

# Fine Wines/Champagne and Spirits in France

October 2023

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## Fine Wines/Champagne and Spirits in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued positive growth for fine wines/champagne and spirits in 2023  
Fine wines the biggest and most dynamic category in 2023  
Pernod SA is the leading player in fine wines/champagne and spirits in 2022

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Value sales forecast to increase over 2023-2028  
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