



CHAMPAGNE SHIPMENTS BY MARKETS IN 2016: CHAMPAGNE CONFIRMS VALUE TREND

In 2016 the Champagne world market has confirmed the positive value trend. The growing value per bottle is related to high-quality choices of consumers and to new drivers of growth in exports.

Despite a small decrease in volume (-2.1 percent) related to the difficulties of the French market and to the sudden depreciation of the pound Sterling, the turnover of 4.71 billion euros makes 2016 another record year following the figures of 2015 (4.74 billion euros).

The traditional Champagne markets have seen continued and dynamic growth in value, such as the U.S. +4.9 percent, Japan +3.0 percent and Europe: Germany +3.4 percent, The Netherlands +6.3 percent. Southern Europe continues its recovery (Spain +1.3 percent and Italy +6.4 percent), and Northern Europe has confirmed its importance: the cumulated growth in Sweden, Denmark, Finland and Norway is 3.5 percent.

These countries on several continents have also confirmed their status as growth areas: in the Americas (Canada +9.4 percent, Mexico: +12.0 percent), in Africa (South Africa +15.1 percent), in Oceania (New Zealand +25.4 percent) and in Asia (South Korea +14.2 percent). China, Hong-Kong and Taiwan have shown strong potential.

Overall, in most countries the growth model of Champagne driven by exports and the diversification of cuvées is continuing in 2016: 8.6 percent more bottles of Champagne Rosé have been shipped than in the previous year, and prestige cuvées show an increase of 4.6 percent. Champagne consumers turn to ever rarer and more prestigious cuvées.

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	Volumes 2016 (en milliers)	CA (en milliers d'euros)	Evolution volume 15-16 (en %)	Evolution CA 15-16 (en %)
Expéditions totales	306 096	4 710 277	-2,1%	-0,6%
France	157 737	2 086 102	-2,5%	-0,4%

Rang	Pays	Volumes 2016 (en milliers)	Chiffre d'affaires (en milliers d'euros)	Evolution volume 15-16 (en %)	Evolution CA 15-16 (en %)
1	Etats-Unis	21 806	540 056	6,3%	4,9%
2	Royaume-Uni	31 190	440 350	-8,7%	-14,0%
3	Japon	10 949	252 879	-7,2%	3,0%
4	Allemagne	12 487	194 562	4,9%	3,4%
5	Italie	6 633	138 830	4,3%	6,4%
6	Belgique	8 331	128 784	-9,5%	-9,8%
7	Australie	7 386	107 097	-8,9%	-8,6%
8	Suisse	5 700	104 611	5,4%	0,4%
9	Espagne	3 994	75 285	2,2%	1,3%
	Monde chinois	3 511	70 623	1,3%	-2,1%
10	Canada	2 162	51 584	12,1%	9,4%
11	Suède	2 967	49 382	1,4%	5,1%
12	Émirats Arabes Unis	1 895	44 790	-0,1%	4,5%
13	Pays-Bas	2 357	39 738	3,9%	6,3%
14	Hong-Kong	1 693	36 659	0,9%	-3,7%
15	Autriche	1 311	25 730	6,4%	8,9%
16	Danemark	1 369	25 483	0,3%	1,3%
17	Singapour	1 265	25 021	-1,6%	-3,0%
18	Mexique	1 582	24 883	30,9%	12,0%
19	Russie, Fédération De	1 340	22 568	21,7%	24,8%
20	Chine	1 302	20 689	0,2%	-3,5%
21	Corée, République De	825	19 058	16,1%	14,2%
22	Afrique Du Sud	856	17 734	21,9%	15,1%
23	Finlande	1 032	16 524	4,1%	7,4%
24	Nigéria	476	14 765	-23,7%	-25,6%
25	Norvège	745	14 201	-3,8%	-1,7%
26	Taïwan	516	13 275	5,4%	5,2%
27	Brésil	564	10 720	-31,8%	-35,1%
28	Portugal	502	10 201	-16,5%	-16,6%
29	Nouvelle-Zélande	648	9 818	29,1%	25,4%
30	Luxembourg	577	9 526	-12,3%	-10,1%

Chiffre d'affaires exprimé en euros, hors taxes, au départ de la Champagne