Wine in France

June 2023

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Wine in France - Category analysis

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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