



PURE CHABLIS

*One grape
One region
One of a kind*

Market report

Hong Kong *Record sales for Crus*

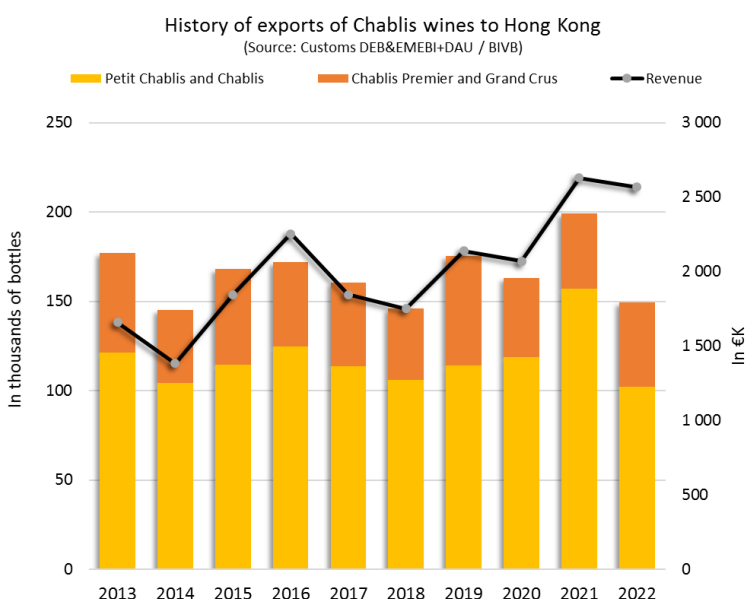


Now an administrative region of China, Hong Kong saw economic growth fall by 3.5% in 2022, hit hard by a drop in exports and the consequences of China's anti-COVID policies.

Hong Kong also saw its population diminish by 2.5% between 2019-2022, with 220,000 people, both Hong Kongese and expats leaving the territory. The birth rate also dipped, with just 32,500 babies born in 2022 compared to 52,900 in 2019. This naturally impacted consumer spending, which decreased by 1.1% in 2022 compared to 2021, with exports and imports of goods falling by 13.9% and 13.1% respectively.

The Crus in good shape despite the slump

After an exceptional year in 2021 with record revenues, exports of Chablis wines were affected by low yields of the 2021 vintage and a real decline in numbers of Hong Kongese consumers.

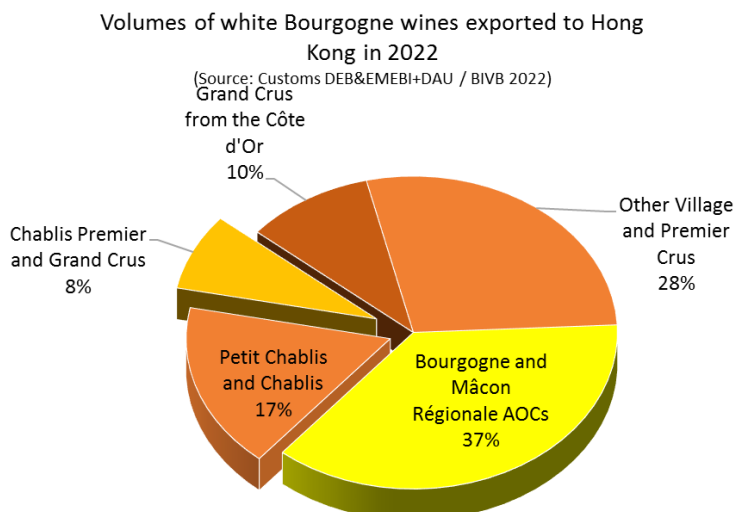


As a result, some 50,000 fewer bottles were exported, down 25% in 2022 compared to 2021, with a 2% loss in revenue worth 62,000 euros.

However, the Chablis Grand Cru and Premier Cru AOCs enjoyed good growth, up 12% by volume and 16% in terms of revenue.

The Chablis and Petit Chablis AOCs saw volumes diminish by 35% and revenue by 13%.

Chablis wines account for 25% of white Bourgogne wine exported to Hong Kong



The market share for Chablis wines within all exports from the Bourgogne winegrowing region was 12% by volume and 3% in terms of revenue in 2022.

Although Hong Kong consumers prefer red wine (52% of volumes of Bourgogne exports and 76% of all French AOC exports are red), white wines accounted for 47% of all exports from the Bourgogne winegrowing region in 2022, a quarter of which were Chablis AOCs.

However, their share of sales by revenue fell to 10%.

Supermarkets the top location for purchases by regular drinkers

Hong Kong is a market of 2.2 million regular wine drinkers (consuming at least once a month), making up 63% of the adult population. Half of these said they drink wine every week. According to Wine Intelligence, the number of regular drinkers has been declining slightly since 2017.

Wine is becoming less attractive to younger people here. Between 2015 and 2021, the number of regular drinkers aged 18-34 dropped from 39% to 31% of Hong Kong's regular wine drinkers. The 35-54s became the majority in 2021, representing a little more than half of all regular drinkers, compared to 20% for the over 55s.

Those aged 18-34 were still drinking wine nonetheless and felt able to spend more for better quality wines. For them, wine is an expensive product and represents an important purchasing act that they validate through information they easily find on the web.

For 600 regular wine drinkers surveyed in 2021, the Bourgogne winegrowing region ranked fourth among the top five wine regions they know and from where they purchased wine in the previous three months. For them, Chardonnay was the second most consumed grape variety in white wine.

For those surveyed, their preferred alcoholic beverage was red wine, followed by beer, and finally white wine. Between 2015 and 2021, this ranking did not change, however drinks such as sake, whisky and cognac/brandy grew in popularity.

Supermarkets remained the preferred channel for wine purchases and accounted for more than half of respondents purchases in the previous six months. However, purchases in supermarkets slowed between 2015 and 2021. Furthermore, more than a quarter of consumers surveyed said they had bought wine online in the previous six months.

Wine drinking in restaurants and clubs compared to karaoke houses and bars has yet to return to its pre-COVID levels. Of the 600 consumers surveyed, the youngest group, aged 18-34, were the most likely to consume wine in restaurants and clubs compared to karaoke houses and bars, while those over 55 were the least likely to do so.

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

(Sources: Customs - MIBD Market - Wine Intelligence - BIVB)

Press contact:

Françoise Roure – Head of Marcom for the BIVB in Chablis
Tel: + 33(0)3 86 42 42 22 – Fax: + 33(0)3 86 42 80 16 – francoise.roure@bivb.com