

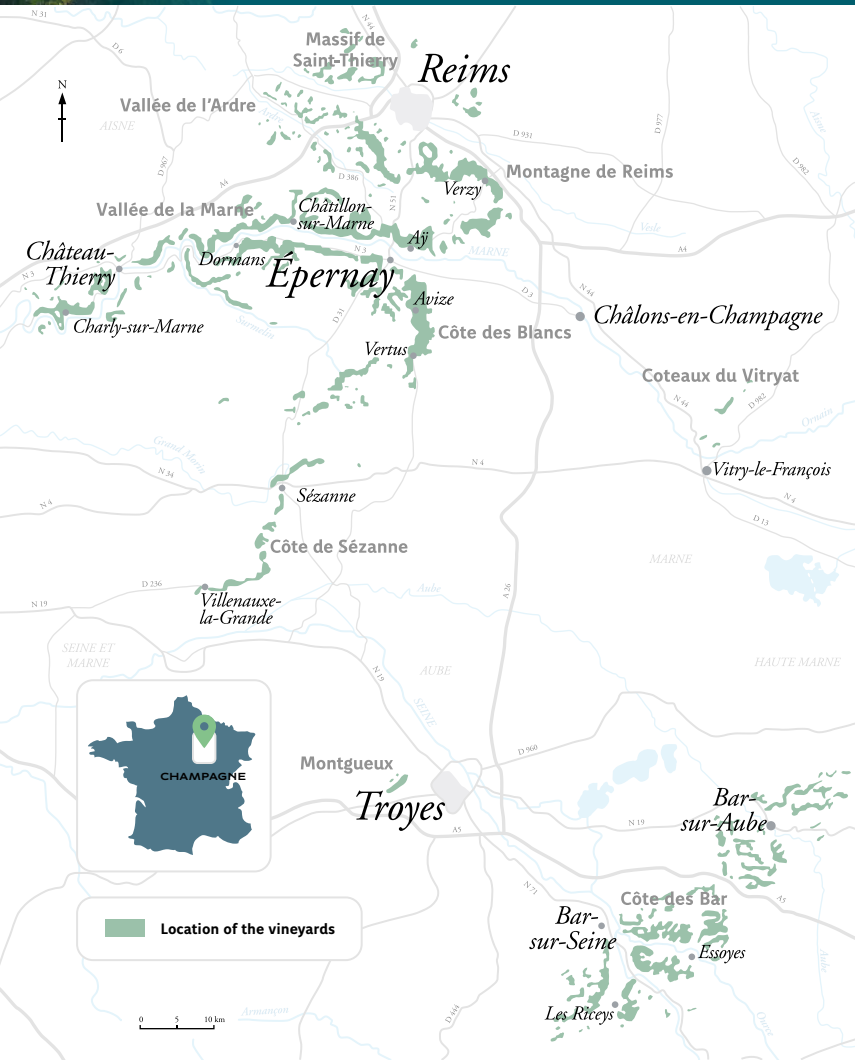


**CHAMPAGNE**  
a major economic player

**2021**

# CHAMPAGNE

A DEFINED GEOGRAPHICAL AREA SINCE 1927



# CHAMPAGNE, A UNIQUE APPELLATION

## CREATOR OF VALUE

### THE WORLD'S LEADING WINE AOC BY VALUE



**0.5%**

OF THE WORLD'S  
VINEYARD AREA



**9%**

BY VOLUME

**33%**

BY VALUE

OF GLOBAL CONSUMPTION  
OF SPARKLING WINES

#### KEY FIGURES



**320.2 MILLION**  
bottles shipped, of  
which **56.1%** exported



**5.7 BILLION**  
euros in sales\*



A stock of over  
**1 BILLION** bottles

\* excluding taxes, from Champagne

#### A DEFINED TERRITORY



**34,200 HECTARES**



**3 REGIONS**  
Grand Est, Hauts-de-  
France, Île-de-France



**5 DEPARTMENTS**  
Aube, Aisne, Haute-Marne,  
Marne, Seine-et-Marne



**319 CRUS**  
(villages)



**16,200**  
GROWERS



**130**  
COOPERATIVES



**370**  
CHAMPAGNE HOUSES



**4,300**  
PRODUCERS



**1,800**  
EXPORTERS

# A WELL-STRUCTURED INDUSTRY

**COMITÉ CHAMPAGNE**, A TRADE ORGANISATION  
SERVING THE CHAMPAGNE APPELLATION

**Management**  
of the economic  
balance

**Technical  
development**  
of vineyards  
and wines

**Global  
protection of  
the Champagne  
appellation**

**Education**  
about  
the appellation

**A FRAMEWORK FOR THE CONTRACTUAL RELATIONSHIPS**  
BETWEEN GROWERS AND HOUSES



**THE RESERVE**, UNIQUE TO CHAMPAGNE

**155 MILLION**  
KILOS OF GRAPES  
IN RESERVE

THE EQUIVALENT OF  
**132 MILLION**  
BOTTLES

THE EQUIVALENT OF  
**50 %** OF A YEAR'S  
HARVEST IN RESERVE

*(three-year average)*

The Champagne reserve system was put in place to regulate potential annual yield variations.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including harvest shortages.

# A MAJOR ECONOMIC PLAYER WITH GLOBAL REACH



2021 shipments, by volume

**320.2 million bottles**

**43.9%** ● **140.7 million bottles**

**18.9%** ● **60.4 million bottles**

**37.2%** ● **119.1 million bottles**

● France

● European Union

● Rest of the world

A GLOBAL PRESENCE, IN OVER 190 COUNTRIES

**SUSTAINED  
EXPORT GROWTH**

**SHIPMENTS OUTSIDE THE  
EUROPEAN UNION HAVE DOUBLED  
IN 20 YEARS**

.....  
**30 MARKETS** OF OVER 500,000 BOTTLES

**10 TOP EXPORT MARKETS** IN 2021

	2021 ranking	Millions of bottles**
1	USA	34.1
2	UNITED KINGDOM	29.9
3	JAPAN	13.8
4	GERMANY	11.2
5	BELGIUM	10.3
6	AUSTRALIA	9.9
7	ITALY	9.2
8	SWITZERLAND	6.1
9	SPAIN	4.4
10	NETHERLANDS	3.9

\* excluding taxes, from Champagne    \*\* Estimates

# A MAJOR ECONOMIC PLAYER FOR THE GRAND EST REGION AND THE FRENCH ECONOMY

A MAJOR PLAYER AMONG **FRANCE'S VINEYARDS**



**4%**  
OF THE AREA



**20%**  
OF THE REVENUE

THE LEADING PLAYER IN  
**WINES AND SPIRITS** IN FRANCE



**LEADING  
PLAYER**



**23%** OF  
**EXPORTS BY VALUE**

AN INDUSTRY THAT CONTRIBUTES TO THE  
PROSPERITY OF THE **GRAND EST REGION\***

**TOP EXPORT REVENUES**  
IN THE REGION

The Champagne industry  
contributes to prosperity and  
innovation in associated sectors  
such as

**PRODUCTION**

**PACKAGING**

**TRANSPORT**

**SERVICES**

**43%**  
**OF AGRI-FOOD EXPORTS**

A generator of direct employment



**30,000**  
DIRECT JOBS



**INC. 15,000**  
PERMANENT  
EMPLOYEES



**120,000**  
HARVEST  
WORKERS

\*administrative region which comprises Champagne-Ardenne, Alsace and Lorraine, created in January 2016.

# A REGION COMMITTED TO SUSTAINABLE DEVELOPMENT

## RESULTS

OVER THE LAST 15 YEARS



**-20%**  
**CARBON FOOTPRINT**  
PER BOTTLE



**-50%** PHYTOSANITARY  
PRODUCTS



**54% OF AREA**  
WITH AN ENVIRONMENTAL  
CERTIFICATION



**90%**  
**OF INDUSTRIAL WASTE**  
TREATED AND RECYCLED



**100% OF WINE**  
**PRODUCTION EFFLUENTS**  
BY PRODUCTS TREATED  
AND RECYCLED



## OBJECTIVES

FOR THE FUTURE

**-75%**  
**CARBON FOOTPRINT**  
BY 2050

**-75 %**  
IN 2025 (vs 2000)

**100% OF AREA**  
WITH AN ENVIRONMENTAL  
CERTIFICATION BY 2030

FURTHER  
ROLLOUT OF THE  
**CIRCULAR ECONOMY**  
IN THE CHAMPAGNE  
REGION

## PIONEERING REGION

France's leading wine region in  
the use of mating disruption to  
combat leafroller moths

Largest fleet of electric straddle  
tractors

First wine region ever to assess its  
carbon footprint (2002)

## SUSTAINABLE VINE GROWING

54% of the wine  
area has  
environmental  
certification, including  
**36%** certified Sustainable  
Viticulture in Champagne



**100% OF THE GROWERS ARE COMMITTED  
TO CONTINUOUSLY IMPROVING THE VINEYARDS**

**LEADING THE FRENCH WINE INDUSTRY, CHAMPAGNE  
SIGNIFICANTLY CONTRIBUTES TO THE NATIONAL ECONOMY.**

The Champagne AOC, synonymous with quality,  
prestige and celebration, constitutes a priceless asset.

It symbolises France internationally.  
The Champenois have been protecting this shared heritage  
for over 150 years.

.....



**THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS**  
are featured on UNESCO's World Heritage List.

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**COMITÉ INTERPROFESSIONNEL  
DU VIN DE CHAMPAGNE**

[www.champagne.com](http://www.champagne.com)

