BOURGOGNE
Bureau Interprofessionnel des Vins de Bourgogne

Market update

Bourgogne has what it takes to remain a market leader them!

Bourgogne has finally been able to replenish its stocks with a second generous harvest in 2023. Periodic shortages of wine are one of the challenges affecting Bourgogne's development in its markets. The challenge now is to re-learn how to build up stocks for the coming years, while also seeking to renew our foothold in markets that are undergoing major changes, both in France and abroad.

- The available stock in Bourgogne, at the start of the 2023-2024 campaign, has been replenished by two generous harvests: wineries have an increase of 12% of available stock compared to the average of the last five years.
  Bourgogne has not seen a situation like this for over 20 years. This allows the industry to better anticipate potential future hazards and preserve its market share.
- One of the challenges is to revive Bourgogne's development in the markets, which has been limited in recent years by lower productivity and its many consequences.
- Bulk wine sales from estates are up compared to the same period in the previous campaign: +8% for the first six months of the 23-24 campaign compared to the first six months of the 22-23 campaign.
  Bulk wine accounts for 67.5% of total sales volumes (bulk + bottles), even though the pace of transactions is a bit slower than in the previous campaign.
- In terms of exports, the markets are facing a number of uncertainties linked to the geopolitical situation, such as the upcoming United States election, as well as the continuing trend towards increasingly occasional consumption.
  Bourgogne exports felt the effects of this in 2023, with an export volume down 6% compared to 2022 (87 million bottles[1]). And while sales remained above one billion euros for the 4th consecutive year at 1.5 billion euros, that was down 0.3% compared to 2022.

Bourgogne is well aware of the many challenges it must confront: maintaining its production at a good level over the long term, preserving an economic model that enhances its value, and collectively harnessing all the resources at its disposal to consolidate its place in evolving consumption patterns.

[1] When we mention bottles, we only include 75 cl bottles.

The Regional Market: Generous availability eases trade tensions

Although Bourgogne has experienced increasingly significant yield fluctuations since 2008, the generous 2023 harvest has raised the average of the last five harvests. However, this average is still below 1.5 million hectoliters.

The production potential changes from year to year, with the total planted area increasing by 12% in 10 years (+3,000 hectares). The harvests of 2021 and 2023 have produced two contrasting situations: -33% in volume for the 2021 vintage and + 29% in volume for 2023 compared to the five-vintage average. These sudden variations seem to have become more pronounced in recent years. As a result, the average of the harvests has hardly changed at all, but the standard deviations have risen sharply.

In addition to these situations, there were two extraordinary and contrasting economic contexts in 2020 and 2021. The first heralded a period of overstocking due to lockdowns, while the second resulted in the 2021-2022 campaign, with record sales mobilizing large stocks in Bourgogne. The less anticipated effects of these two years shaped the 2022-2023 campaign, which saw the confirmation and amplification of new wine consumption patterns driven by younger generations.

The beginning of the 2023-2024 campaign is off to a slow start, awaiting clarification of market trends, both for the French as well as international markets.

In order to balance these increasingly important and regular variables between production and consumption, Bourgogne is equipping itself with tools for collectively managing production volumes and marketing.

Vintage 2023: Bourgogne demonstrates its potential!

With a production forecast of almost 1.9 million hectoliters[2] (equivalent to 253 million bottles), the 2023 harvest demonstrates Bourgogne's considerable production potential, when conditions are favorable.

- +9% compared to the 2022 harvest
- +29% compared to the average of the last five vintages (2018-2022)

- <u>The 2023 harvest in detail</u>[2]
  - White wines: 1,122,124 hectoliters (+5% compared to 2022)
  - Red wines: 518,846 hectoliters (+9% compared to 2022)
  - Rosé wines: 5,563 hectoliters (-2% compared to 2022)
  - Crémant de Bourgogne: 253,265 hectoliters without reserves (up 32% compared to 2022)

<u>White wines</u>: 59% of this vintage's volume

- ✓ **Mâcon** *Régionale* AOCs[3] (23% of white volumes produced in 2023): +4.3% compared to 2022
  If we include the *Village* and *Village Premier Cru* AOCs, white wines from the Mâconnais will account for 34% of the white wines produced in Bourgogne in 2023 (up 6.8% from 2022).
- ✓ **Chablis** AOCs[4] (31% of white wine volumes in 2023): +19% compared to 2022

<u>Red wines</u>: 27 % of the volumes of this vintage

[2] Excluding the VCI (Individual Extra Volume scheme)
[3] **Mâcon** AOCs includes: Mâcon, Mâcon-Villages and the 27 Mâcon plus geographical denomination villages.
[4] **Chablis** AOCs include: **Petit Chablis**, **Chablis** (including the designation Premier Cru), and **Chablis Grand Cru**

- **Bourgogne** *Régionale* AOC (46% of red wine volumes in 2023): +6.4 % compared to 2022
- **Bourgogne Hautes Côtes de Nuits** and **Bourgogne Hautes Côte de Beaune** (13% of red wine volumes in 2023): +7.3% compared to 2022
- **Mercurey** AOC including the Premier Cru designation (4.8 % of red wine volumes in 2023): +5.5% compared to 2022

Crémant de Bourgogne: 13% of the volumes of this vintage

Estate sales: Growth driven by bulk sales of grapes and must

With a generous harvest volume in 2023, estate sales for the first six months of the 2023-2024 campaign have been driven by grape and must sales of the 2023 vintage.
This means that estate sales of bulk wine are up 8% compared to the same period last year, accounting for 67.5% of total sales volumes (bulk + bottles).
This strong growth in the bulk format is naturally driven by sales of "grapes and must" from the 2023 vintage: +14.9% compared to 2022:

- For white wines: +5.8% compared to 2022 (55% of volumes)
  - **Bourgogne** AOC: +18.4% for 11.4% of volumes
  - **Chablis** AOCs: + 0.2% for 22% of volumes
  - **Mâcon-Villages** AOC: +14.7% for 8% of volumes
- For red wines: +10.6% compared to 2022 (17% of volumes)
  - **Bourgogne** AOC: +8.3% for 19.3% of volumes
  - **Bourgogne Hautes Côtes de Nuits**: +10.3% for 8.3% of volumes
  - **Mercurey** AOC: +13.4% for 3.5% of volumes
- **Crémant de Bourgogne** (base wine): +40% compared to 2022 (29% of volumes)

As demand is slightly lower than in 2022, sales of bottled estate wine for the first six months of the campaign have declined compared to the same period of the previous campaign: -3.4% (-10.2% for the 2023 campaign compared to the average for the last five campaigns), accounting for 32.5% of total sales volumes (bulk + bottles).

However, some AOCs are making progress:

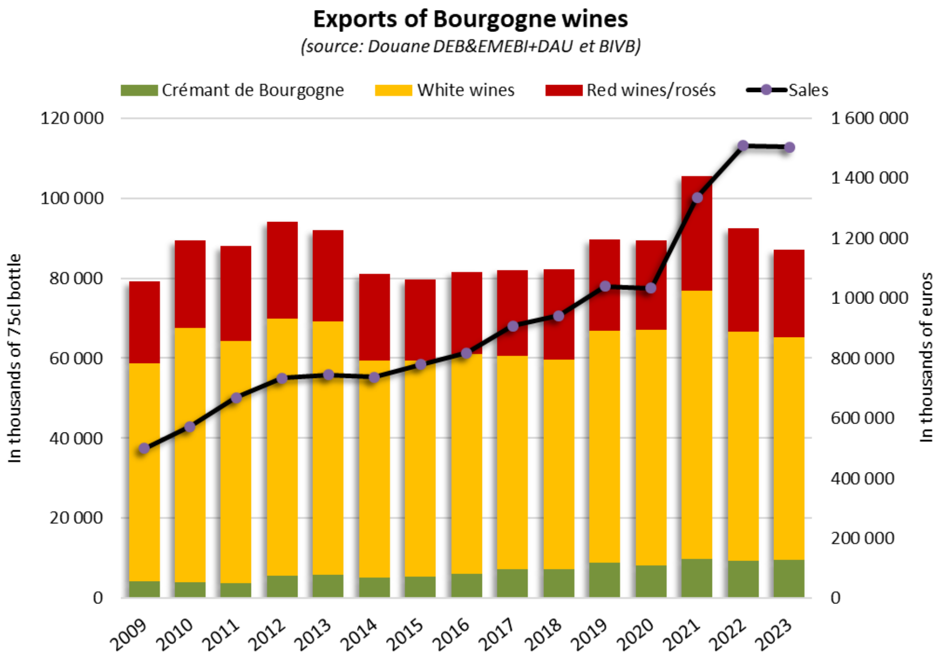
- **Bourgogne** AOC whites: +4.4%.
- **Bourgogne** AOC reds: +5.6%.

Exports: Market share to be reclaimed thanks to two beautiful vintages, amid a more competitive environment

French wine exports lost almost the equivalent of 190 million bottles in 2023 compared to the average of the last five years. These volume losses reflect smaller and more competitive market shares than in the past.
For 2024, Bourgogne will face a number of challenges in terms of exports, because, as in France, wine consumption is evolving in step with the socio-economic context and changing lifestyles, and is becoming more occasional.

Over the past ten years, Bourgogne has been one of the French winegrowing regions to enjoy steady growth in its exports, while at the same time repositioning its offering in segments that highlight its efforts to enhance the quality of its image and its wines.

In 2023, although the volume of Bourgogne wines exported fell (-6% in 2023 compared to 2022), it was still equivalent to the average of the last 10 years (-0.6% in volume compared to the 10-year average), even including the exceptional results of 2021.



Bourgogne wines continue to expand their presence around the world: they are now exported to 175 of the 197 countries recognized by the UN (+ 9 new exotic destinations in 2023[5]).

- ✓ Bourgogne wines sold over 87 million bottles in 2023, equivalent to the export average of the last 10 years.
  - **Bourgogne** whites account for 64% of the wine exported by volume.
  - Certain high-volume AOCs are regaining market share in 2023: **Mâcon** *Régionale* AOCs (+12%, 2023 compared to 2022) and **Chablis** and **Petit Chablis** AOCs (+5.2%, 2023 compared to 2022).
- ✓ The increase in revenue from white wines in 2023 compared to 2022 (+23.6 million euros,

[5] Zimbabwe, Nicaragua, Djibouti, Guinea, Macedonia, Liberia, Cuba, Namibia, Bhutan, and El Salvador

representing 49% of Bourgogne's total revenue) does not, however, offset the decline in red wine sales.

   - Among white wines, there were excellent performances from **Chablis** and **Petit Chablis** AOCs (+15.3 million euros), wines from **the Mâconnais AOCs** (+14.9 million euros), and **Grand Cru** AOCs from the Côte d'Or (+9.4 million euros).

- ✓ **Crémant de Bourgogne** will account for more than 11% (up 2 percentage points compared to the 5-year average) of all Bourgogne wine exports in 2023, with an increase of 2.3% (2023 compared to 2022).

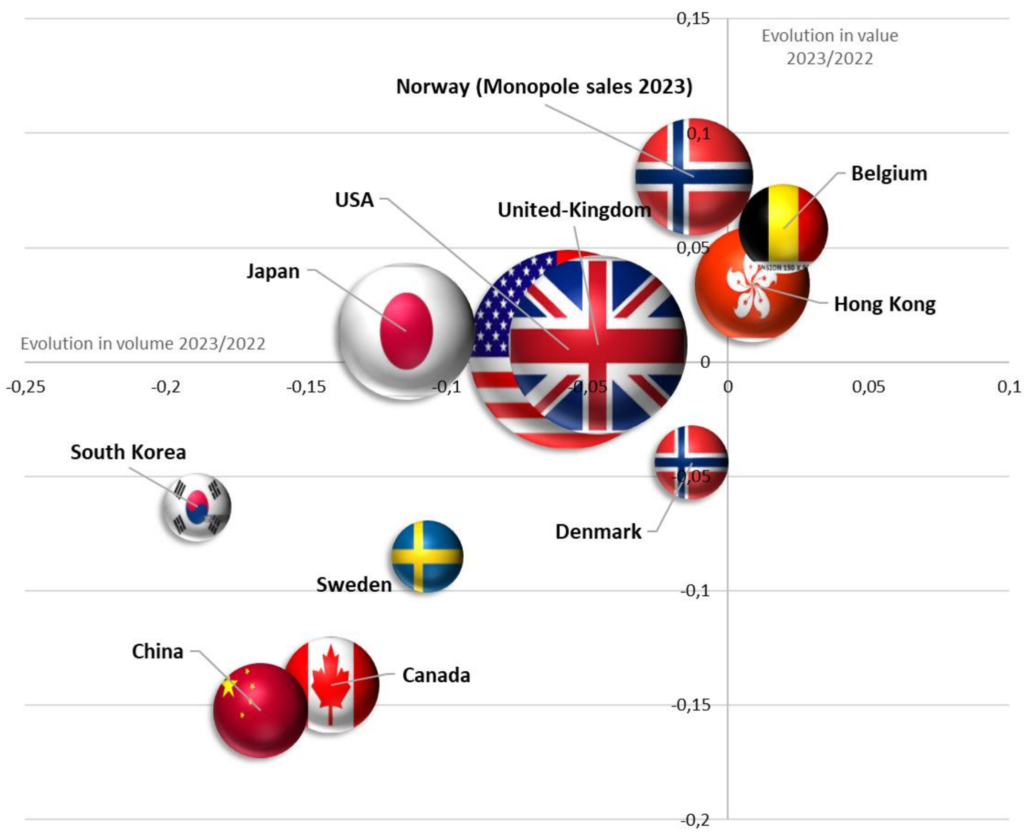
Three main export areas for Bourgogne wines

Of the 87 million bottles exported by Bourgogne in 2023, most went to three main geographical areas, which together accounted for 75% of volumes and 72% of sales.

- The European geographical area (United Kingdom, Belgium, Sweden, Denmark and Norway) is the largest in terms of volume and sales (33% of volumes generated and 26% of Bourgogne's export sales).
- North America with the United States and Canada, which are in the top three export destinations, being the 1st and 3rd markets respectively in terms of volume: Together they accounted for 29% of volume and 24% of revenue for Bourgogne wine exports in 2023.
- Asia (Japan, China, Hong Kong and South Korea) is the fastest-growing region in terms of sales, up 61% on average over the last 10 years. It accounts for 13% of volumes and 22% of export sales.

11 markets account for 75% of volumes and 72% of sales

(Sources: Customs DEB&EMEBI+DAU / BIVB; the size of the bubbles is proportional to the turnover in 2023)



VINS DE BOURGOGNE

Export results for 2023 of Bourgogne wines in its 30 main markets

(Sources: Customs DEB&EMEBI+DAU / BIVB)

Export Bourgogne	2023 Market share		2023		2022		% Variation	
	Volume	Value	x 1,000 bottles	x 1,000 €uros	x 1,000 bottles	x 1,000 €uros	Volume	Value
Total			**87 017**	**1 503 760**	**92 530**	**1 507 755**	**-6,0%**	**-0,3%**
UNITED STATES	21%	19%	18 093	292 917	19 177	291 280	-5,7%	0,6%
UNITED KINGDOM	15%	16%	13 146	236 811	13 786	235 065	-4,6%	0,7%
JAPAN	7,4%	9,3%	6 418	139 233	7 247	137 375	-11,4%	1,4%
HONG KONG	1,5%	6,4%	1 276	96 561	1 265	93 407	0,9%	3,4%
SWITZERLAND	2%	5%	1 685	76 597	1 748	76 260	-3,6%	0,4%
CANADA	7,9%	4,6%	6 893	68 668	8 027	79 938	-14,12%	-14,10%
CHINA	3,0%	4,4%	2 599	65 642	3 117	77 422	-16,6%	-15,2%
BELGIUM	8%	4%	6 835	58 248	6 703	55 040	2,0%	5,8%
DENMARK	3,3%	2,7%	2 854	40 281	2 891	42 130	-1,3%	-4,4%
SWEDEN	6,1%	3%	5 275	37 793	5 908	41 296	-10,7%	-8,5%
GERMANY	3%	2%	2 614	37 554	2 912	39 225	-10,2%	-4,3%
SINGAPORE	1%	2%	703	34 393	675	29 185	4,1%	17,8%
TAIWAN	0,8%	2%	680	33 604	858	37 555	-20,8%	-10,5%
SOUTH KOREA	1,5%	2,2%	1 322	33 603	1 630	35 876	-18,9%	-6,3%
NETHERLANDS	3,4%	2,2%	2 967	33 481	3 212	31 069	-7,6%	7,8%
AUSTRALIA	2,0%	2%	1 756	27 197	1 799	27 280	-2,4%	-0,3%
ITALY	1,8%	1,7%	1 541	26 160	1 360	21 645	13,3%	20,9%
UNITED ARAB EMIRATES	0,7%	0,9%	579	13 278	775	14 122	-25,3%	-6,0%
NORWAY	1,1%	1%	948	13 188	592	9 659	60,2%	36,5%
SPAIN	0,6%	0,8%	559	12 364	634	11 635	-11,9%	6,3%
AUSTRIA	0,4%	0,5%	319	8 169	309	8 454	3,3%	-3,4%
IRELAND	0,9%	0,5%	798	7 741	796	7 370	0,2%	5,0%
ISRAEL	0,9%	0,5%	763	7 674	726	7 152	5,1%	7,3%
BRAZIL	0,7%	0,5%	595	7 012	426	5 919	39,7%	18,5%
LUXEMBOURG	0,3%	0,5%	275	6 775	334	7 009	-17,5%	-3,3%
THAILAND	0,4%	0,4%	316	6 443	256	6 583	23,4%	-2,1%
CZECH REPUBLIC	0,2%	0,3%	187	4 581	171	3 281	9,2%	39,6%
POLAND	0,5%	0,3%	473	4 536	405	3 947	16,9%	14,9%
LITHUANIA	0,3%	0,3%	285	4 058	336	4 172	-15,4%	-2,7%
NORWAY (Monopoly sales)			4 436	100 991	4 487	93 394	-1,2%	8,1%

Countries in the European geographical area

Bourgogne sold 29 million bottles to the area's five main markets, generating sales of over 386 million euros (down by 0.8 million bottles and up by 3.1 million euros in 2023 compared to 2022).
French wines lost 34.3 million bottles in these countries in 2023 compared to the 5-year average.

✓ **United Kingdom, the 2nd largest market in terms of value** (16% of sales, for 15% of volumes)
Evolution 2023 compared to 2022: - 4.6% in volume and +0.7% in value

In 2023, the United Kingdom maintained its position as the 2nd largest export market in terms of volume and value, just behind the USA.
Although export volumes are declining, some AOCs are regaining market share (2023 compared to 2022):

- **Mâcon** *Régionale* AOCs in white (including **Mâcon-Villages** and **Mâcon plus geographical designation**): +9.4% in volume, accounting for 23% of white wine volumes.
- **Grand Cru** AOCs from the Côte d'Or**:** a significant increase in volume (+42.7%), accounting for 6.8% of white wine volumes.
- **Crémant de Bourgogne:** up 38.1% in volume, accounting for 6.2% of exported volumes. It remains above its 2019 performance.

Sales of red wines and Crémant de Bourgogne have risen significantly, by 1.2% and 48.9% respectively (2023 compared to 2022).

Bourgogne white wines are very present in this market, and still account for 36.4% of the volume of French AOC white wine exported to the United Kingdom, accounting for 58% of the revenue generated by this category of wine in 2023.

✓ **Belgium, the 8th largest market in value** (3.9% of export revenue, representing 7.8% of volumes)
Evolution 2023 compared to 2022: +2% in volume and +5.9% in value

Bourgogne white wines still play a dominant role in the export of AOC wines to this country: 29.6% of volumes and 44.5% of sales for this category of wine in 2023. It is these same white wines that show the highest growth in revenue (+4.4 million euros in 2023 compared to 2022).
The turnover generated by Bourgogne's white wines is thus well supported: +12.2% (2023 compared to 2022).

Some very fine performances worth noting:

- **Chablis** and **Petit Chablis** AOCs: +23.2% in volume and +36.9% in value compared to 2022
- **Mâcon** regional AOCs (including Mâcon-Villages and Mâcon plus geographical designation): a +9.6% increase in volume compared to 2022 (30.8% of Bourgogne's white wines) and a +19.5% increase in value (25.6% of sales).

Although Bourgogne reds account for only 13.7% of volumes and 26.8% of sales in Belgium, they achieved notable successes in 2023:

- **Bourgogne** regional AOCs (including Bourgogne plus geographical denomination): +16.9% in volume (54.1% of exported bottles) and +21.1% in value (20.5% of sales)
- **Grand Cru** AOCs from the Côte d'Or: + 8.8 % in volume (just over 6.5 % of exported red wines) and +10.3 % in value (31 % of sales for this category).

None of these figures take into account direct sales to Belgian tourists. It is worth noting that Belgian tourists are among the most frequent visitors to the Bourgogne wine region.

✓ **Denmark, the 9th market in value** (2.7% of export sales, accounting for 3.3% of volumes)
Evolution 2023 compared to 2022: -1.3% in volume and -4.4% in value

In 2020, Denmark became one of the top 10 markets for Bourgogne wines in terms of value. It confirmed this position in 2023, even overtaking Sweden. In terms of volume, it has held onto its 9th place for over 10 years.
Bourgogne wines enjoy a strong position, confirming their 2nd place in terms of both volume (2.18 million bottles, representing a market share of 18.6%) and sales (excluding Champagne) among French AOC vineyards.

Bourgogne white wines account for 55.6% of export volumes, and 49.4% of total sales. There was a significant increase in volume (+24,000 bottles compared to 2022), driven mainly by:

- **Chablis** AOCs: up 28.2% in volume compared to 2022 (32.4% of Bourgogne white wine volumes) and up 23.6% in value compared to 2022.
- **Bourgogne** *Régionale* AOCs (including **Bourgogne plus geographical designation**): +23.4% in volume compared to 2022 (29.4% of Bourgogne white wine volumes) and +20.3% in value compared to 2022.

For red wines, only the **Bourgogne** *Régionale* AOCs (including **Bourgogne plus geographical designation**) are experiencing real growth in volume: +4.6% in volume (50.9% of red wine volumes exported).

Crémant de Bourgogne, which accounts for 23.5% of volumes, continues to grow: +2.5% in volume and +12.6% in sales.

✓ Sweden, 10th largest market in value (2.5% of export sales, accounting for 6.1% of volumes)

Evolution 2023 compared to 2022: -10.7% in volume and -8.5% in value

Despite negative results, Bourgogne confirms its 1st place in volume (5.3 million bottles, 23.6% market share) among French AOC vineyards in this market, established in 2018. Bourgogne wines rank 2nd in terms of sales (37.8 million euros and 22.2% market share in value) and have held this position for over 10 years, behind Champagne.

This is one of the markets where Crémant de Bourgogne is highly exported, with volumes close to those of white wines: 39.9% of Bourgogne export volumes for Crémant de Bourgogne and 47.7% for white wines. It is also the leading sparkling wine in terms of volume and value exported to this country: 65.8% of the volume and 73.5% of the value of all French sparkling wines excluding Champagne.
Furthermore, **Crémant de Bourgogne** experienced double-digit growth in 2023, both in volume and in value: +16.5% in volume and +17.8% in sales (2023 compared to 2022).

Bourgogne red wines accounted for just 12.3% of export volumes and 19.8% of sales in 2023.

✓ Norway, 7 years of growth for Bourgogne wines

The customs data does not allow us to rank Norway as an export destination for Bourgogne wines, as is the case for other destinations, since part of the wine exported to Norway (according to customs sources) transits through other destinations.

However, the figures from the monopoly alone would place Norway as the 7th largest market in volume and 4th largest in value for 2023!
Sales of Bourgogne wines by the Vinmonopolet (monopoly) continue to grow over the long term. Although sales in 2023 are slightly down compared to 2022 (-1.2%), they remain higher than the 5-year average: +6.4% in volume and +29.1% in value (2023 compared to the 5-year average).

In 2023, sales of Bourgogne wines through Vinmonopolet amounted to 4.435 million equivalent 75 cl bottles (19% of Bourgogne wine sales are in the Bag-in-Box format):

- White wines: Only the **Bourgogne** *Régionale* AOCs (including **Bourgogne plus geographical designation**) saw growth in 2023, up 28.9% in volume (32.4% of total volume).
- **Crémant de Bourgogne**: Although the AOC experienced a decline in 2023 (-1.3% compared to 2022), export volumes remained above the 5-year average: up by 23% in volume (32% of volumes).
- **Red wines**: Slightly up (+0.6% in volume) driven by **Bourgogne** *Régionale* AOCs (including **Bourgogne plus geographical designation**), which account for 66.3% of the volume of exported red wines from Bourgogne.

The monopoly's revenue from its sales of Bourgogne wines in 2023 exceeded 100 million euros (1.15 billion NOK), representing growth of + 8.1% compared to 2022. Red wines showed the strongest growth: +16% compared to 2022. White wines came in second, up 16% compared with 2022, while Crémant followed at +6% compared with 2022.

North America

Exports of Bourgogne wines to the USA and Canada totaled the equivalent of 24.9 million bottles, representing sales of 361.5 million euros (-2.2 million bottles and -9.6 million euros in 2023 compared to 2022). French wines have lost 29.7 million bottles on these markets in 2023 compared with the 5-year average.

✓ **United States, the 1st market in value** (19% of export sales, accounting for 21% of volumes)
Evolution 2023 compared to 2022: -5.7% in volume and -0.3% in value

In 2023, the United States maintained its position as the leading export market in terms of both volume and sales, ahead of the United Kingdom.

Despite the decline in volume growth, Bourgogne whites have regained market share (+2.8% in volume compared to 2022):

- **Mâcon** *Régionale* AOCs (including **Mâcon-Villages** and **Mâcon plus geographical denomination**): +28.1% in volume compared to 2022, for 24.8% of white wine volumes, and +42.5% in value compared to 2022.
- **Chablis** and **Petit Chablis** AOCs: up 11.2% in volume compared to 2022 (21.7% of Bourgogne white wine volumes) and up 23.4% in value compared to 2022.
- **Village** and **Village Premier Cru** AOCs from the Mâconnais: +10.2% in volume compared to 2022 (10.2% of the volume of white wines from Bourgogne) and +18.1% in value compared to 2022.

Red wines and Crémant de Bourgogne saw a decline in 2023, both in terms of volume and sales.

Bourgogne whites, which have a strong presence in this market, still account for 33% of the volume of AOC French white wine exported to the United States, representing 47.8% of the sales in 2023.

✓ **Canada, the 6th largest market in value** (4.6% of export sales, representing 7.9% of volumes)
Evolution 2023 compared to 2022: -14.12% in volume and -14.10% in value

In Canada, Bourgogne maintained its position as the top performer in terms of revenue and volume for French AOC still white wines. Despite a drop in volume and value in 2023 (-14.12% in volume and -14.10% in value compared to 2022), Bourgogne accounted for 42.3 million euros in revenue, capturing 47.8% of the market share in value.

This leading position is largely attributed to the **Chablis** and **Petit Chablis** AOCs, which saw a modest increase in volume (+4.3%) and in value (+6.5%) in 2023 compared to 2022. These appellations accounted for 32.7% of exports by volume and 35.3% of the revenue.

Among Bourgogne red wines, only the **Village** and **Village Premier Cru AOCs of the Côte de Nuits** showed growth in volume (+3.1%) and in value (+13.8%).

Crémant de Bourgogne continued its growth trajectory in 2023, with a 2.3% increase in volume and a 1.8% increase in value, consolidating its position as the second-largest French AOC among sparkling wines in Canada.

Countries in Asia

Within the Asian region, Bourgogne wines exported 11.6 million bottles with revenues of 335 million euros across four main markets in 2023. This represents a decrease of 1.6 million bottles and 9 million euros in revenue compared to 2022 for Bourgogne wines. French wines as a whole have seen a decline of 63.9 million bottles in these markets in 2023 compared to the five-year average.

- **Japan the 3rd largest market in value** (9.3% of export sales, accounting for 7.4% of volumes)
  Evolution 2023 compared to 2022: -11.4% in volume and +1.4% in value

Bourgogne wines have long held a significant place in French exports of still AOC wines to Japan. In 2023, they maintained their position as the second largest contributor in volume (20.2% of volumes) and the largest contributor in value (46% of the value) among French AOC wines exported to Japan.
Bourgogne whites are highly favoured, accounting for 44.5% of the volume of French white AOC wines exported to Japan, and 67.6% of sales in this category.

Despite a drop in the volume exported to Japan, some Bourgogne appellations continue to see growth in their sales:

- **Bourgogne** *Régionale* AOC whites (including **Bourgogne plus geographical denomination**): +7.8% (2022 compared to 2023) representing 44.2% of white wine sales.
- **Chablis** AOCs: +5.8% in volume and +9.8% in sales (2023/2022).
- **Bourgogne** *Régionale* AOC reds (including **Bourgogne plus geographical denomination**): +10% (2022/2023) representing 54.8% of red wine sales.

Over the past 15 years, sales of Bourgogne wines have grown significantly in Japan, increasing by a total of 100% (2023 compared to 2009), driven primarily by **Bourgogne** *Régionale* AOCs (+48.6 million euros in sales).

- **China and Hong Kong the 3rd largest market in terms of value** (10.8% of export sales, representing 4.5% of volumes).
  Evolution 2023 compared to 2022: -11.6% in volume and -5% in value.

Whether it's an anachronistic phenomenon or an emerging trend, white Bourgogne wines continue to grow in these two markets, historically driven by red wines (87.7% of French AOC wines exported to these countries are red): +5% in volume (2023 compared to 2022).

Some good results are to be noted (2023/2022), thanks in particular to white wines:

- **Chablis** and **Petit Chablis** AOCs: +89% in volume (24.2% of bottles exported) and +71.2% in value (9.9% of sales).
- **Village** and **Village Premier Cru** AOCs from the Mâconnais: +0.2% in volume (6% of bottles exported) and +4.9% in value (3.2% of sales).
- **Mâcon** *Régionale* AOCs (including **Mâcon-Villages** and **Mâcon plus geographical denomination**): +130% in volume and +56.5% in value.

Red wines, which still account for 55% of Bourgogne wines on these markets, experienced a slowdown in 2023, while some AOCs continued to grow in sales:

- **Bourgogne** *Régionale* AOCs (including **Bourgogne plus geographical denomination**): largely dominant, covering 59.4% of export volumes and growing in sales (+2.3% compared to 2022).
- **Village** and **Village Premier Cru** wines from the Côtes de Nuits: showing significant growth, up 12.6% in sales.
- **Crémant de Bourgogne**, which is still relatively under-represented (36,000 bottles, representing less than 0.92% of exported Bourgogne wines), achieved a significant double increase: +15.6% in volume and +40.5% in value.

- **South Korea is ranked 14th in terms of value** (2.2% of export sales, for 1.5% of volumes).
  Evolution in 2023 compared to 2022: -18.9% in volume and -6.3% in value

Since the free trade agreement signed between South Korea and the European Union in 2011, the wine market has seen significant development. In 2021, the volume of French AOC wines reached a new record, surpassing that of 2007 by a large margin. Bourgogne wines, which are very popular, are among the French AOCs that have made the most progress.

In 2023, Bourgogne confirmed its n°1 position in terms of revenue in 2023 (13.4 million, accounting for 61.2% of market share in value) among the French AOC still white vineyards in South Korea. It has also confirmed its n°1 position in terms of volume, which has not changed for 10 years.

In 2023, the growth of Bourgogne wines slowed significantly: -18.9% in volume and -6.3% in value. However, some Bourgogne wines continue to progress:

- **Grand Cru** AOCs of the Côte d'Or in white: +25.3% in volume (3.7% of white wine bottles exported) and +56.9% in value (11.4% of revenue in this category)
- **Bourgogne** *Régionale* AOCs in white (including Bourgogne plus geographical designation): +0.3% in volume (42.4% of white wine bottles exported) and +2.9% in value (32.7% of revenue in this category)

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(Sources: Douane, CAVB, FDAC, Wine Intelligence, CIRCANA-IRI, BIVB)