

FRANCE

Country Profile

August 2009

1. AREA UNDER VINES

In 2005, France represented the second largest area under vines in the world, preceded only by Spain. However, the area under vines have decreased by an estimated 53 377 hectares since the beginning of the 21st century. It is estimated that the area under vines decreased by a further 1.5% to reach 853 623 hectares in 2008.

Year	Area under vines
	Hectares
1996	919 000
1997	914 000
1998	913 000
1999	914 000
2000	907 000
2001	900 000
2002	898 000
2003	888 000
2004	889 000
2005	894 000
2006*	887 000
2007*	867 000
2008*	853 623

**Provisional*

Sources: OIV and <http://www.agreste.agriculture.gouv.fr/>

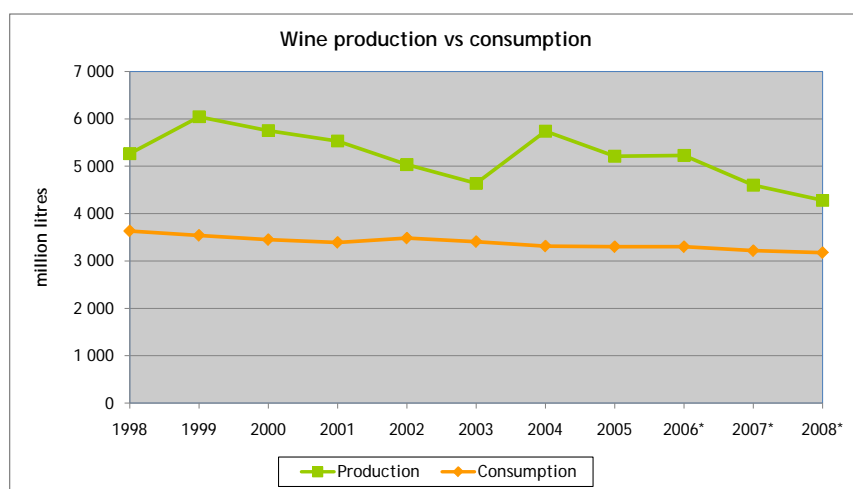
2. PRODUCTION

In 2005, France was overtaken by Italy and became the second biggest wine producer in the world, followed by Spain and the USA. It is estimated that the 2009 French harvest will produce 4 793 million litres of wine, an increase of 12% on the 2008 production. VQPRD wines are estimated to represent 48.4% of the 2009 wine production.

Year	Wine production (Litres)
1996	5 704 700 000
1997	5 356 100 000
1998	5 267 100 000
1999	6 043 500 000
2000	5 754 100 000
2001	5 533 900 000
2002	5 035 300 000
2003	4 636 000 000
2004	5 738 600 000
2005	5 210 500 000
2006*	5 227 600 000
2007*	4 600 000 000
2008*	4 280 600 000
2009*	4 793 300 000

**Provisional*

Sources: OIV and <http://www.agreste.agriculture.gouv.fr/>



3. CONSUMPTION

According to the OIV, consumption in France has been decreasing steadily over the last 10 years. In 2008 total wine consumption is estimated to have reached 3 175 million litres (-1.3% on 2007). However the French remains the world's leading per capita consumers of wine.

3.1 Total consumption

Year	Total wine consumption (Litres)
1996	3 479 500 000
1997	3 550 000 000
1998	3 633 000 000
1999	3 540 000 000
2000	3 450 000 000
2001	3 391 600 000
2002	3 482 000 000
2003	3 408 100 000
2004	3 314 100 000
2005	3 300 000 000
2006*	3 300 300 000
2007*	3 216 900 000
2008*	3 175 000 000

*Provisional
Source: OIV

3.2 Per capita consumption

Year	Wine	Beer	Spirits	Total alcohol
	Litres		LAA	
1997	60.2	37.0	2.4	11.1
1998	61.3	38.6	2.4	11.3
1999	59.5	38.7	2.4	11.1
2000	58.2	36.2	2.4	10.8
2001	56.9	36.1	2.4	10.7
2002	58.2	34.8	2.4	10.8
2003	54.7	35.5	2.3	10.3
2004	54.8	35.1	2.3	10.3
2005	53.5	34.6	2.3	10.1
2006	53.9	34.2	2.3	10.1

Source: *The Global Wine Statistical Compendium 1961 - 2006*

Please Note: Due to the Copyright and Licence Agreement between SAWIS and Euromonitor, access to the following Euromonitor statistics will only be available by emailing Lizelle Arendse, Information Officer at SAWIS (lizelle@sawis.co.za). Only South African Wine Industry role-players will gain access to these statistics. These statistics will be available in electronic - and hard copy.

4. CONSUMER EXPENDITURE ON ALCOHOLIC DRINKS

5. ALCOHOLIC DRINKS

5.1 Sales of alcoholic drinks by sector - Total volume

5.2 Sales of alcoholic drinks by sector - Total value

5.3 Forecast sales of alcoholic drinks by sector - Total volume

5.4 Forecast sales of alcoholic drinks by sector - Total value

6. SALES OF WINE BY SUBSECTOR

6.1 Total volume

6.2 Total value

7. FORECAST SALES OF WINE BY SUBSECTOR

7.1 Total volume

7.2 Total value

8. SALES OF WINE BY PRICE SEGMENT

8.1 Red wine

8.2 White wine

8.3 Rosé wine

9. SALES OF WINE BY QUALITY CLASSIFICATION

9.1 Red wine

9.2 White wine

9.3 Rosé wine

10. DISTRIBUTION

10.1 On-trade vs Off-trade sales of wine - Total volume

10.2 On-trade vs Off-trade sales of wine - Total value

10.3 Off-trade sales of wine by distribution format

11. INTERNATIONAL TRADE

11.1 Total exports

After a brief recovery in 2007, french exports decreased by an estimated 9.6% in 2008. And according to statistics released by the French Ministry of Agriculture, there was a further year-on-year decrease in exports over the eight-month period between August 2008 and March 2009 of 8.4% in volume and 14.6% in value. The sharpest export drop was among Champagne and sparkling wines, down 16% in volume, and 21.1% in value.

Year	Total exports (Litres)
1996	1 302 000 000
1997	1 424 400 000
1998	1 642 000 000
1999	1 610 500 000
2000	1 503 900 000
2001	1 512 600 000
2002	1 554 100 000
2003	1 514 800 000
2004	1 421 000 000
2005	1 407 700 000
2006*	1 463 200 000
2007*	1 515 100 000
2008*	1 370 300 000

**Provisional*
Source: OIV

11.2 Exports by destination

Country	Litres			
	2005	2004	2003	2002
United Kingdom	302 000 000	310 400 000	329 300 000	324 200 000
Germany	245 800 000	265 600 000	286 200 000	294 700 000
Belgium	170 100 000	167 300 000	172 300 000	177 200 000
Netherlands	136 600 000	142 900 000	152 500 000	155 900 000
USA	98 400 000	94 800 000	98 100 000	111 600 000
Japan	61 600 000	63 600 000	59 000 000	63 600 000
Canada	57 500 000	57 000 000	60 600 000	59 600 000
Switzerland	54 300 000	56 900 000	59 700 000	60 300 000
Russia	42 300 000	30 700 000	45 800 000	n/a
Denmark	40 500 000	41 600 000	56 300 000	62 100 000
Italy	31 900 000	32 800 000	n/a	n/a
Others	166 700 000	157 400 000	195 000 000	244 900 000
Total	1 407 700 000	1 421 000 000	1 514 800 000	1 554 100 000

n/a - not available

Source: USDA

11.3 Total imports

Year	Total imports (Litres)
1996	530 600 000
1997	582 600 000
1998	554 900 000
1999	574 800 000
2000	550 200 000
2001	513 600 000
2002	458 800 000
2003	479 900 000
2004	551 400 000
2005	549 500 000
2006*	532 100 000
2007*	536 900 000
2008*	571 900 000

*Provisional
Source: OIV

11.4 Imports by origin

Country	Litres			
	2005	2004	2003	2002
Spain	277 800 000	280 500 000	212 000 000	141 100 000
Italy	114 400 000	105 500 000	98 000 000	180 000 000
Portugal	55 000 000	76 100 000	89 700 000	56 500 000
Chile	22 600 000	23 700 000	16 500 000	15 400 000
Australia	11 100 000	10 100 000	8 200 000	7 200 000
USA	10 000 000	9 700 000	10 000 000	9 600 000
Germany	9 900 000	12 100 000	9 900 000	9 800 000
South Africa	6 600 000	6 600 000	7 500 000	6 900 000
Morocco	6 100 000	8 200 000	9 400 000	6 900 000
United Kingdom	4 200 000	3 600 000	4 900 000	4 600 000
Greece	3 500 000	4 500 000	n/a	n/a
Argentina	n/a	n/a	3 400 000	n/a
Other	28 300 000	10 800 000	10 400 000	20 800 000
Total	549 500 000	551 400 000	479 900 000	458 800 000

n/a - not available
Source: USDA

12. STRUCTURE OF INDUSTRY

The classification of wine in France is as follows:

- “Appellation d’Origine Controlée” (AOC) - appellation of origin wines: Certifies the wine’s regional origin, manufacturing process, character, minimum alcoholic content, maximum yield per hectare and approved varieties.
- A second classification of quality wine is “Vin Delimité de Qualité Supérieure” (VDQS).
- VQPRD Wines (Quality wines produced in determined regions or areas). This is a European classification that combines French AOC wines and VDQS wines.
- **Table wines:** Wines other than VDQS and AOC. These wines include country wines (*vins de pays*), which are regionally produced and are often of higher quality than ordinary table wines.