



2018 CHAMPAGNE EXPORTS: MANY GROWTH DRIVERS BEYOND ESTABLISHED MARKETS

Last year's total turnover for Champagne set a new record of close to €4.9 billion (+0.3% compared with 2017).

Volumes are lower (-1.8% to 301.9 million bottles). France and the UK, which account for 60% of total sales, are responsible for most of this decline: their respective volumes are down 4%, although their turnover has held its own (-2%) thanks to better valorisation of the cuvées.

Overall, exports are on an upward trajectory (+0.6% in volume and +1.8% in revenue).

However, demand is most dynamic beyond the European Union, particularly in markets further afield such as the USA (23.7 million bottles, +2.7%), Japan (13.6 million bottles, +5.5%) and the Chinese triangle (mainland China, Hong Kong and Taiwan: 4.7 million bottles, +9.1%). Following very significant growth over the past decade (+134%), Australia's figures have dipped slightly (8.4 million bottles, -1.8%), due to a less favourable exchange rate.

Other countries are realising their potential including Canada with 2.3 million bottles (+4.8%), Mexico with 1.7 million bottles (+4.3%) or South Africa, where sales have topped the million-bottle mark for the very first time, recording remarkable growth of 38.4%.

2018 results validate the value creation strategy of the Champagne region, based on a continual pursuit of exceptional quality and rigorous environmental targets.

From an agronomic point of view, 2018 was an unprecedented year with a bumper harvest of outstanding quality, boding extremely well for the future Champagne cuvées.

Epernay, 17 March 2019

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