



Euromonitor
International

Fine Wines/Champagne and Spirits in France

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth expected in 2024 than in 2023, especially for fine wines
Despite non-negligible premiumisation for the greatest signatures, still a gloomy context for fine champagne
Luxury spirits sees a sluggish performance in 2023-2024 due to a conjunction of negative factors

PROSPECTS AND OPPORTUNITIES

No real hope of significant growth for other fine wine and fine champagne
The younger generations need more transparency and innovation
Luxury spirits – slow and stable growth expected

CATEGORY DATA

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Luxury Goods in France - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for luxury goods?

MARKET DATA

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- Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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