



# Wine in France

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wine falls in total volume terms but rises in total value in 2024  
Premiumisation and organic trends expand  
Grocery retailers secure lion's share of distribution as e-commerce continues to rise

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Wine's volume decline set to persist throughout forecast period  
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## Alcoholic Drinks in France - Industry Overview

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Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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## SOURCES

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