



Fine Wines/Champagne and Spirits in France

October 2024

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Fine Wines/Champagne and Spirits in France - Category analysis

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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

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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

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DISCLAIMER

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