



PRESS RELEASE

French wines and spirits exports: Severe turbulence, Undiminished resolve

Paris, February 10, 2026 – French wine and spirits exports reached €14.3 billion in 2025. This figure represents a further decline compared with 2024 (-8%), accompanied by a drop in volumes (-3%), in a market shaken by economic and geopolitical tensions.

“In 2025, our exports declined both in volume and value. Nevertheless, wine and spirits remain the France’s third-largest trade surplus,” notes Gabriel Picard, President of FEVS. “Geopolitical tensions, trade disputes, exchange-rate fluctuations, as well as declining consumer confidence, have weighed on our exports.”

United States and China: sales hit by trade disputes

In the **United States**, the introduction of customs duties and adverse exchange-rate conditions had a significant impact on overall performance (-21%, €3 billion). Volumes fell below the 30 million case threshold (-9%), reflecting precautionary stockpiling at the end of 2024 and economic uncertainty affecting consumer behaviour.

With €767 million in exports (-20%), direct shipments to **China** slowed markedly in a economy under strain. Anti-dumping duties severely penalised exports of Cognac, Armagnac and other French wine-based spirits.

Elsewhere in the world: potential export growth drivers

In the **United Kingdom**, turnover slipped to €1.6 billion (-4%) but remained resilient despite the challenging environment. Volumes shipped increased for the second consecutive year (+3% to 19.4 million cases), highlighting the ability of French exporters to adapt their products offer in their second-largest market. The **European Union** remained broadly stable (-1% to €4.1 billion).

Despite economic uncertainty, **Japan** (€648 million) and **Thailand** (€61 million) stabilised their trade flows. **Vietnam** returned to its 2023 level (€24 million, +5%), while the **Philippines** confirmed their growing appetite for French wines and spirits (€13 million, +20%).

South Africa continued to expand at a strong pace (+22%, to €182 million), posting one of the strongest year-on-year increases in both volume and value.

Decline for both wines and spirits

French **wine** exports slipped to 121 million cases (-3%), despite the solid performance of sparkling wines (+3%), which now account for 20% of exported volumes. Wine export revenues fell back to their 2021 level, amounting to €10.5 billion (-4%).

The value of French **spirits** exports dropped by 17% to €3.7 billion, with volumes declining to 44 million cases (-5%), largely due to tensions in the two leading markets, the United States and China.

Outlook and challenges for 2026

““In a context marked by rising geopolitical tensions and a difficult global economic environment, it is crucial – for the long-term viability of our sector, our companies and our winegrowers – that policymakers implement the political and regulatory measures needed to ensure the sector’s competitiveness across our various markets,” said Gabriel Picard, President of FEVS.

“This includes the implementation of trade agreements negotiated by the European Union, which offer significant development prospects for our industries in terms of wealth creation and employment in France. Exporting is an opportunity for our sector and, more broadly, for our country.”

“French wine and spirits companies have always demonstrated openness to the world and a strong entrepreneurial spirit. In the face of today’s challenges, they remain combative in defending their positions and building new commercial horizons. These successes will be decisive, both for the future of our exports and for the balance of the entire wine and spirits value chain.”

French wine and spirits exports in 2025

	Volume*		Value	
	2025 (x1000 cases)	Change (%)	2025 (€ million)	Change (%)
TOTAL WINES	120 630	-2,8	10 510	-4,1
of which Champagne	12 498	0,9	3 687	-4,5
Still PDO wines	46 642	-5,9	5 022	-5,0
Still PGI wines	30 849	-5,2	829	-5,0
French varietal wines without GI	8 883	-3,0	253	-0,0
Other French wines without GI	10 024	7,4	216	5,9
TOTAL VERMOUTHS & ABV	3 535	7,8	124	-2,7
TOTAL SPIRITS	43 956	-5,2	3 706	-17,4
of which Cognac	11 777	-14,7	2 277	-23,8
Armagnac	114	-22,1	16	-13,0
Other wine spirits	6 597	-17,8	150	-10,3
Vodka	9 757	2,4	417	-1,6
Liqueurs	4 746	3,3	370	-1,8
Calvados	240	-2,1	17	7,3
TOTAL WINES & SPIRITS	168 121	-3,3	14 341	-7,9

* Wines: cases of 12 bottles, i.e. 9 l – Spirits: cases of 12 bottles, i.e. 8.4 l at 40% vol.

About FEVS: The French Association of Wine and Spirits Exporters (FEVS) brings together about 550 wine and spirits exporting companies from France, together representing 85% of French wine and spirits exports. FEVS is a member of Maison des Vins & Spiritueux, a trade association gathering the Fédération Française des Spiritueux (FFS), the Fédération Française des Vins d’Apéritif (FFVA), the Union des Maisons & Marques de Vin (UMVIN) and the Conseil National des Vins & Spiritueux (CNVS).