




PURE CHABLIS

One grape
One region
One of a kind

Market report

Hong Kong Record sales for Chablis wines



Key figures for Chablis wines in Hong Kong
First half of 2024

17th biggest market in terms of value
21st market in terms of volume

Exports: 87,230 bottles (up 3.6% on the first six months of 2023), or 1.6 million euros (up 13.7% on the first six months of 2023)

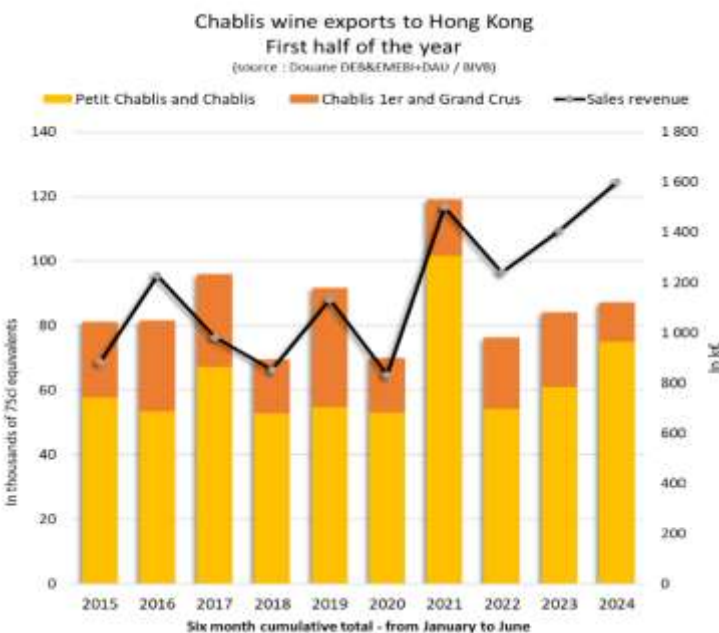
made up in volume of ▶ Petit Chablis and Chablis : 86%
▶ Chablis Premier Cru and Chablis Grand Cru : 14%

In 2023, the Hong Kong wine market was worth around 1.7 billion euros. By the end of 2029, it is predicted to reach 2.24 billion euros, which equates to growth of 4.9% between 2024 and 2029 (*Hong Kong Wine Market 2024 – HELIX Strategy*). This performance demonstrates that Hong Kong is maintaining its role as a bridge between China and the rest of the world.

Bourgogne wines continue to perform well in premium and ultra-premium markets, with a new record in sales (96.5 million euros) and volume (1.27 million bottles) in 2023, up 3% with respect to the 5-year average.

The outlook for 2024 is good, with export volumes of Bourgogne white wines to Hong Kong rising by 5.9% during the first half of the year.

Petit Chablis and Chablis are performing well in this market



Sales of Chablis wines set a new record in the first half of 2024, reaching 1.6 million euros (up 13.7% on the first six months 2023), and exceeding the five-year average achieved during the same period between 2019 and 2023 by 31%.

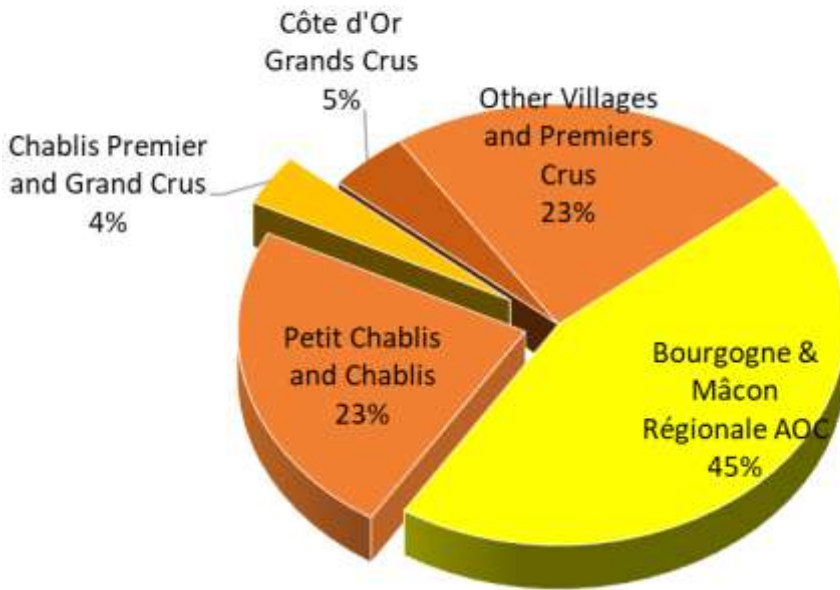
After an exceptional year in 2021, export volumes for AOC Petit Chablis and Chablis in the first six months of 2024 are up 15.6%, well above the five-year average for 2019 to 2023. Sales reached a record high of more than 1.2 million euros, up 62.6% on the 2019/2023 five-year average.

- By contrast, AOC Chablis *Premier* and *Grand Crus*, which had outperformed in the first half of 2023, posted declines of 48% in volume and 31% in sales over the same period in 2024.
- In the 12 months to the end of June 2024, the volume of Chablis wines shipped to Hong Kong was just over 198,000 bottles, for record sales of 3.25 million euros.

Chablis wines account for 27% of Bourgogne white wines exported to Hong Kong

Chablis wines account for 27% of Bourgogne white wine exports to Hong Kong

(source : Douane DEB&EMEBI+DAU / BIVB _ first 6 months 2024)



In rather an unusual trend for Asia, where the markets are traditionally geared towards red wines, **Hong Kong has imported as many Bourgogne white wines as red wines over the last ten years.**

In fact, in the first half of 2024, Bourgogne white wines accounted for 52% of Bourgogne imports by volume, up 5.9% on the 2019/2023 average.

Chablis wines accounted for just over a quarter of the white wine volumes shipped by Bourgogne in the first half of 2024, but only 16% of their value.

Consumer spending still not quite back to previous levels

Hong Kong is a market of 1.6 million wine drinkers (consuming at least twice a year), or 55% of the adult population. Of these, 51% drink wine on a weekly basis. According to Wine Intelligence, the number of regular wine drinkers fell by an estimated 20% between 2018 and 2022.

In the last five years, women, as a proportion of the wine-drinking population, have decreased from 53% to 48%, while men have risen from 47% (2019) to 52% (2023). Younger men in the 18 to 42 age range are partly responsible for this upturn, increasing from 15% to 18% in the same 5-year time frame.

The 27- to 42-year-old age group feels fairly involved in wine consumption, while an even younger generation (18-26) considers itself capable of spending more for a higher-quality wine. For these young people, wine is an expensive product that represents a significant purchase decision, which they feel more confident about thanks to all the readily-available wine information they can find on the Internet.

600 regular wine consumers surveyed in 2023 put Bourgogne wines in 4th place in the top 15 wine regions they know and have bought wine from in the last three months. Among these consumers, Chardonnay is the second most popular grape variety for white wine.

For these consumers, the first alcoholic beverage consumed was red wine, followed by beer and, in third place, white wine. Between 2019 and 2023, these rankings continued to hold true. However, beverages such as Gin and Chinese Baijiu are becoming more prominent.

Distribution channels boosted by e-commerce

- Hong Kong is home to a significant number of independent wine merchants and specialist shops, representing around 30% of the market. These outlets play a key role in premium wine distribution, particularly for imported wines such as Bourgogne. In 2023, this sales channel was expected to grow by 6% to 8% in volume.
- Supermarkets and hypermarkets are the most popular distribution channel, with a 40% market share. In 2021-2022, their business had begun to stabilise, but had not yet returned to pre-pandemic levels. In the Wine Intelligence survey mentioned in the previous section, half of the 600 regular consumers questioned in 2023 said they had purchased in supermarkets in the last six months.
- E-commerce has grown rapidly. In 2022, online sales were up 25% on 2021. E-commerce accounts for 15% of market share.
- Wine consumption in restaurants also accounts for 15% of market share, and has returned to its pre-pandemic level, but this is not the case for bars.

Among the 600 regular wine drinkers surveyed in 2023, the youngest age group (18-26) is the most likely to drink wine in bars, while the over-43s are the least inclined to do so in restaurants (*Landscape Wine Intelligence*).

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(Sources: Customs DEB&EMEBI+DAU - Wine Intelligence - BIVB)

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