

## Press Release

# FRENCH WINES AND SPIRITS EXPORTS BOOSTED BY EURO

**Paris, 10 February 2016.** After two years of slight decline, sales of French wines and spirits are back on track for growth to reach a record level of 11.7 billion euros, representing an increase of 8.7%. Wines and spirits are back in second place in the rankings for the largest export industries in France with net exports totalling 10.4 billion euros.

This performance is essentially resulting from the positive exchange rate fluctuations. The weakening of euro against the currencies of our main trade partners boosted exports, since more than 60% of wines and spirits are made outside the European Union.

Wine exports increase by 6.7% in comparison with 2014, rising to 7.9 billion euros. This result is mainly due to Champagne sales, both in value (+12.1%) and volume (+4.8%). Inversely, still wines exports continue to decline in volume for the third year running (-5.2%), as a result of their recurring low availabilities.

For the first time since 2012, spirits sales are rising (+13.2%) especially thanks to the high performance of Cognac (+19.6%). In volume, spirits exports remain in a downward trend (-3.7%) due to the slowdown in vodka and brandy core markets.

|  | Volume <sup>1</sup> |             | Value<br>(in k€)  |             |
|--|---------------------|-------------|-------------------|-------------|
|  | 2015                | %           | 2015              | %           |
| <b>TOTAL WINE</b>                                | <b>138 193 294</b>  | <b>-3.6</b> | <b>7 927 703</b>  | <b>6.7</b>  |
| <i>including</i> CHAMPAGNE                       | 12 116 899          | 4.8         | 2 691 465         | 12.1        |
| PDO STILL WINES                                  | 58 414 418          | -1.1        | 3 819 178         | 4.3         |
| PGI WINES  | 39 938 652          | -5.4        | 808 296           | 2.6         |
| VARIETAL WINES WIHOUT GI <sup>2</sup>            | 8 232 478           | -16.6       | 156 944           | -2.4        |
| OTHER STILL WINES WIHOUT GI <sup>2</sup>         | 11 806 801          | -13.6       | 163 093           | -4.0        |
| <b>TOTAL VERMOUTH &amp; WINE-BASED BEVERAGES</b> | <b>1 889 978</b>    | <b>2.1</b>  | <b>43 164</b>     | <b>10.7</b> |
| <b>TOTAL SPIRITS</b>                             | <b>48 104 486</b>   | <b>-3.7</b> | <b>3 740 179</b>  | <b>13.2</b> |
| <i>including</i> COGNAC                          | 14 069 023          | 9.4         | 2 601 071         | 19.6        |
| ARMAGNAC   | 142 097             | -31.4       | 17 012            | -20.8       |
| OTHER WINE SPIRITS                               | 8 956 601           | -15.2       | 156 469           | -17.9       |
| VODKA  | 12 310 463          | -8.5        | 399 004           | 1.2         |
| LIQUEURS   | 3 927 650           | -1.3        | 313 596           | 8.3         |
| CALVADOS   | 297 356             | -4.9        | 17 292            | -15.1       |
| <b>TOTAL WINES AND SPIRITS</b>                   | <b>188 187 758</b>  | <b>-3.6</b> | <b>11 711 045</b> | <b>8.7</b>  |

<sup>1</sup> Wines: 12 bottles cases (9l) – Spirits: 12 bottles cases (8.4l at 40% vol.)

<sup>2</sup> Geographical indications



With sales now surpassing 2.5 billion euros, the **United States** (+28%) confirm their position as the first export market for French wines and spirits, supported by the strong drive of the US economy and the decline of the euro, along with the growing demand for premium products.

In Asia, where sales remain buoyant (3 billion euros), exports to **China** (830 million euros, +23%) are bouncing back to their 2013 level, with a more balanced "mix of products" helping to the recovery of growth in volume. However, these developments remain to be confirmed in the current uncertain economic context.

The **European Union** is resilient (+1%) while exports to the rest of the world (excluding Russia) rose by 8%.

For Christophe Navarre, President of the French Association of Wine and Spirits Exporters (FEVS), *"this historic result belongs to an industry that promotes the excellence of French wines and spirits across the globe.*

*However, it is a paradoxical result. In 2015, growth is due to cyclical factors, in particular the weakening of euro. But the French wines market share, both in volume and in value, has been steadily declining for the past fifteen years.*

*If French businesses and products are to continue to perform and to be competitive on the international market, now is the time to resolve the structural shortfall in supply and to accelerate the opening of the most important markets."*