

WINE INDUSTRY

KEY INFO IN

10
POINTS

1

FRANCE: THE LAND OF WINE

France is the second largest country in Europe in terms of vines in production, with 761,000 hectares, after Spain (887,000 hectares). (Eurostat) The Institut national de l'origine et de la qualité (INAO) lists 363 certified protected designations of origin (PDO & AOC), as well as 74 protected geographical indications (PGI). French wines are made from some 200 French grape varieties, including Merlot, Chardonnay, Sauvignon and Syrah. (Eurostat)

2

THE WORLD'S #2 WINE PRODUCER

In 2018, France produced 49.6 million hectoliters (mhl) of wine (French Customs Authorities). France is the world's second largest wine producer after Italy (54.8 mhl), but ahead of Spain (44.7 mhl). (European Commission)

3

HIGH-QUALITY WINES

In 2018, wines carrying certified protected designation of origin (appellation d'origine contrôlée – AOC) accounted for 45% of total production, wines for the production of brandy (Cognac, Armagnac) 20%, and wines carrying certified protected geographical indication 26% (Agreste). According to Agence Bio, vineyards given over for organic production increased 20% from 2017 to 2018 and accounted for 12% of all wine-growing areas in 2018.

4

GLOBAL LEADER FOR WINE EXPORTS

Nearly thirty percent of French wines are sold in export markets. In 2018, France exported 14 million hectoliters (mhl) of wine worth nearly €9.4 billion, an increase of 2.9% compared with 2017. France accounts for nearly one-third of global wine export revenues. (French Customs Authorities; UN Comtrade)

5

PRODUCTS EXPORTED THE WORLD OVER

In 2018, the top customers for French wine by sales volume were Germany (15.5% of exports), the United States (12.1%), the United Kingdom (11.8%) and China (10%). The United States was the leading destination for French wine export revenues, which totaled €1.7 billion (18.2% of exports). (French Customs Authorities)

6 WINE INNOVATION

Upstream of the sector, regional clusters help to unite players in the wine-growing ecosystem, encourage partnerships and facilitate access to innovation. Thus, Vinseo brings together nearly 100 companies in Occitanie, and Inno'vin brings together more than 170 players in Nouvelle Aquitaine. Downstream, the startups in the sector grouped around Winetech offer new solutions for the discovery, choice, conservation, consumption and purchase of wine.

7 WINE TOURISM

France's vineyards also drive growth in tourism. In 2016, the estimated 10,000 tourist-oriented wine cellars welcomed 10 million visitors, of which more than 40% were foreigners. The Cité du Vin, which opened in Bordeaux in 2016, welcomed more than 420,000 visitors in 2018. Since 2009, 69 destinations have been labelled Vignobles & Découvertes ("Vineyards & Discoveries"). (Atout France)

8 FRANCE: A SIZEABLE MARKET

France consumed 26.8 million hectoliters (mhl) of wine in 2018, making it the world's second largest consumer after the United States. The average French person consumes 40 liters of wine a year. The French mainly buy their wine in supermarkets, accounting for 70% of sales, with red wine proving the most popular (51% of total sales), followed by rosé (28%), and white wine (21%). (FranceAgriMer)

9 INNOVATION IN THE WINE SECTOR

Among the 65 winners of the second wave of the i-Nov Innovation Competition, funded by the Investments for the Future Program 3 (PIA 3), is Vitibot, a Reims-based startup specializing in agricultural robotics. Vitibot is developing an autonomous and electric straddling robot, which will help halve the amount of pesticides used, and has been awarded €1.4 million for the period 2019-2021.

10 A SECTOR WITH HIGH VALUE ADDED

Vines account for 3.7% of the agricultural land area and 19.3% of the value added of French agriculture, equivalent to €14.5 billion in 2018 (Eurostat, INSEE). There are 85,000 farms in France directly employing 250,000 people. (Ministry for Agriculture and Food)



**FRANCE: THE WORLD'S
#1
WINE EXPORTER**
(AGRESTE)



**FRANCE: EUROPE'S
#1
PRODUCER OF
AGRICULTURAL
PRODUCTS**
(EUROSTAT)



**FRANCE: THE WORLD'S
#5
EXPORTER OF
AGRI-FOOD PRODUCTS**
(UN COMTRADE)



**PROTECTED
DESIGNATIONS OF
ORIGIN (PDO)
ACCOUNT FOR
45%
OF TOTAL FRENCH
WINE PRODUCTION**
(AGRESTE)

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