



PURE CHABLIS

One grape
One region
One of a kind

Market Report

Hong Kong:

Two new records for Petit Chablis and Chablis



Key 2021 figures for Chablis wines in Hong Kong

16th market in terms of value
20th market in terms of volume

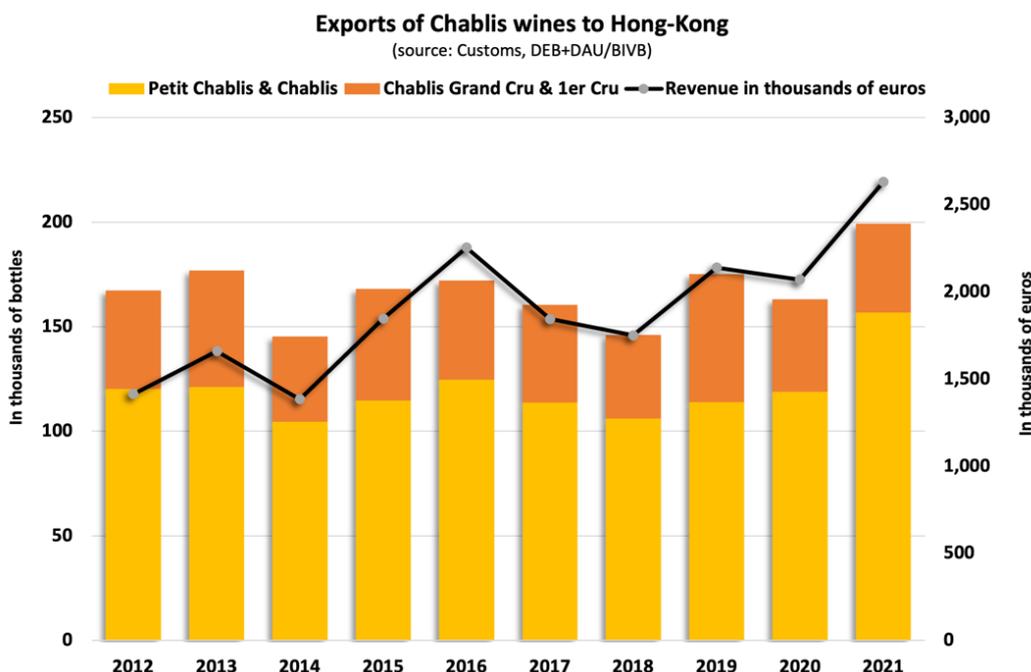
Exports: 199,209 bottles (+ 22 %/2020), for 2.63 million euros (+ 27 %/2020)

Of which, in volume ▶ Petit Chablis & Chablis : 79%
▶ Chablis Premier Cru & Chablis Grand Cru: 21%

The Hong Kong economy bounced back in 2021 with a GDP growth of 6.4% (/2020), following a decline of 6.1% in 2020 (/2019, source COFACE). Now that the health situation is stable, domestic demand has grown, despite strict border control measures weighing on Hong Kong tourism. The International Monetary Fund forecasts growth of 3% in 2022. This forecast may be impacted by new health restrictions, such as those of the first quarter of 2022, and possibly by a gradual reopening of the borders with China.

Petit Chablis and Chablis: two new records

Exports of Chablis wines to Hong Kong have surged following a decrease due to pandemic restaurant closures and protests linked to the conflict with the Chinese government.

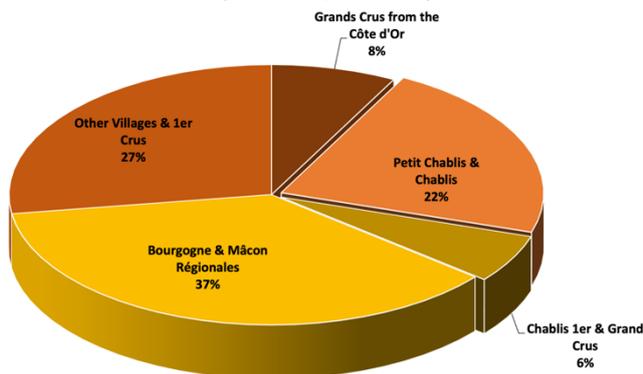


Overall, Chablis wines have progressed in 2021 compared to 2020: **+ 22% by volume** **+ 27% by value** In 2021, the Petit Chablis and Chablis appellations beat their record in terms of volume (2011) and in terms of value (2020), with an additional 26,000 bottles exported and an increase of almost half a million euros in sales.

Chablis wines account for 28% of Bourgogne white wine exports

Importance of Chablis wines in Bourgogne white wine exports to Hong-Kong - 2021

(Source: Customs, DEB+DAU, BIVB)



In 2021 the Chablis and Petit Chablis AOCs retook the market share by volume lost in 2020: 22.2% by volume of Bourgogne white wines. Although Hong Kong is largely a red wine market (52% of Bourgogne wines exported to this market and 77% of all French appellations exported to this country), exports of white Bourgogne wines account for 47% of Bourgogne wine deliveries. The proportion of Chablis wines in white Bourgogne wine exports in 2021 is 28%. In terms of all of Bourgogne wines, its share amounts to 13%. In terms of sales for 2021, Chablis wines account for 11% by value of white Bourgogne wines and 3% by value of all Bourgogne wines.

Chablis wines well represented in the traditional and ongoing sales markets

Bars and restaurants (survey of 200 establishments in 2019):

The Bourgogne region remained the most popular source of wine in this sector, while other regions saw the number of references fall. This was mainly thanks to Chablis wines, the leading contributors, present in 64% of restaurants and accounting for 4% market share of Bourgogne white wines.

Presence in specialty stores (survey of 30 establishments in 2019):

The Bourgogne region held on to second place amongst all French wine regions, with a 26% market share. In terms of French white wines, the Bourgogne region was up two points in terms of market share, compared to 2018. The share of Chablis wines remains stable within the Bourgogne wines category.

The consumer outlook:

The 600 regular wine drinkers surveyed in 2021 place Bourgogne wines fourth among the top five wine regions they know and whose wines they have bought in the last three months. In terms of white wine, Chardonnay is the second most consumed grape variety in Hong Kong. From 2015 to 2021, the share of regular wine drinkers gained 4 points.

Regular wine consumption not yet back to normal

Hong Kong boasts 2.2 million regular wine consumers (at least once a month), equivalent to 63% of the adult population, half of whom drink wine weekly. According to Wine Intelligence, the number of regular consumers has slightly decreased since 2017.

Wine consumption is not attracting the younger generations: between 2015 and 2021, the proportion of 18-34 year-olds among regular wine consumers went from 39% to 31%. The 35-54 age group is now the majority in 2021, accounting for 52% of regular consumers, and those over 55 only representing 20%.

The 18-34 year-olds claim to be involved in wine consumption and are comfortable spending more for higher quality wine. For these young people, wine is an expensive product and represents an important purchase, facilitated by their easy access to information on the web.

In terms of alcoholic drinks, the 600 regular consumers questioned place red wine in first place, then beer, and white wine in third place. Between 2015 and 2021, this ranking remains the same, although drinks like Sake, Whiskey and Cognac/Brandy are becoming more significant.

Supermarkets remain the preferred wine purchasing channels in Hong Kong, where more than half of regular consumers surveyed purchased wine there in the past 6 months. However, wine sales in supermarkets have decreased between 2015 and 2021. Also, more than a quarter of consumers surveyed say they purchased wine on e-commerce platforms in the past 6 months.

Wine consumption in restaurants, clubs/karaoke and bars has not yet returned to what it was before the health crisis. Of the 600 consumers questioned, it is the youngest group, aged 18-34, that claim to be the most motivated to purchase wine in restaurants, clubs/karaoke and bars, whereas the +55 age group is the least to do so.

Economic report produced by the Markets and Development department – BIVB- February 2022
(Sources: Customs - MIBD Market - Wine Intelligence - BIVB)

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