



CHAMPAGNE

a major economic player

2024





CHAMPAGNE, A UNIQUE APPELLATION

CREATOR OF VALUE

THE WORLD'S LEADING WINE AOC BY VALUE



0,5%

OF THE WORLD'S
VINEYARD AREA



8%

BY VOLUME

34%

BY VALUE

OF GLOBAL CONSUMPTION
OF SPARKLING WINES

KEY FIGURES



271.7 MILLION
bottles shipped, of which
56,5 % exported



5.8 BILLION
euros in sales*



A stock of over
1 BILLION bottles

* excluding taxes, from Champagne

A DEFINED TERRITORY



34,200 HECTARES



3 REGIONS

Grand Est, Hauts-de-France,
Île-de-France



5 DEPARTMENTS

Aube, Aisne, Haute-Marne,
Marne, Seine-et-Marne



319 VILLAGES
(crus)



16,300
GROWERS



125
COOPERATIVES



390 CHAMPAGNE
HOUSES



4,100
PRODUCERS



2,000
EXPORTERS



A WELL-STRUCTURED INDUSTRY

COMITÉ CHAMPAGNE, A TRADE ORGANISATION SERVING THE CHAMPAGNE APPELLATION

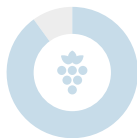
Management
of the economic
balance

Quality and
**sustainable
development**

**Global
protection of
the Champagne
appellation**

Appellation
**awareness and
desirability**

**A FRAMEWORK FOR THE CONTRACTUAL RELATIONSHIPS
BETWEEN GROWERS AND HOUSES**



**GROWERS
OPERATE
90% OF
THE VINEYARDS**



**CHAMPAGNE HOUSES
SHIP OVER
72% OF
THE VOLUMES SOLD**

THE RESERVE, UNIQUE TO CHAMPAGNE

305 MILLION
KILOS OF GRAPES
IN RESERVE

THE EQUIVALENT OF
261 MILLION BOTTLES

THE EQUIVALENT OF
87% OF A YEAR'S
HARVEST IN RESERVE

(three-year average)

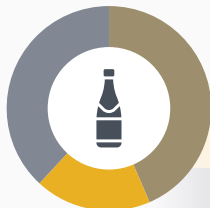
The Champagne reserve system was put in place to regulate potential annual yield variations.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including harvest shortages.

In 2024, a significant volume of reserve was used to compensate for the deficient harvest of growers and Champagne houses affected by adverse weather conditions in certain vineyard areas.



A MAJOR ECONOMIC PLAYER WITH GLOBAL REACH



2024 shipments, by volume

271.7 million bottles

43.5%

118.3 million bottles

18.4%

50.0 million bottles

38.1%

103.4 million bottles

● France

● European Union

● Rest of the world

A GLOBAL PRESENCE, **IN OVER 200 DESTINATIONS**

**SUSTAINED
EXPORT GROWTH**

**SHIPMENTS OUTSIDE THE
EUROPEAN UNION HAVE DOUBLED
IN 20 YEARS**

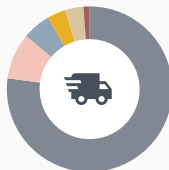
37 MARKETS OF OVER 500,000 BOTTLES

10 TOP EXPORT MARKETS IN 2024

	2024 ranking	Millions of bottles	Revenue (in millions of euros)*
1	USA	27.4	820
2	UNITED KINGDOM	22.3	519
3	JAPAN	12.4	386
4	GERMANY	9.5	229
5	ITALY	8.4	235
6	BELGIUM	7.6	153
7	AUSTRALIA	7.3	147
8	SWITZERLAND	4.8	124
9	SPAIN	3.7	105
10	UNITED ARAB EMIRATES	3.4	100

EXPORT BREAKDOWN BY QUALITY

2024 exports,
by volume



● **77.1 %** Non-vintage brut

● **9.0 %** Rosé

● **5.5 %** Prestige cuvées

● **3.6 %** Dosages > to Brut

● **3.6 %** Dosages < to Brut

● **1.2 %** Vintage

* excluding taxes, from Champagne



A MAJOR ECONOMIC PLAYER FOR THE GRAND EST REGION AND THE FRENCH ECONOMY

A MAJOR PLAYER AMONG
FRANCE'S VINEYARDS



4%
OF THE AREA

THE LEADING PLAYER IN **WINES AND SPIRITS** IN FRANCE



LEADING
PLAYER



25% OF
EXPORTS BY VALUE

AN INDUSTRY THAT CONTRIBUTES TO THE PROSPERITY
OF THE **GRAND EST REGION***

TOP EXPORT REVENUES IN THE REGION

The Champagne industry
contributes to prosperity and
innovation in associated sectors
such as

PRODUCTION

PACKAGING

TRANSPORT

SERVICES

39%
OF **AGRI-FOOD EXPORTS**

A generator of direct employment



30,000
DIRECT JOBS



inc.
15,000 EMPLOYEES
OF GROWERS AND
CHAMPAGNE HOUSES



100,000
HARVEST WORKERS

**administrative region which comprises Champagne-Ardenne, Alsace and Lorraine, created in January 2016.*



A REGION COMMITTED TO SUSTAINABLE DEVELOPMENT

RESULTS

OVER THE LAST 15 YEARS



-20% carbon footprint
per bottle



-50% pesticides
and nitrogen fertilisers



More than 90% of industrial waste
treated

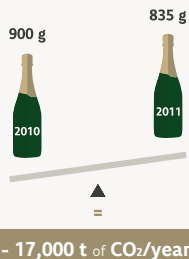


100% of wine effluents
& by-products recycled



x2 of grassy areas

LIGHTER BOTTLES



SUSTAINABLE
VITICULTURE

+ 70% of area has
environmental
certification

PIONEERING REGION



Largest vineyard area
in France using mating
disruption*

*resulting in insecticide treatments
being largely eliminated



Largest fleet of
high clearance electric
tractors and robots



First carbon footprint
for a wine area in 2003



1st region to integrate a
new resistant variety into
its specifications on an
experimental basis (VIFA)



In 2017, Champagne began
experimenting with **the first**
transatlantic freight route
with a cargo-sailing ship

LEADING THE FRENCH WINE INDUSTRY, CHAMPAGNE SIGNIFICANTLY CONTRIBUTES TO THE NATIONAL ECONOMY.

The Champagne AOC, synonymous with quality, prestige and celebration, constitutes a priceless asset.

It symbolises France internationally. The Champenois have been protecting this shared heritage for over 150 years.



THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS

are featured on UNESCO's World Heritage List.



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