

PURE CHABLIS

One grape
One region
One of a kind

Market report

The USA

A return to normal for Chablis wines



Key figures for 2022 for Chablis wines in the USA

The second-biggest market in terms of revenue

The second-biggest market by volume

**Exports: 2.8 million bottles (down 10.5% compared to 2021),
for 30.9 million euros (up 4.9% compared to 2021)**

By volume

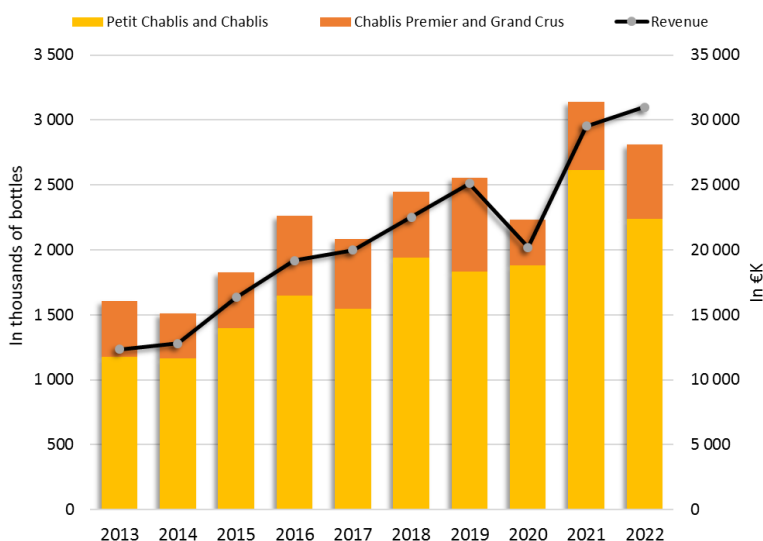
- ▶ Chablis Premier Cru and Chablis Grand Cru: 20%
- ▶ Petit Chablis and Chablis: 80%

In 2022, exports to the USA maintained growth thanks to a large extent to sustained drinking habits despite reduced purchasing power caused by rising interest rates and inflation. GDP grew by 2.1% in 2022, lower than that of 2021, which enjoyed a boost after lockdown ended and hit 5.9%, the highest since 1984. In 2023, inflation is expected to slow to 2% by the end of the year, which would see GDP down 0.3% (Source: Allianz Trade).

A return to normal cruising speed

After a 2021 that was exceptional after lockdown ended, with exports up 26% by volume and 54% in terms of revenue, sales to the USA returned to a more normal cruising speed. While exports dipped in 2022 (down 10% compared to 2021), they remain positive compared to the five-year average, up 13%:

History of exports of Chablis wines to the USA
(Source: Customs DEB&EMEBI+DAU / BIVB)

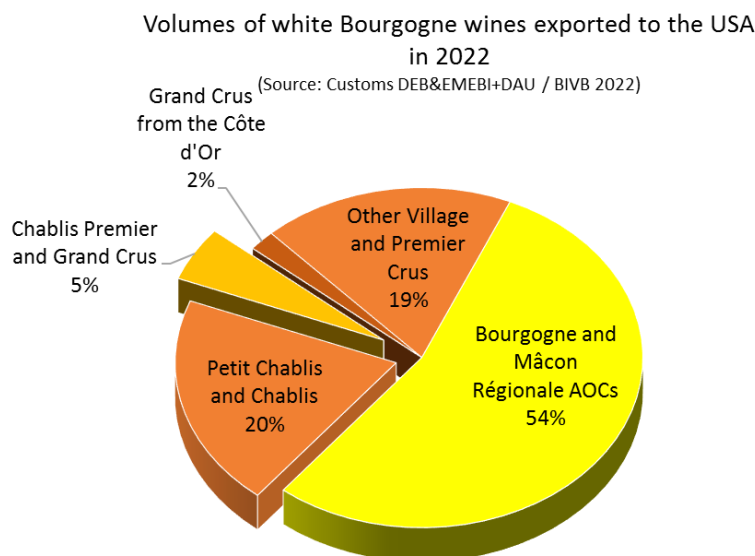


- Up 14% for Petit Chablis and Chablis, with almost 2.2 million bottles in 2022
- Up 9% for Chablis Premier Cru and Chablis Grand Cru, with almost 575,000 bottles exported in 2022

Revenue from 2022 continued to grow after 2021, which was already exceptional, up 4.9% compared to 2021:

- Up 3% for Petit Chablis and Chablis, for almost €23 million
- Up 10% for Chablis Premier Cru and Grand Cru, for almost €8 million

The market share for Chablis wines enjoyed constant growth within exports from the Bourgogne region



White Bourgogne wines accounted for 58% of all bottles exported to the USA from the Bourgogne winegrowing region in 2022 and 32% of all volumes of French white AOC wines. The image of Chablis wines stateside has long suffered from the name Chablis being used for entry-level American wines. As such, Chablis wines' market share of exports of all Bourgogne wines remains lower than that enjoyed in other markets. It is, nonetheless, seeing some growth, now accounting for 25% of revenue from all white Bourgogne wine exports in 2022, and more than 15% of volumes of all colors of wine together.

More regular drinkers, but older people

In 2022, 86 million Americans stated they drank wine at least once a month. They accounted for 35% of the US adult population, and of them, 75% said they drank wine every week. According to Wine Intelligence, the number of regular drinkers increased between 2019 and 2022 (up 12%), as did the number of Americans drinking wine every week (up 16%).

However, this group of regular drinkers is ageing, with 41% aged over 55, compared to 38% in 2019. Under-39s accounted for 31% of regular drinkers in 2022 compared to 39% in 2019. They care less about flavor and food-wine combinations, but are much more motivated by other aspects, such as fashion or perceived sophistication associated with drinking wine.

For the 6,000 regular drinkers interviewed, their preferred alcoholic drink was red wine, followed by white wine and then beer. These preferences did not change between 2019 and 2022, although those interviewed are losing interest in these three drinks. The only beverages in the top 15 that are gaining interest were cocktails and spirits.

Supermarkets were where most wine sales occurred in the USA. However, between 2019 and 2022, intention to buy fell by two points. Superstores and wine stores were the real winners with respectively 37% and 27% of those interviewed stating they had made purchases within the previous six months.

In 2022, wine drinking in restaurants and bars returned to figures last seen in 2019 pre-COVID. Regular drinkers aged between 25-39 bought more wine than those aged 40-54.

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

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

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