

VIGNERONS ET MAISONS



# THE CHAMPAGNE INDUSTRY

a major economic player

Statistics 2015

As the industry leader in French wine, Champagne makes a significant contribution to the national economy.

The Champagne AOC, symbol of quality, success and celebration, represents an unfathomable legacy of priceless value. Champagne is the universal ambassador for all things French - a title zealously maintained for more than 150 years.



A MAJOR ECONOMIC PLAYER  
**The Champagne industry**

**CHAMPAGNE, A UNIQUE APPELLATION**

**0.4 %**  
OF WORLD  
VINEYARD AREA

**13 %** BY VOLUME } OF WORLD  
**40 %** BY VALUE } CONSUMPTION OF  
SPARKLING WINES

VINEYARD AREA  
**34,300** HECTARES

**3** REGIONS  
GRAND-EST, HAUTS-DE-FRANCE,  
ILE-DE-FRANCE

**5** DÉPARTEMENTS  
MARNE, AUBE, AISNE,  
HAUTE-MARNE, SEINE-ET-MARNE

**320** CRUS  
(WINE-PRODUCING COMMUNES)

**312.5** MILLION  
BOTTLES SHIPPED, OF WHICH  
48% EXPORTED

STOCKS IN EXCESS OF  
**1** BILLION  
BOTTLES (IN COURSE  
OF MATURATION)

**4.74** BILLION EUROS  
IN TURNOVER (EXCLUDING TAX) \*

**15,800** VIGNERONS

**150** COOPERATIVES

**>300**  
CHAMPAGNE HOUSES

**30,000**  
DIRECT JOBS OF WHICH  
**15,000**  
SALARIED POSITIONS

**120,000**  
GRAPE PICKERS

\* ex-cellar turnover

# A MAJOR ECONOMIC PLAYER in the export market



**NUMBER ONE**  
**PLAYER** IN THE GLOBAL EXPORT  
MARKET FOR FRENCH WINES  
AND SPIRITS

**2.6**  
**BILLION** EUROS  
IN TURNOVER \*

**23 %**  
**OF THE EXPORT VALUE**  
OF FRENCH WINES AND SPIRITS

**34 %**  
**OF THE EXPORT VALUE**  
OF FRENCH WINES

## THE FRENCH WINES AND SPIRITS SECTOR:

- **11.7** billion euros  
in export turnover
- **Number One** contributor to  
French surplus in agri-food trade
- **Number Two** contributor  
to French surplus in overseas trade

\* ex-cellar turnover

CHAMPAGNE'S  
SHARE OF FRENCH  
**SPARKLING WINE**  
EXPORTS

**>60 %**  
BY VOLUME

**>90 %**  
BY VALUE

---

## CHAMPAGNE SHIPMENTS

(MILLION OF BOTTLES)

**FRANCE:**

**161.8 MILLION**  
OR A TURNOVER  
OF **2.10 BILLION** EUROS \*

**EUROPEAN UNION:**

**80.2 MILLION**  
OR A TURNOVER  
OF **1.26 BILLION** EUROS \*

**OUTSIDE EUROPEAN UNION:**

**70.6 MILLION**  
OR A TURNOVER  
OF **1.38 BILLION** EUROS \*

A MAJOR ECONOMIC PLAYER  
on global presence



MARKET PRESENCE IN **MORE THAN 190 COUNTRIES**, INCLUDING:



PLACE	COUNTRY	MILLION OF BOTTLES IN 2015	GROWTH (%)
4	JAPAN	11.8	+ 13.1 %
5	BELGIUM	9.2	- 5.4 %
6	AUSTRALIA	8.1	+ 24.3 %
7	ITALY	6.4	+ 9.7 %
8	SWITZERLAND	5.4	- 2.5 %
9	SPAIN	3.9	+ 14.3 %
10	SWEDEN	2.9	+ 12.1 %

# A MAJOR ECONOMIC PLAYER at national and regional level



**4 %**  
OF FRANCE'S TOTAL VINEYARD AREA

**12 %**  
OF FRENCH WINE PRODUCERS

**20 %**  
OF WINE TURNOVER

THE GRAND-EST REGION:

**NUMBER ONE**  
CONTRIBUTOR TO FRANCE'S  
AGRI-FOOD TRADE BALANCE

CHAMPAGNE INDUSTRY  
TURNOVER REPRESENTS:

THE **NUMBER ONE**  
EXPORT TURNOVER FOR THE  
GRAND-EST REGION

**4 %**  
OF TOTAL EXPORTS,

**35 %**  
OF AGRI-FOOD EXPORTS.

A DRIVING FORCE FOR **GROWTH AND INNOVATION** IN ANCILLARY SECTORS SUCH AS:

- Equipment and machinery manufacturing  
(**vineyard/winery equipment, cooperage, fermentation tanks, etc**)
- Packaging  
(**glass-making, bottle-stopper manufacture, printing, etc**)
- Transport  
(**logistics, inbound and outbound transportation, etc**)
- Services  
(**marketing and communication, banking, insurance, etc**)

More than 4,000 jobs created.

A TOP TOURIST DESTINATION

- '**Champagne Hillsides, Houses and Cellars**' included on the world heritage list of UNESCO.
- **One million visitors** every year, to cellars owned by independent growers, Champagne cooperatives and houses.
- With positive knock-on effects for **hotel and catering, transport and conference industries, local shops, etc...**

# A MAJOR ECONOMIC PLAYER in sustainable development

## A COLLECTIVE DRIVE FOR SUSTAINABLE SECTOR DEVELOPMENT

WEALTH CREATION WITH BENEFITS  
FAIRLY SHARED AMONG WINEGROWERS  
& CHAMPAGNE HOUSES ALIKE

MAINTENANCE OF THE REGION'S  
ECONOMIC AND SOCIAL FABRIC

SHARED ENVIRONMENT PROJECT

## AN ENVIRONMENTAL POLICY FOUNDED ON FOUR KEY COMMITMENTS:

- **Minimum chemical** inputs,
- **The conservation of terroir**,  
bio-diversity and landscapes,
- **The accountable management**  
of water, effluent, by-products  
and waste,
- **Confronting the energy/climate  
challenge.**



COMITÉ INTERPROFESSIONNEL  
DU VIN DE CHAMPAGNE

5, rue Henri Martin  
CS 30 135  
51204 Épernay Cedex France

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



VIGNERONS ET MAISONS