



# PURE CHABLIS

One grape  
One region  
One of a kind

## Market report

### Denmark

#### Chablis marking time following the 2021 vintage



**Key figures for 2022 for Chablis wines in Denmark**  
**9<sup>th</sup> biggest market in terms of revenue**  
**10<sup>th</sup> biggest market by volume**

**Exports: 489,000 bottles (down 42% compared to 2021)**  
**for 5 million euros (down 17% compared to 2021)**

By volume

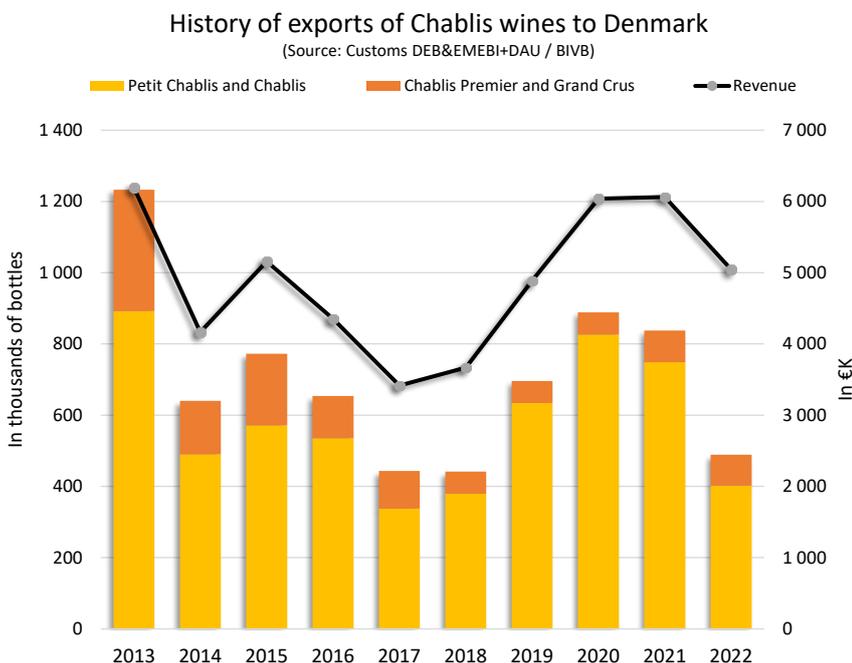
- ▶ Petit Chablis and Chablis: 82%
- ▶ Chablis Premier Cru and Chablis Grand Cru: 18%

Denmark, a small country with an internationally-orientated economy, has shown great resilience in the face of the pandemic, with economic growth of 4.9% in 2021 and 2.6% in 2022, largely thanks to its dynamic exports. But the geopolitical and economic climate is changing the situation. With inflation at 10% in 2022, the country is experiencing a slowdown in growth in 2023.

Denmark is the only Nordic wine market without a monopoly. Despite modest local wine production, it remains the 11th most attractive market for still wine sales, according to the Wine Intelligence agency.

### An upturn in exports in the first half of 2023

After an excellent year in 2020, exports of Chablis wines were hit hard by a shortage of wine following the poor harvest of 2021.



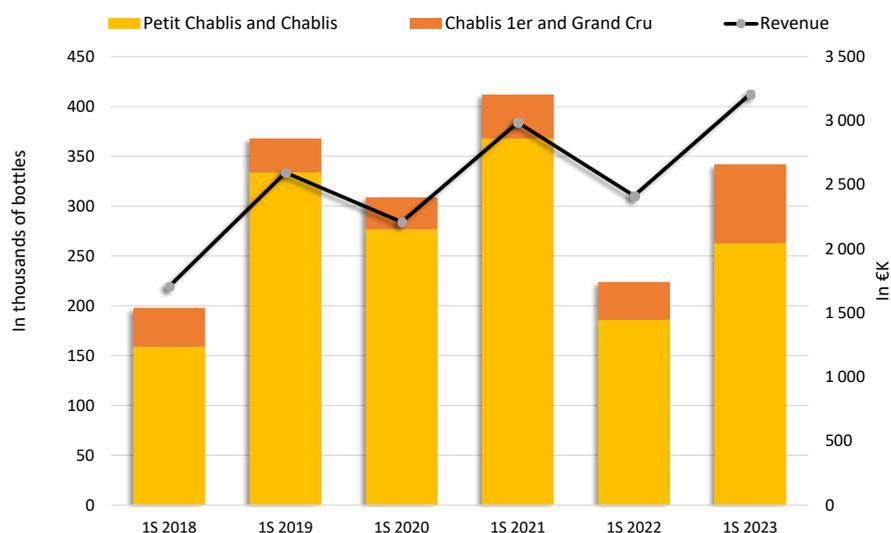
As Denmark is also a hub for other Nordic countries, the drop in re-exports undoubtedly had an effect.

Exports of Chablis wines fell by 347,000 bottles for Petit Chablis and Chablis in 2022, and 2,000 bottles for Chablis Premier Cru and Chablis Grand Cru.

Only revenue for exports of Chablis Premier Cru and Chablis Grand Cru saw an increase of 13% in 2022 (compared to 2021), and of 54% compared to the last five-year average.

### History of exports of Chablis wines to Denmark on the 1st semester

(source : Douane DEB&EMEBI+DAU / BIVB)



The arrival of the 2022 vintage on the market has revived trading. In the first half of 2023, exports of Chablis wines rose by almost 53% compared to the first half of 2022. They were boosted in particular by AOC Chablis Premier Cru and Chablis Grand Cru, which doubled shipments in the space of a year, from 38,000 to 79,000 bottles. The Petit Chablis and Chablis AOCs also posted a 41% increase, from 186,000 to 263,000 bottles.

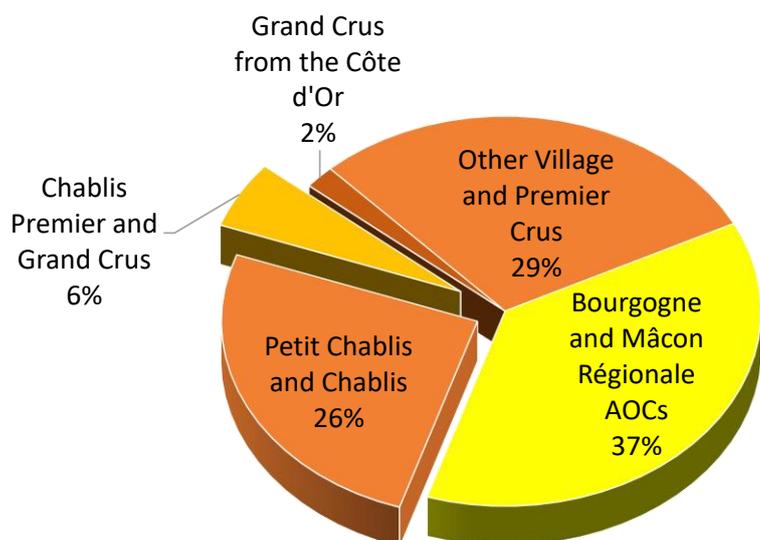
This development has had a positive impact on sales for the first six months of the year, up 33% (compared with the first half of 2022), the highest increase in the last six years.

### Chablis wines top the list of Bourgogne wines exported to Denmark

In 2022, Chablis wines accounted for 17% of Bourgogne exports in terms of volume and 12% in terms of value, of all colors combined. **Chablis is the most exported group of Bourgogne AOCs to Denmark.** Chablis wines account for a third of Bourgogne white wine volumes and a quarter of sales.

#### Volumes of white Bourgogne wines exported to Denmark in 2022

(source : Douane DEB&EMEBI+DAU / BIVB 2022)



However, the poor harvest in 2021 strongly impacted the expansion of Chablis wines in Denmark: they represented 43% of the volume of Bourgogne white wines sold there on average over the last five years, compared with only 32% in 2022.

The share of AOC white wines is increasing among Danish consumers, who are buying more of them. Exports of Bourgogne white wines grew by 2% in 2022 (compared to the five-year average), representing 54% of the volume of exported Bourgogne wine, and 48% of sales in 2022.

## A wine-drinking country

Denmark continues to be a country which loves wine, with an average consumption of 31 litres of still wine per person per year, the eighth highest worldwide. According to Wine Intelligence, the Danish market is the 11th most attractive market for still wine sales with 150 million litres imported in 2022.

In 2021, almost half of the five million adults living in Denmark drank wine regularly, at least once a month, and 58% drank wine weekly. According to Wine Intelligence, the proportion of regular consumers fell between 2017 and 2021 (down 17.2%), as did the proportion of Danes who drank wine weekly (down 12.5%). The age of these regular wine drinkers also increased, with 54% aged over 55 in 2021, compared with 44% in 2017.

Among the 1,000 regular wine drinkers surveyed, the number one alcoholic drink consumed was red wine, followed by white wine, with beer in third place. Between 2017 and 2021, this order remained unchanged, although other drinks such as rosé wine and Prosecco grew in popularity.

Supermarkets remain the preferred place for purchasing wine. Wine consumption in bars increased in 2021 (compared to 2018) at the expense of restaurant consumption. Regular consumers in the 18-34 age bracket are driving the consumption of wine in bars. However, restaurants continue to be the place where most wine is consumed for all generations.

*Market report compiled by the Markets and Development arm of the BIVB – October 2023*

*(Sources: FMI - Customs – BusinessFrance - Wine Intelligence - BIVB)*

**Press contact:** Françoise Roure – Marketing/Communication Manager – BIVB-Chablis  
Tel: + 33(0)3 86 42 42 22 – Fax: + 33(0)3 86 42 80 16 – [francoise.roure@bivb.com](mailto:francoise.roure@bivb.com)