



# PURE CHABLIS

One grape  
One region  
One of a kind

## Market Report

## United Kingdom

Still the number one export market for Chablis in terms of volume

### Key figures for Chablis wines in the United Kingdom

The leading market in terms of volume and second-biggest in terms of value,



**Exports: 3,06 million bottles (down 13,16%/2022),  
for €31,5 million (down 7%/2022)**

By volume

- ▶ Petit Chablis and Chablis : 83 %
- ▶ Chablis Premier Cru and Chablis Grand Cru : 17 %

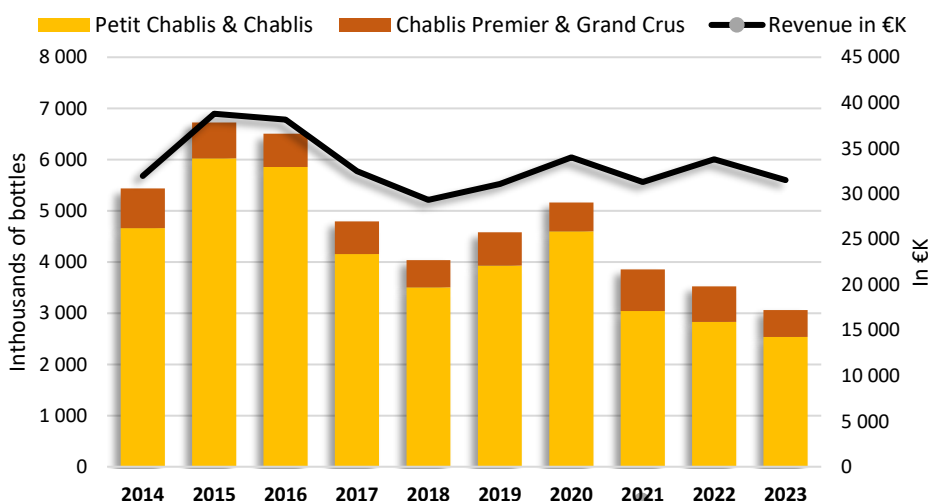
Inflation was around 10% in the UK between July 2022 and March 2023, reaching 6.7% in August. Household consumption remained buoyant however, thanks in particular to low unemployment and government support. External trade slightly bolstered the economic growth recorded in 2023, with exports suffering a smaller decline (down 2%) than imports (down 3.5%). Hence economic growth is estimated at 0.5% in 2023 and 0.7% in 2024 (OECD).

Sales of white Bourgogne wines largely dominated the exports of French AOC white wines to the UK. At the end of October, they accounted for 37% of shipments of these wines to the UK. These results are based on the strong reputation of Chablis wines.

### Chablis continues to gain value despite a decrease in volume

#### History of exports of Chablis wines to the UK

Source: Customs DEB&EMEBI and DAU / BIVB



The UK is the leading export market for Chablis wines in terms of volume, with the equivalent of 3.06 million 75 cl bottles, that is to say 16% of their export volumes in 2023.

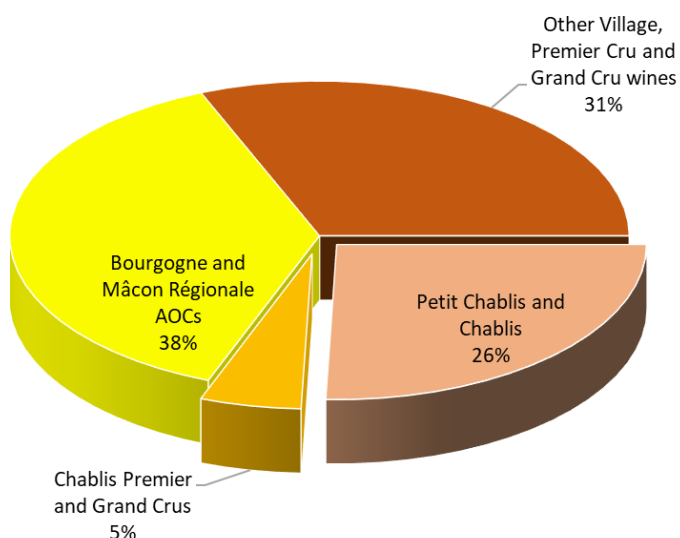
But it is no longer the leading market in terms of revenue. The UK now accounts for 16% of export value, at €31.5 million, behind the USA, which is now in first place.

Petit Chablis and Chablis fell by 10.3% in terms of volume (the equivalent of 2.5 million 75cl bottles), but only by 5.4% in value (€23.7 million), thanks to an increase in the value of these two AOCs. Chablis 1er Cru and Chablis Grand Cru saw more of a fall, with a decrease in volume of 25% (the equivalent of nearly 523 150 75cl bottles) for a value of €7.8 million (-12.6%/2022).

## Bourgogne exports boosted by Chablis wines

Volumes of white Bourgogne wines exported to the UK in 2023

(Source: Customs DEB&EMEDI + DAU)



Sales of Bourgogne white wines dominate the UK market. They account for **75%** of bottles of Bourgogne wines exported to this market in 2023, or the equivalent of **9.9 million bottles, for a value of €121 million.**

These results owe much to the reputation of Chablis wines, **which account for 31% of the volume and 26% of export sales of Bourgogne white wines.**

According to a report by Wine Intelligence, in 2023 Chablis wines ranked ninth among the best-known and most purchased wines among regular wine consumers in the UK. This is hardly surprising in a country that loves Chardonnay, and where Bourgogne wines are in fourth place in this ranking.

## Greater numbers of regular and more involved wine drinkers

In 2023, 28 million British people regularly drank wine, at least once a month. This number represents 53% of the adult population, and 77% of them drink wine every week. According to Wine Intelligence, the proportion of regular consumers has increased by 8.9% between 2019 and 2023, along with the proportion of Britons who drink wine weekly (+9.1%).

Of this group of regular consumers, 41% are over 55 years old, 26% are aged 40 to 54 and 24% are 25 to 39. The under-24s make up 8% of this group.

While the medium-term outlook for wine consumption seems bleak, the greater involvement of consumers (who are getting younger and younger), the growing number of regular consumers (albeit with more moderate consumption per drinking session) and the appeal of wine to 'Generation Treaters' (young drinkers who tend to spend more and are attracted by notions of pleasure and sharing) provide some re-assurance.

In this market, 80% of still wine sales (outside bars, hotels and restaurants) are of bottles which cost less than £9.50 (less than €11) a bottle. 17% of sales are between £9.50 and £16.50 (€11 to €19). Only 4% of sales are over £16.50 (€19.20), but these are increasing, which is not the case for other price segments.

Regular consumers prefer to buy their wine in supermarkets (with Tesco and Sainsbury's leading the way), or even online in 25% of cases (21% in 2019). 38% say they shop at hard-discounters (Aldi, Lidl...). Finally, 8% order wine via delivery sites (UberEat, Deliveroo...).

**Market report written by the Markets and Development Department - BIVB – March 2024**

(Sources: Customs – IRI UK - BIVB – MIBD MARKET – Wine Intelligence/IWSR)

Press contact: Françoise Roure – Marketing/Communication Manager BIVB-Chablis  
Tel.: + 33(0)3 86 42 42 22 – Fax : + 33(0)3 86 42 80 16 – francoise.roure@bivb.com