCs* followed closely, present in 35% of establishments surveyed.

Source: 2019 surveys of 200 points of sale

### Bourgogne wines holding their own in winestores

Still Bourgogne wines performed well on this circuit, ranking second in terms of the number of references per point of sale, all origins combined. They were available in 87% of the specialist winestores surveyed, representing 26% of the offer.

In terms of overall presence in specialist winestores, the Chablis AOCs were in first place, as they were in restaurants. They were available in 87% of establishments that offer white wines of all origins, unchanged since 2018. The white *Village* and *Village Premier Cru* wines of the Côte de Beaune were also well distributed, present in 77% of outlets, up one point over 2018, followed by the white *Régionale Bourgogne AOCs* with 70%.

In terms of the number of references per point of sale, Grand Cru reds from the Côte de Beaune and Côte de Nuits were in first place, with an average of 41 references, up 14% over 2018. *Village* and *Village Premier Cru* reds from the Côte de Nuits were second with 37, just ahead of *Village* and *Village Premier Cru* wines from the Côte de Beaune with 12 references on average, up 2% on 2018.

Source: 2019 survey of 30 points of sale

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