

# Wine in France

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Ongoing structural decline in 2022 after two atypical years

More reasonable growth for bubbles, such as seen in Italian variants and crémants, while private label ranges forge ahead

Most branded wines affected by the counter-performance of 2022

#### PROSPECTS AND OPPORTUNITIES

Comeback to the pre-pandemic slow cruising speed for wine

Low alcohol and CBD infused variants are “healthier” and indulgent wines which appeal to younger adult consumers

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## Alcoholic Drinks in France - Industry Overview

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On-trade vs off-trade split  
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