



CHAMPAGNE EXPORT TURNOVER HITS ANOTHER RECORD HIGH IN 2017

In 2017, total turnover for Champagne set a new record of €4.9 billion. This performance is due to growth in exports (€2.8 billion, up 6.6% compared with 2016) while the French market has remained stable (€2.1 billion).

In the twelve years since 2005, the Champagne region's turnover has grown by €1 billion.

The United States remains the No. 1 export market by value (€586 million), an increase of 8.5%. The UK, still ranked 2nd by value, continues to be adversely affected by the "Brexit" effect, with sales falling by 5.7% and a significantly marked decrease in volume (down 11%).

Japan has consolidated its ranking in 3rd place thanks to strong growth both in value (21.3%) and volume (17.6%). The picture is more mixed in Germany (ranked 4th) where turnover has risen by 1.7% but volumes have fallen slightly (down 0.8%). Finally, Italy has recorded growth of 9.7% in value.

Asia is one of the top performing continents (up 15.5% in volume and 19.2% in value). The Chinese triangle (mainland China, Hong Kong and Taiwan) stands out with particularly dynamic growth (up 26.7% in value). Exports to South Korea are also impressive (up 39.5% in value), with sales topping the million-bottle mark for the first time.

Following a slowdown in 2016, the African continent is picking up again (up 7% in both volume and value) with a return to growth in Nigeria (up 24.7% in volume and 18.4% in value).

In Oceania, sales to Australia continue to grow (up 23% in value) despite a slightly less favourable exchange rate, while the New Zealand market is also buoyant (up 12.9% in value).

In Europe (excluding France, export values have risen 3.9% against the backdrop of stable volumes, down just 0.5%), while Scandinavia has seen imports rise by over 9% in value terms.

Compared with 2016 when turnover growth was driven by the diversification of cuvées, markets where Champagne enjoys a high level of valorization have delivered strong returns, explaining the new record set in 2017 thanks in particular to the United States, Japan and Australia.

Epernay, 18 March 2018

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