

## Australia: Bourgogne Committing to New Opportunities



### Key statistics for Chablis wines in Australia - first 11 months of 2024

**16<sup>th</sup> largest export market by value for Bourgogne wines**

**14<sup>th</sup> largest export market by volume for Bourgogne wines**

**Exports: 1.41 million bottles** (down 11.8% / 11 months of 2023) **for €26 million** (up 4.9%)

**Breakdown by volume** → Still white wines: 65%  
→ Still red/rosé wines: 26%  
→ Crémant de Bourgogne : 9%

**Bourgogne wines account for 11.5% of the volume of French AOC wines exported to Australia, generating 17.3% of the revenue during the period.**

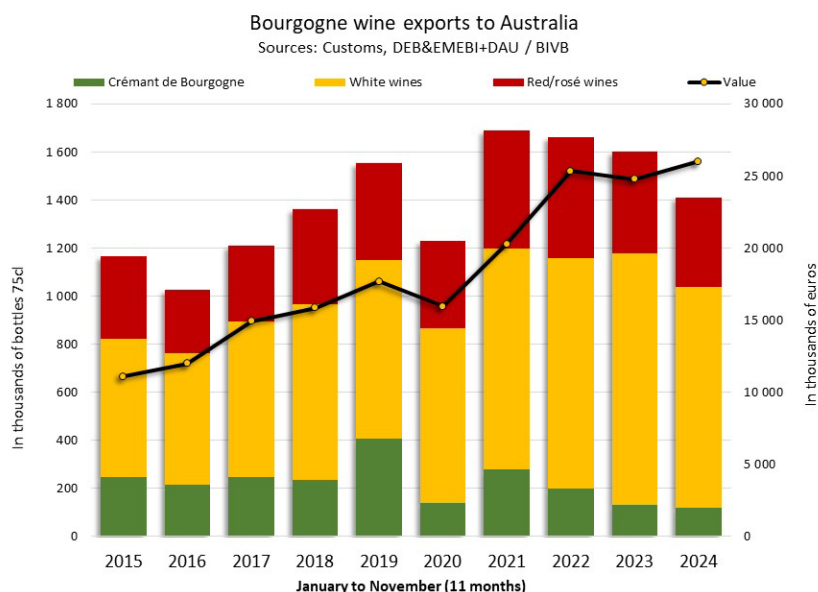
**Bourgogne white wines make up 58.5% of the volume of French AOC white wines exported.**

According to the OECD, Australia's economic growth is set to slow to 1.5% in 2024. The outlook for 2025 suggests a gradual recovery, with growth of 2%, supported by improved domestic demand and a possible stabilization of global economic conditions.

Despite an increase in its adult population of 2.7 million over the past 5 years, Australia is experiencing a decline in wine consumption. Nevertheless, while there are fewer regular wine drinkers, their community of connoisseurs is growing more refined. Among them, 42% show an interest in Bourgogne wines, an increase of 7% from 2022 to 2024.

### Bourgogne's Flagship Market in Oceania

Australia, a modest market for Bourgogne wines in the early 2000s, has experienced steady, albeit uneven, growth over the past 20 years. In Oceania, it holds a dominant position, accounting for 90.5% of revenue and 87.7% of Bourgogne wine export volumes in the first 11 months of 2024!



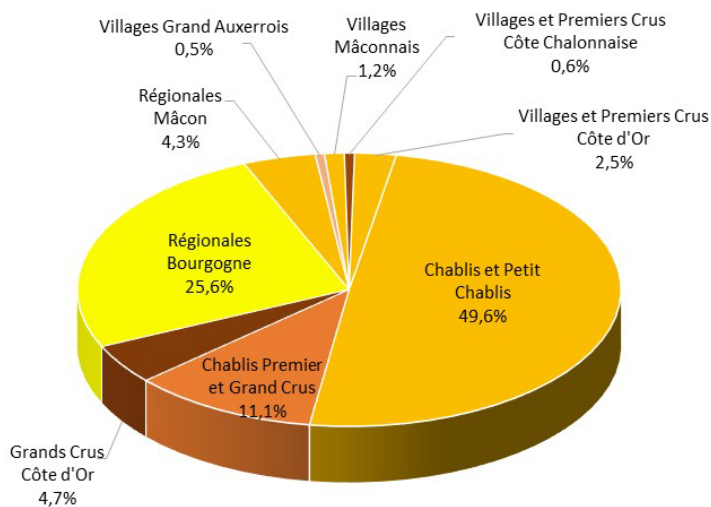
Following an unusual year in 2021, Bourgogne wine exports have returned to levels more consistent with the pre-Covid years. However, in 2024, the decline in wine consumption appears to be affecting Bourgogne export volumes, which are down 11.8% compared to the first 11 months of 2023.

Revenue for the period set a new record, exceeding €26 million (+4.9% compared to the first 11 months of 2023).

White wines from Bourgogne hold a significant position in Australian wine purchases, with a remarkable increase in revenue: +37.3% (first 11 months of 2024 compared to the five-year average for the same period).

## Chablis AOCs Dominate, Representing Nearly 39% of Exports to Australia

### White wine exports (volumes for the first 11 months of 2024)



White wines account for 65% of the volumes exported to Australia, contributing 54% of the revenue (+3% in value compared to the first 11 months of 2023).

✓ **The Chablis AOCs**, accounting for nearly 61% of white wine export volumes, rank first and represent 47% of the category's revenue.

After several years of growth and an exceptional 2023, a slowdown in the export of these wines was observed during the first 11 months of 2024 (-10.8% compared to the first 11 months of 2023).

✓ **The Bourgogne Régionale AOCs<sup>1</sup>** account for 26% of the exported white wine volumes, representing 32% of the value. This trend is reflected in their growth: +3.9% in volume and +19.3% in value

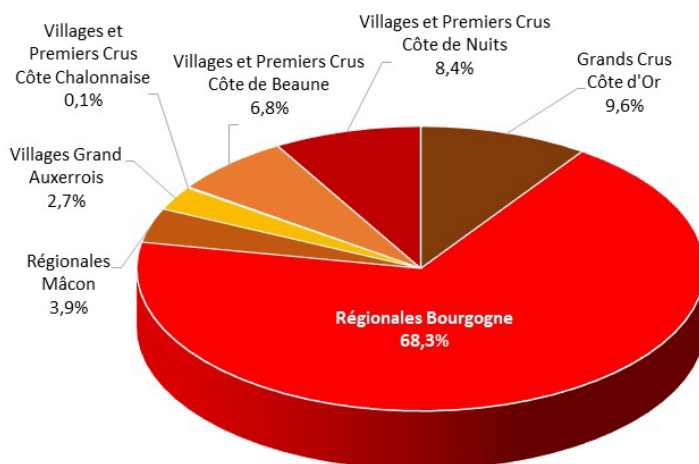
(for the first 11 months of 2024 compared to the same period in 2023).

✓ **The Grand Cru AOCs of the Côte d'Or** follow, accounting for 5% of the volume and 7% of the value. After two years of decline following a strong 2021, these AOCs have set two new records over the past 10 years, both in volume, with more than 43,000 bottles, and in revenue, exceeding 1 million euros.

**Crémant de Bourgogne** represents 9% of the exported volume and 3% of the revenue. After a significant growth in 2021, the appellation has lost ground in a market where non-alcoholic sparkling wines are experiencing extraordinary growth.

Although Crémant de Bourgogne exports have contracted (-7.6% in volume), the revenue has stabilized (+1.9% in revenue compared to the first 11 months of 2023). This trend is widespread, as French-origin sparkling wines, in general, have declined even more sharply: -27.9% in volume and -23.9% in revenue compared to the first 11 months of 2023.

### Export of red and rosé Bourgogne wines (volume, cumulative for the first 11 months of 2024)



Highly appreciated, red wines represent 26% of the volumes (-11.8% / 11 months of 2023), accounting for 43% of the revenue from Bourgogne wines in Australia (+7.7% / 11 months of 2023).

The market is largely dominated by two groups of appellations: **The Bourgogne Régionale AOCs<sup>2</sup>** represent the vast majority of exports, accounting for 68% of the volume of red Bourgogne wines and 60% of the value.

After a decline in revenue in 2023, these AOCs are back on the growth path in 2024, with an increase of +29.7% compared to the first 11 months of 2023.

<sup>1</sup> The Régionale AOC Bourgogne white wines include: Bourgogne and Bourgogne followed by a geographical designation, available in white.

<sup>2</sup> The Régionale AOC Bourgogne white wines include: Bourgogne and Bourgogne followed by a geographical designation, available in white.

✓ In second place, the Grand Cru AOCs of the Côte d'Or account for 10% of Bourgogne red wine volumes of and 19% of the value. After two years of decline, exports of these wines are on the rise in the first 11 months of 2024: +1.8% in volume and +15.9% in value, compared to the first 11 months of 2023.

## Bourgogne Capitalizes on Emerging Opportunities in a Changing Market

The "off-trade" sector is predominant in Australia, accounting for between 80% and 90% of wine purchases, depending of the source. This segment is facing a post-Covid decline, similar to the On-Trade market. This situation may explain the slowdown in Bourgogne wine imports.

However, new consumption habits could be favorable:

- ✓ Consumers, increasingly knowledgeable, are seeking higher-end wines, which benefits the Bourgogne Grand Cru AOCs. For example, between 2018 and 2023, the average purchase prices of wines in the "super-premium" to "prestige" categories rose by 3%.
- ✓ As for the Bourgogne *Régionale* AOCs, they are benefiting from new trends: Generation Z (under 25) consumes more wine at formal occasions at home compared to previous generations, and Generation Y (millennials) is the group purchasing the most by volume, for both on-site and at-home consumption.

With their 84 appellations, Bourgogne wines offer a wide range of aromatic expressions and wine styles that can suit any occasion. This opens the door to a host of new experiences that meet the expectations of younger generations. It's a true opportunity that Bourgogne wines have been capitalizing on for several years now!

*Economic report written by the Markets and Development Unit - BIVB – January 2025*

*(Sources: Customs DEB&EMEBI+DAU - IWSR - BIVB)*

**Contact:**

**Cécile Mathiaud – Head of PR at the BIVB**

Phone: +33 (0)6 08 56 85 56 – [cecile.mathiaud@bivb.com](mailto:cecile.mathiaud@bivb.com)

Find all our press releases and thousands of rights-free photos in our online press room [click here](#).

**Sign up to news alerts: [click here](#).**

**FOLLOW US:**

