

WINE INDUSTRY

KEY INFO IN

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POINTS

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▶ FRANCE'S RICH WINE HERITAGE

France had 800,000 hectares of vines in production in 2015, with almost 448,000 hectares of this given over to producing certified protected designations (*appellations d'origine protégée* – AOPs). Wine growing makes up 15% of France's agricultural revenues while accounting for only 3% of the land area used.

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▶ THE WORLD'S #2 WINE PRODUCER

On average, France produces 50 million hectoliters of wine a year, equating to 16% of global wine output. In 2015, it was the world's second largest producer after Italy. The wine industry accounts for nearly 600,000 jobs in France, half of them indirect, including over 142,000 wine growers and 3,000 sommeliers. (larvf.com)

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▶ HIGH-QUALITY WINES

Fifty-seven percent of French wines carry certified protected designation of origin (*appellation d'origine contrôlée* – AOC), the strictest category of both wine-making methods and legislation (grape types, yields, etc.), while 34% are certified protected geographical indication (*indication géographique protégée* – IGP) (source: FranceAgriMer, the French agency for agricultural and seafood products). France's organic wine sector is the world's second largest, with over 20% of global organic vine growing areas and organic wine output in 2012. (Agence Bio, the French agency for the development and promotion of organic farming)

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▶ GLOBAL LEADER FOR WINE EXPORTS

Thirty percent of French wines are sold in export markets. In 2015, France's sound reputation in the industry saw it export 14 million hectoliters of wine for nearly €8.3 billion and 1.7 million hectoliters of spirits worth €4 billion. Cognac accounts for only just over a quarter of spirit sales volumes but two-thirds of export revenues. (FranceAgriMer)

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▶ PRODUCTS EXPORTED THE WORLD OVER

In 2015, the top two customers for French wine by sales volume remained Germany (16% of exports) and the United Kingdom (13%), followed by China and Belgium. In 2015, the United States – the fifth largest customer by sales volumes – became the leading destination for French wine export revenues, which totaled €1.3 billion. (FranceAgriMer)

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▶ WINE INDUSTRY COOPERATIVES

The cooperative wine sector boasts 650 cooperative wine cellars and unions and 17,000 employees. Over half of all specialized wine growers belong to a cooperative wine cellar. In 2014, the cooperative wine industry produced 18 million hectoliters, or nigh on 40% of total domestic output, generating consolidated revenue of €5.6 billion. Nearly 200 wine cellars are involved in producing organic wine.

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▶ WINE TOURISM

France's vineyards also drive growth in tourism. More than 10,000 tourist-oriented wine cellars welcome 10 million visitors a year. Nearly 40% of wine tourists are foreigners from Belgium, the United Kingdom, the Netherlands, Germany and the United States. Since 2009, 36 destinations have been labelled *Vignobles & Découvertes* ("Vineyards & Discoveries"). (*Vin & Société*)

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▶ SIZEABLE DOMESTIC MARKET

France consumes over 30 million hectoliters of wine (14% of global output) every year, making it one of the world's largest consumers alongside the United States and Italy. The average French person consumes 48 liters of wine a year. (larvf.com).

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▶ INNOVATION IN THE WINE SECTOR

The sector has shown it can change to meet consumer and society expectations, and is moving towards sustainable production. Innovation efforts are mainly focused on wine-making methods (quality control, reduced energy consumption, etc.). Meanwhile, modernization in vine-growing is leading to greater efficiency and profitability (robotics, on-board electronic systems for tractors, etc.). (Bpifrance, France's public investment bank)

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▶ NEW OUTLETS

Bordeaux wine-makers have successfully boosted brand recognition among Chinese consumers by attending exhibitions in Asia; China, including Hong Kong, is now the top export market for Bordeaux wines.



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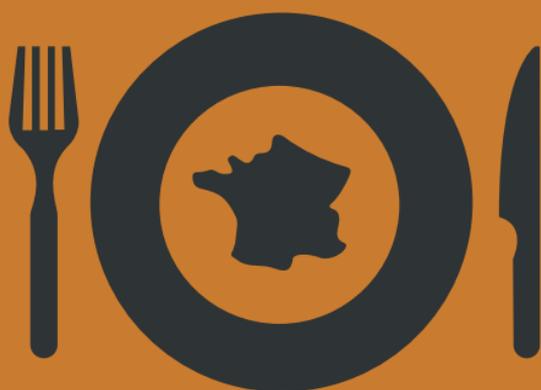
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€171 billion
IN SALES, INCLUDING
21% IN EXPORTS