




PURE CHABLIS

One grape
One region
One of a kind

Market Report

Taiwan

A market for Premier Cru and Grand Cru



Key 2021 figures for Chablis wines in Taiwan
 25th market in terms of value and 6th for the Asian zone
 29th market in terms of volume and 6th for the Asian zone

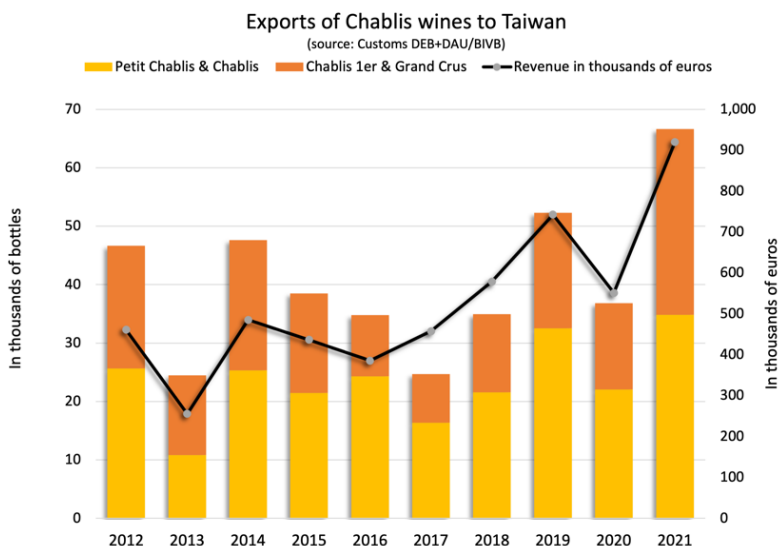
Exports: 66,620 bottles (+ 80,9%/2020), for 920,261 euros (+ 66,9%/2020)

Of which, in volume ▶ Chablis Premier Cru & Chablis Grand Cru: 48%
 ▶ Petit Chablis & Chablis : 52%

Taiwan’s economic growth was just under 6.3% in 2021 (GDP) according to the DGBAS (Directorate General of Budget, Accounting and Statistics), the largest increase since 2010. In 2021, exports were 446.4 billion (USD), up 29.4% relative to 2020. As for imports, they are evaluated at 381.2 billion USD, an increase of 33.2%. These are the largest increases in more than 30 years of the country’s history.

Taiwan is a small island of 36,193 km² with a population of 23.57 million; it imports primarily red wines as regards French AOCs (78% by volume). However, the whites have progressed within these French AOCs: from 9% in 2016 to 14% in 2021. The largest increase in volume has been in white wines (+33%/2020) versus +17% for red wines and rosés. Bourgogne wines account for more than half of AOC white wine shipped by volume, and three-quarters of sales. In ten years, the share of white Bourgogne wine has more than doubled, by volume as well as by value.

Chablis wines surpass themselves in 2021



Following a difficult pandemic year, exports of Chablis were exceptionally successful in 2021 relative to 2020:

- ▶ + 80,9% by volume
- ▶ + 66,9% by value

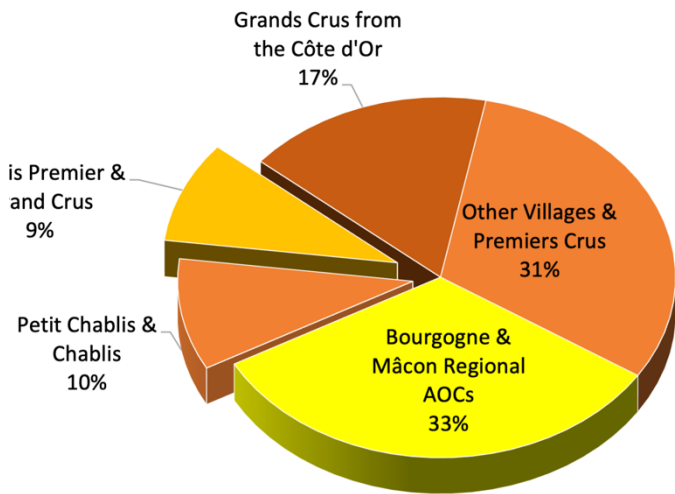
The five-year average shows comparable growth: +81.5% by volume and +69.4% by value (2021/average, 2016-2020).

Within the 21-country Asian export zone, Taiwan ranks in sixth place in 2021 for Chablis wines, both by volume and value.

A red wine market in which Chablis is making inroads

Importance of Chablis wines in Bourgogne white wine exports to Taiwan in 2021

(source: Customs DEB+DAU/BIVB 2021)



Admittedly, Taiwan is more of a red wine market, but exports of Bourgogne whites account for more than half by volume of French AOC exports.

And Chablis wines account for 19% (+3 points/2020) of this volume of white Bourgogne wine.

The Chablis Premier Cru and Chablis Grand Cru appellations are increasingly present in this market. By themselves, they account for 48% by volume of Chablis exports in 2021, as opposed to only 38% in 2019, before the pandemic.

For their part, the Petit Chablis and Chablis AOC's boast an increase in both volume (+58%) and sales (+74%) relative to 2020. Relative to a five-year average, these AOC's exhibit a comparable growth: +49% by volume and +67% by sales (2021/average. 2016-2020).

Wine consumption becoming more westernized

Eating patterns are becoming more westernized, with an increasing number of bistros and restaurants of European/American type. Europe has become a sought-after destination for the Taiwanese, which helps make European cuisine more popular. Eating out is very prevalent in Taiwan, where on average two meals out of three are eaten outside the home.

In restaurants, bistros, and tapas bars, wine availability is increasing, with more and more wines of various types on offer, due to the rise of a gastronomic cultural movement.

Consumers are increasingly opting for more prestigious and better-known products like Bourgogne wines, and even for niche products that speak of exclusivity. The rising taste for natural, biodynamic, or organic wines confirms the tendency to drink less, but better!

Economic report produced by the Markets and Development department – BIVB – February 2022

(Sources: Customs – BusinessFrance - BIVB)

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