€16.2 billion:
A soft landing for
the wine and spirits exports in 2023

Paris, February 13rd, 2024 – French wine and spirits exports reached €16.2 billion in 2023. While this figure marks a decline compared to 2022 (-5.9%), it remains the second best export performance experienced by the sector. There was also a significant decline in volumes (-10.4%). The trade balance amounted to €14.8 billion (-5.8%), making the wine and spirits sector the largest agri-food surplus and the third largest surplus in France's trade balance.

"*This 2023 result, albeit declining, remains the second best figure in the sector, despite a challenging year due to , marked by continued international tensions and significant inflation*" said Gabriel Picard, President of the FEVS.

In the **United States**, exports of wines and spirits fell by 22% to €3.6 billion. This result reflects the will of wholesalers to reduce the stocks built up during the Covid period and the logistical tensions that followed it. This situation applies to spirits (-36%) and sparkling wines (-17%), while still wines are stable in value. However, the end of 2023 shows some encouraging signs of recovery.

In the **United Kingdom**, the value of exports stood at €1.7 billion in 2023 (+1%). Sales of sparkling and still wines remained broadly unchanged while volumes is declining (-5%). Spirits remain steady, both in value (+2%) and volume (-1%).

Asia presents a similar trend, at €4 billion (+1%). Japan fell to -5% while South Korea and Taiwan remains stable. China shows a contrasted situation face, with good dynamism in spirits (+3%), driven by Cognac, while wines fell by 20% in value, in the light of the overall decline in Chinese wine imports (-21%). There is a booming demand in new markets such as Malaysia (+19%) and the Philippines (+74%), although their weight remains modest (€100 million for both countries).

Worldwide sales of French **spirits** decreased by 12% to €4.8 billion, with volumes down to 48.4 million cases (-13%). That of **wines** reached €11.3 billion (-3%), to 122.7 million cases (-9.3%).

"*2023 remains marked by high inflation and a decline in consumption, linked in particular to the decrease of disposable incomes*" said President Gabriel Picard. "*In this context, the reduction of overstocks in some markets – notably in the US – has resulted in a decrease of wine and spirits exports in volume.*"

"This decline is a wake-up call for exporting companies. It reminds us of the continued need to adapt to changing consumer and market demands. It also demonstrates how much the sustainability of the export success of wines and spirits requires a strong and long-lasting support of the public authorities: new markets must be opened, and others must also be prevented from closing, in particular through trade retaliatory measures" said Gabriel Picard. *"Sovereignty is not to be self-sufficient. By exporting all over the world, our companies generate a trade surplus that contributes to the sovereignty of France and its producers. »*

French wine and spirits exports in 2023

	Volume*		Value	
	2023 (x1000 cases)	**Change** (%)	**2023** (€ million)	**Change** (%)
TOTAL WINES	**122 688**	**-9,3**	**11 273**	**-3,0**
of which Champagne	13 705	-11,1	4 191	-0,6
Still PDO wines	49 725	-10,9	5 354	-4,6
Stil PGI wines	32 223	-7,9	867	-4,0
French varietal wines without GI	8 586	-10,7	244	-7,0
Other French wines without GI	7 955	-1,5	173	7,3
TOTAL VERMOUTHS & ABV	**3 549**	**-5,6**	**125**	**3,4**
TOTAL SPIRITS	**48 397**	**-13,2**	**4 792**	**-12,2**
of which Cognac	13 889	-21,1	3 353	-14,8
Armagnac	125	-9,7	22	-18,5
Other wine spirits	8 511	-3,4	167	-5,3
Vodka	9 154	-21,6	385	-11,0
Liqueurs	4 630	-17,6	386	-8,0
Calvados	260	-5,2	18	-7,3
TOTAL WINES & SPIRITS	**174 634**	**-10,4**	**16 190**	**-5,9**

* Wines: cases of 12 bottles, i.e. 9 l – Spirits: cases of 12 bottles, i.e. 8.4 l at 40% vol.

About FEVS: The French Association of Wine and Spirits Exporters (FEVS) brings together about 550 wine and spirits exporting companies from France, together representing 85% of French wine and spirits exports.