

# WINE INDUSTRY

KEY INFO IN

**10**  
POINTS

# 1

## ▶ FRANCE: THE LAND OF WINE

France produces more than 3,200 varieties of wine across 80 departments and 16 large vineyards (Vin Vigne). The Institut national de l'origine et de la qualité (INAO) lists 361 certified protected designations of origin (PDO & AOC), as well as 74 protected geographical indications (PGI). In 2015, France was the second largest country in Europe in terms of vines in production, with 761,000 hectares, after Spain (887,000 hectares). (Eurostat)

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# 2

## ▶ THE WORLD'S #2 WINE PRODUCER

In 2017, France produced 36.7 million hectoliters (mhl) of wine (French Customs Authorities). France is the world's second largest wine producer after Italy (39.3 mhl), but ahead of Spain (33.5 mhl) (Agreste). From 2012 until 2016, France produced on average 46 million hectoliters of wine a year. (Eurostat)

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# 3

## ▶ HIGH-QUALITY WINES

In 2016, wines carrying certified protected designation of origin (appellation d'origine contrôlée – AOC) accounted for 46% of total production, wines for the production of brandy (Cognac, Armagnac) 17%, and wines carrying certified protected geographical indication 28% (Agreste). According to Agence Bio, vineyards given over for organic production increased four-fold from 2007 to 2015, and accounted for 10% of all wine-growing areas in 2017.

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# 4

## ▶ GLOBAL LEADER FOR WINE EXPORTS

Nearly forty-one percent of French wines are sold in export markets. In 2017, France exported 15 million hectoliters (mhl) of wine worth nearly €9.1 billion, an increase of 9.9% compared with 2016. France accounts for one third of global wine export revenues. (French Customs Authorities)

# 5

## ▶ PRODUCTS EXPORTED THE WORLD OVER

In 2017, the top two customers for French wine by sales volume were Germany (15.1% of exports) and China (14.3%), followed by the United Kingdom (11.6%). The United States was the leading destination for French wine export revenues, which totaled €1.6 billion. (French Customs Authorities)

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# 6

## ▶ WINE INDUSTRY COOPERATIVES

The cooperative wine sector boasts 650 cooperative wine cellars and unions, 85,000 associates and more than 17,000 employees. Over half of all specialized wine growers belong to a cooperative wine cellar, with the cooperative wine industry representing 48% of domestic output. (CCVF)

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# 7

## ▶ WINE TOURISM

France's vineyards also drive growth in tourism. In 2016, the estimated 10,000 tourist-oriented wine cellars welcomed 10 million visitors. More than 40% of wine tourists are foreigners from Belgium, the United Kingdom, the Netherlands, Germany and the United States. Since 2009, 67 destinations have been labelled Vignobles & Découvertes ("Vineyards & Discoveries"). (Atout France)

# 8

## ▶ FRANCE: A SIZEABLE MARKET

France consumed 29 million hectoliters (mhl) of wine in 2017, making it the world's second largest consumer after the United States. The average French person consumes 45 liters of wine a year. The French mainly buy their wine in supermarkets, accounting for 70% of sales, with red wine proving the most popular (51% of total sales), followed by rosé (31%), and white wine (18%). (FranceAgriMer)

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# 9

## ▶ INNOVATION IN THE WINE SECTOR

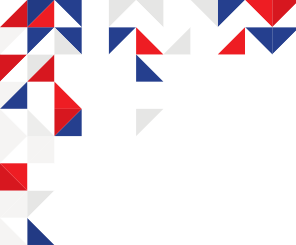
As part of the Investments for the Future Program, 15 companies presented their innovative projects for the section entitled "Agricultural and Food Projects for the Future", sponsored by FranceAgriMer. Among the companies selected were UV Boosting and its process of "treating" vines with ultraviolet radiation, and Mo.del and its Viti-tunnel, a removable and automatic protection device to be used on rows of vines.

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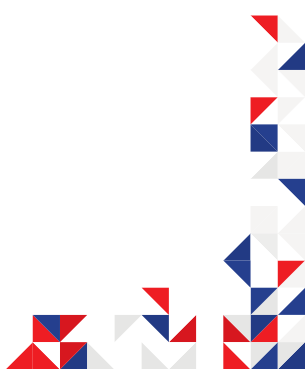

# 10

## ▶ A SECTOR WITH HIGH VALUE ADDED

Vines account for 4% of the agricultural land area and 15.6% of the value added of French agriculture, equivalent to €11.2 billion in 2017 (Eurostat, INSEE). There are 85,000 farms in France directly employing 250,000 people. (Ministry for Agriculture and Food)



More information on  
[www.businessfrance.fr](http://www.businessfrance.fr)





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**AGRI-FOOD:  
FRANCE'S  
#1  
INDUSTRY  
(INSEE)**



**FRANCE: THE WORLD'S  
#2  
WINE PRODUCER  
(AGRESTE)**





**FRANCE: THE WORLD'S**  
**#6**  
**EXPORTER OF AGRI-FOOD**  
**PRODUCTS**  
**(UN COMTRADE)**



**PROTECTED DESIGNATIONS  
OF ORIGIN (PDO) ACCOUNT  
FOR 46 %  
OF TOTAL  
FRENCH WINE PRODUCTION  
(AGRESTE)**