

80 ANS



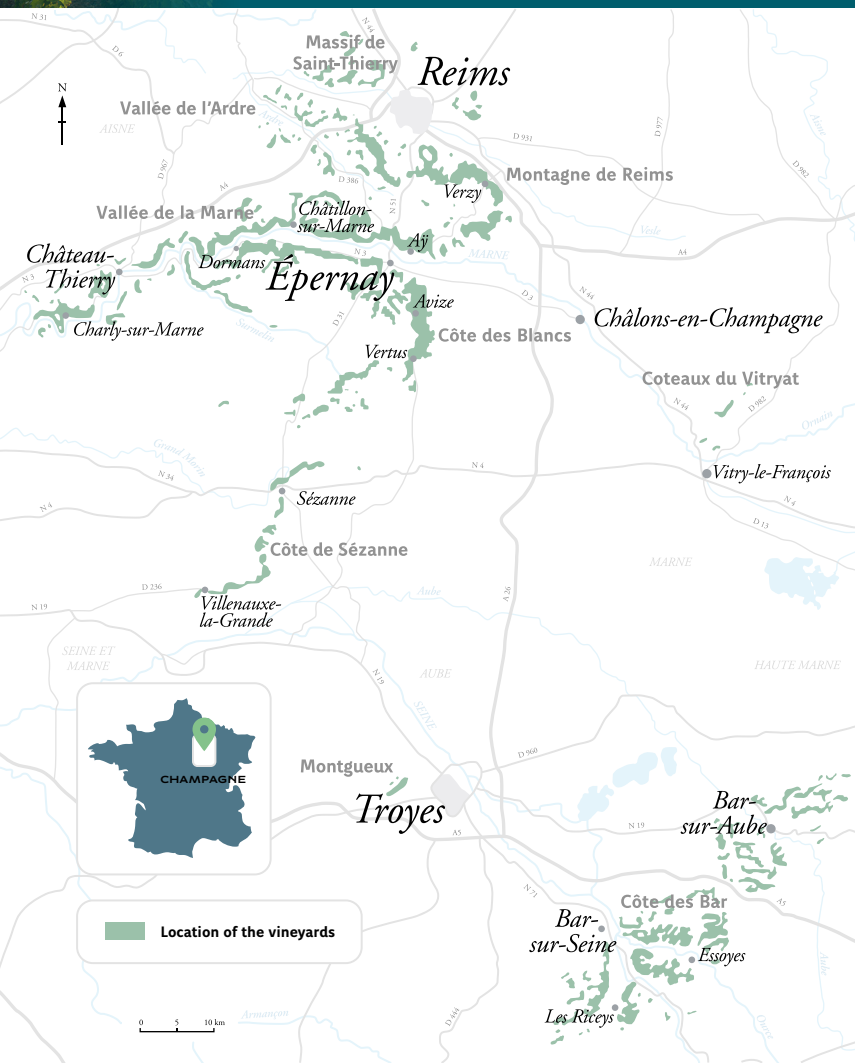
COMITÉ  
CHAMPAGNE

CHAMPAGNE  
a major economic player

2020

# CHAMPAGNE

A DEFINED GEOGRAPHICAL AREA SINCE 1927



# CHAMPAGNE, A UNIQUE APPELLATION

## CREATOR OF VALUE

### THE WORLD'S LEADING WINE AOC BY VALUE



**0.5%**

OF THE WORLD'S  
VINEYARD AREA



**9%**

BY VOLUME

**33%**

BY VALUE

OF GLOBAL CONSUMPTION  
OF SPARKLING WINES

#### KEY FIGURES



**244.1 MILLION**  
bottles shipped, of  
which **53,6%** exported



**4.2 BILLION**  
euros in sales\*



A stock of over  
**1 BILLION** bottles

\* excluding taxes, from Champagne

#### A DEFINED TERRITORY



**34,300 HECTARES**



**3 REGIONS**  
Grand Est, Hauts-de-  
France, Île-de-France



**5 DEPARTMENTS**  
Aube, Aisne, Haute-Marne,  
Marne, Seine-et-Marne



**319 CRUS**  
(villages)



**16,200**  
GROWERS



**130**  
COOPERATIVES



**360**  
CHAMPAGNE HOUSES



**4,300**  
PRODUCERS



**1,800**  
EXPORTERS

# A WELL-STRUCTURED INDUSTRY

**COMITÉ CHAMPAGNE**, A TRADE ORGANISATION  
SERVING THE CHAMPAGNE APPELLATION

**Management**  
of the economic  
balance

**Technical  
development**  
of vineyards  
and wines

**Global  
protection of  
the Champagne  
appellation**

**Education**  
about  
the appellation

**A FRAMEWORK FOR THE CONTRACTUAL RELATIONSHIPS**  
BETWEEN GROWERS AND HOUSES



**THE RESERVE, UNIQUE TO CHAMPAGNE**

**250** MILLION  
KILOS OF GRAPES  
IN RESERVE

THE EQUIVALENT OF  
**214** MILLION  
BOTTLES

THE EQUIVALENT OF  
**74%** OF A YEAR'S  
HARVEST IN RESERVE  
(three-year average)

The Champagne reserve system was put in place to regulate potential annual yield variations.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including harvest shortages.

# A MAJOR ECONOMIC PLAYER WITH GLOBAL REACH

2020 shipments,  
by volume

**244.1** million  
bottles

**46.4%** ● **113.3** million bottles

**27.1%** ● **66.2** million bottles

**26.5%** ● **64.6** million bottles



● France

● European Union

● Rest of the world

2020 shipments,  
by value

**4.2** billion  
euros\*

**39.0%** ● **1.6** billion euros\*

**27.9%** ● **1.2** billion euros\*

**33.1%** ● **1.4** billion euros\*



## A GLOBAL PRESENCE, IN OVER 190 COUNTRIES

**SUSTAINED  
EXPORT GROWTH**

**SHIPMENTS OUTSIDE THE  
EUROPEAN UNION HAVE DOUBLED  
IN 20 YEARS**

**30 MARKETS** OF OVER 500,000 BOTTLES

## 10 TOP EXPORT MARKETS IN 2020

|    | 2020 ranking   | Revenue<br>(in millions of<br>euros)* | Millions<br>of<br>bottles |
|----|----------------|---------------------------------------|---------------------------|
| 1  | USA            | 502                                   | 20.8                      |
| 2  | UNITED KINGDOM | 338                                   | 21.3                      |
| 3  | JAPAN          | 271                                   | 10.8                      |
| 4  | GERMANY        | 167                                   | 10.1                      |
| 5  | ITALY          | 147                                   | 6.9                       |
| 6  | BELGIUM        | 142                                   | 9.0                       |
| 7  | AUSTRALIA      | 126                                   | 8.5                       |
| 8  | CHINESE WORLD  | 99                                    | 3.5                       |
| 8  | SWITZERLAND    | 95                                    | 4.9                       |
| 9  | SPAIN          | 60                                    | 3.0                       |
| 10 | SWEDEN         | 54                                    | 3.3                       |

\* excluding taxes, from Champagne

## EXPORT BREAKDOWN BY QUALITY

2020 exports,  
by value



● **64.9%** Non-vintage brut

● **16.5%** Prestige cuvées

● **11.6%** Rosé

● **3.5%** Dosages > to Brut

● **2.0%** Dosages < to Brut

● **1.5%** Vintage

# A MAJOR ECONOMIC PLAYER FOR THE GRAND EST REGION AND THE FRENCH ECONOMY

## A MAJOR PLAYER AMONG **FRANCE'S VINEYARDS**



## THE LEADING PLAYER IN **WINES AND SPIRITS** IN FRANCE



## AN INDUSTRY THAT CONTRIBUTES TO THE PROSPERITY OF THE **GRAND EST REGION\***

### **TOP EXPORT REVENUES** IN THE REGION

The Champagne industry contributes to prosperity and innovation in associated sectors such as

**PRODUCTION**

**PACKAGING**

**TRANSPORT**

**SERVICES**

### **37%** **OF AGRI-FOOD EXPORTS**

A generator of direct employment



**30,000**  
DIRECT JOBS



**INC. 15,000**  
PERMANENT  
EMPLOYEES



**120,000**  
HARVEST  
WORKERS

\*administrative region which comprises Champagne-Ardenne, Alsace and Lorraine, created in January 2016.

# A REGION COMMITTED TO SUSTAINABLE DEVELOPMENT

## RESULTS

OVER THE LAST 15 YEARS



**-20%**  
**CARBON FOOTPRINT**  
PER BOTTLE



**-50%** PHYTOSANITARY  
PRODUCTS AND  
NITROGEN FERTILIZERS



**20% OF AREA**  
WITH AN ENVIRONMENTAL  
CERTIFICATION



**90%**  
**OF INDUSTRIAL WASTE**  
TREATED AND RECYCLED



**100% OF WINE**  
**PRODUCTION EFFLUENTS**  
BY PRODUCTS TREATED  
AND RECYCLED



## OBJECTIVES

FOR THE FUTURE

**-75%**  
**CARBON FOOTPRINT**  
BY 2050

**ZERO HERBICIDE**  
BY 2025

**100% OF AREA**  
WITH AN ENVIRONMENTAL  
CERTIFICATION BY 2030

FURTHER  
ROLLOUT OF THE  
**CIRCULAR ECONOMY**  
IN THE CHAMPAGNE  
REGION

## PIONEERING REGION

France's leading wine region in  
the use of mating disruption to  
combat leafroller moths

**Largest fleet of electric straddle  
tractors**

**First wine region ever** to assess its  
carbon footprint (2002)

## SUSTAINABLE VINE GROWING

**40%** of the wine  
area has  
environmental  
certification, including  
**28%** certified **Sustainable  
Viticulture in Champagne**



**100% OF THE GROWERS ARE COMMITTED  
TO CONTINUOUSLY IMPROVING THE VINEYARDS**

**LEADING THE FRENCH WINE INDUSTRY, CHAMPAGNE  
SIGNIFICANTLY CONTRIBUTES TO THE NATIONAL ECONOMY.**

The Champagne AOC, synonymous with quality,  
prestige and celebration, constitutes a priceless asset.

It symbolises France internationally.  
The Champenois have been protecting this shared heritage  
for over 150 years.

.....



**THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS**  
are featured on UNESCO's World Heritage List.

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**COMITÉ INTERPROFESSIONNEL  
DU VIN DE CHAMPAGNE**

**www.champagne.fr**

**80ANS**

