

COMMUNIQUE DE PRESSE

€15.6 billion: French wine and spirits exports decline in 2024

Paris, February 11, 2025 – French wine and spirits exports reached €15.6 billion in 2024. This figure marks a further decline compared to 2023 (-4%) but with a consolidation in volumes (-0.1%), in a context still marked by economic and geopolitical tensions. Although it remains the third-largest trade surplus for France, the wine and spirits sector is seeing its trade balance shrink for the second consecutive year.

"After a year in 2023 marked by a sharp drop in volumes, we now see stabilization at the cost of a reduction in value" observes Gabriel PICARD, President of FEVS. "Inflation and geopolitical uncertainties are weakening, at least temporarily, the strong premiumization observed in previous years."

Growth in the United States, sharp decline in China

In the **United States**, wine and spirits exports are recovering (+5% to €3.8 billion). This rebound, reflecting a reduction in wholesalers' stocks, is more pronounced for wines (+8.4%), while spirits remain stable (-0.1%). The evolution within the sparkling wine category shows that price remains a key factor, with Champagne experiencing a slight decline (-2.3%) while other appellation sparkling wines increase (+16.5%).

Exports to the **United Kingdom** remain stable (-0.7% at €1.7 billion). While wine value declines (-3.9% to €1.4 billion), spirits see a sharp increase (+21% to €260 million). In terms of volume, wines increase (+5.4%) while spirits decrease (-2.5%).

Asia presents a mixed situation in 2024. On one hand, exports to China fall below the €1 billion mark (-20%), due to an unfavorable economic environment compounded by an anti-dumping investigation into European brandies. On the other hand, certain markets hold up well, such as Japan (-4% at €655 million), while others grow, including Malaysia (+5% at €75 million) and Thailand (+8% at €62 million).

Wine stability, pressure on spirits

While exported volumes remain stable (+0.7%), wine revenue declines to €10.9 billion (-3.0%), mainly due to a drop in Champagne sales (-8.0%), whereas still wines remain steady (-0.5%).

Global revenue for French spirits falls by 6.5% to €4.5 billion, with volumes decreasing to 46.6 million cases (-1.8%), notably due to tensions in the Chinese market.

Perspectives and challenges for 2025

"What lessons should we draw from these mixed 2024 results?" questions Gabriel PICARD, President of FEVS. "Should we be satisfied with a performance that remains the fourth highest in history, or be concerned about the continued decline in both volume and now value?"

"On top of global economic volatility, geopolitical uncertainty remains high, whether concerning China or the United States," emphasizes Gabriel Picard. "We expect our European and French leaders to fully grasp that our industry, a key pillar of national sovereignty that cannot be outsourced, must be properly supported. In particular, they must resolve without further delay the dispute affecting Cognac and Armagnac for over a year, which otherwise will severely impact all links in the supply chain and beyond."

For the President of FEVS, pragmatism and adaptability are more essential than ever: "We need to explore new approaches, both to secure existing markets and open new ones," declares Gabriel PICARD. "We are clearly calling on our policymakers to be proactive and engaged, working alongside us to remove the obstacles weighing on our industry."

He concludes: "This is not just about others; we apply the same principles to ourselves by establishing the Maison des Vins et Spiritueux, as our professional organizations must also adapt. United, we stand strong."

French wine and spirits exports in 2024

| | Volume* | | Value | |
|----------------------------------|-----------------------|---------------|---------------------|---------------|
| | 2024 (x1000 cases) | Change (%) | 2024 (€ million) | Change (%) |
| TOTAL WINES | 124 113 | 0,7 | 10 949 | -3,0 |
| of which Champagne | 12 377 | -9,7 | 3 858 | -8,0 |
| Still PDO wines | 49 540 | -0,6 | 5 283 | -1,4 |
| Still PGI wines | 32 547 | 0,2 | 872 | 0,2 |
| French varietal wines without GI | 9 158 | 5,2 | 253 | 2,7 |
| Otehr French wines without GI | 9 320 | 17,1 | 204 | 18,3 |
| TOTAL VERMOUTHS & ABV | 3 278 | -7,3 | 128 | 2,4 |
| TOTAL SPIRITS | 46 550 | -1,8 | 4 482 | -6,5 |
| of which Cognac | 13 811 | -0,6 | 2 988 | -10,9 |
| Armagnac | 146 | 16,6 | 18 | -15,4 |
| Other wine spirits | 8 027 | -5,7 | 167 | -0,1 |
| Vodka | 9 532 | 4,1 | 424 | 10,1 |
| Liqueurs | 4 592 | -0,7 | 377 | -2,3 |
| Calvados | 245 | -11,1 | 16 | -14,6 |
| TOTAL WINES & SPIRITS | 173 941 | -0,1 | 15 558 | -4,0 |

* 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. FEVS is a member of Maison des Vins & Spiritueux, a trade association gathering the Fédération Française des Spiritueux (FFS), the Fédération Française des Vins d'Apéritif (FFVA) and the Union des Maisons & Marques de Vin (UMVIN)