

Hong Kong: Chablis wines widely available in restaurants, bars and wine stores



Key figures in 2018 for Chablis wines in Hong Kong

14th biggest market in terms of revenue for Chablis wines
15th biggest market in terms of volume for Chablis wines

Exports: 146,000 bottles (down 8.9% over 2017), for 1.751 million euros (down 5.1% over 2017)

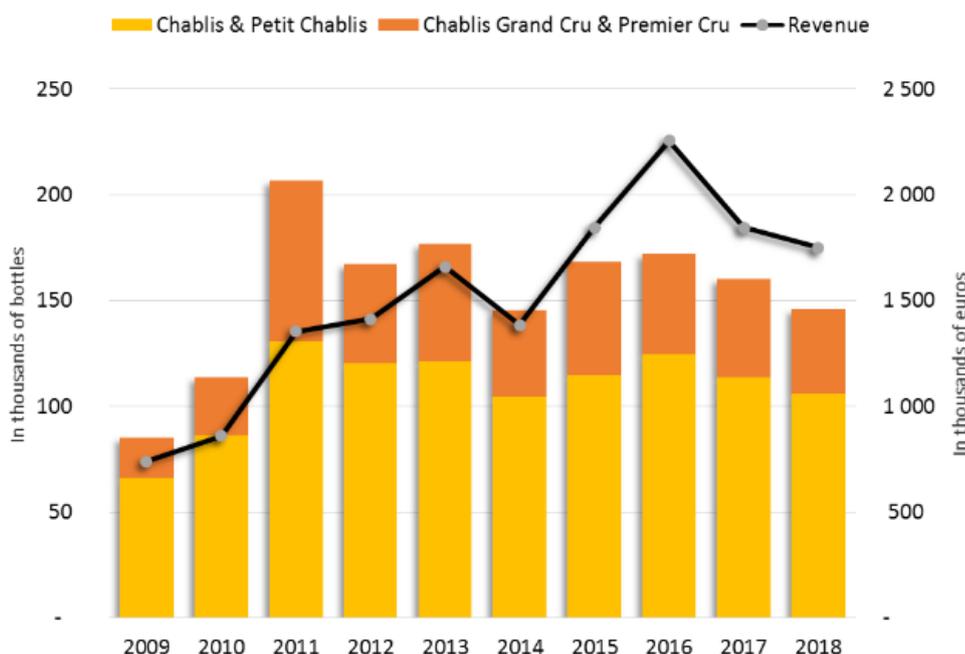
- by volume ▶ Petit Chablis and Chablis: 73%
- ▶ Chablis Premier Cru and Chablis Grand Cru: 27%

The low harvests are impacting exports

Exports of Chablis wines were dealt a blow by the low harvest yields in 2016 and in 2017, both in terms of volume and revenue. Low stocks and tension with regard to subsequent prices can be blamed for the situation.

Exports of Chablis wines to Hong Kong

(Source: Customs/BIVB)



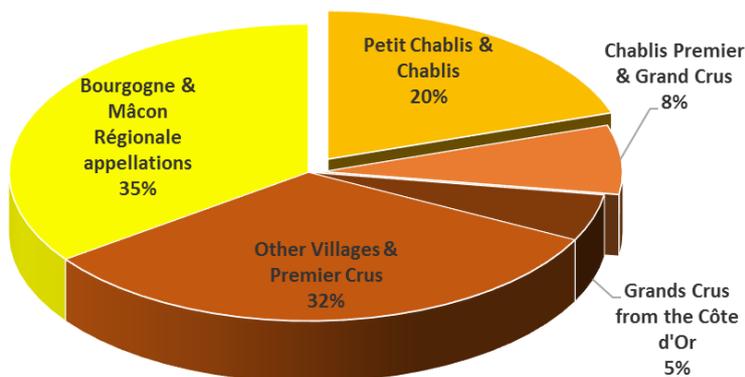
- ▶ Down 8.9% by volume
- ▶ Down 5.1% by value

As observed during the dip between 2013 and 2014, following low yields in 2013, the low harvests halted all growth. The Chablis and Petit Chablis appellations were hit by the fall in revenue, down 9%, compared to a growth of 1% for the Chablis Grand Cru and Chablis Premier Cru appellations.

Chablis: Up 136% in terms of value over 10 years

In the short term, Chablis wines are showing a blip in terms of exports to Hong Kong. However, these appellations have grown their market share, up 72% in terms of volume and up 136% in terms of revenue over the last 10 years. While Hong Kong is mainly a market for red wines, white Bourgogne wines account for 45% of shipments.

Share of Chablis wines in terms of volumes
of all Bourgogne white wines exported to Hong Kong



The Chablis and Petit Chablis appellations account for 73% of volumes exported from the Chablis winegrowing region, and the Chablis Premier Cru and Chablis Grand Cru appellations 27%. This distribution has remained fairly stable over the past decade.

Chablis wines well represented on traditional markets

In bars and restaurants (Survey of 150 establishments in 2017):

The Bourgogne region was in second place in terms of its availability in bars and restaurants, while France's other winegrowing regions have seen their number of references fall. Growth was mainly down to the wines of Chablis, which accounted for 9.4% of all Bourgogne wines available and 19.8% of all white Bourgognes. In terms of the global offer of still white wines, the Chablis appellation was in second place. 53% of restaurants surveyed offered the Chablis appellation on their wine list and 30% offered Chablis Premier Cru, these two being respectively in first and ninth place among establishments offering still French white wines.

In wine stores (Survey of 30 establishments in 2017):

The trend is stable for the Bourgogne region which held on to its second position in terms of all wines available in wine stores, with an 18.9% market share. In terms of French wines, the Bourgogne region was up 11 points in terms of market share, while the wines of Chablis remain stable within that.

In terms of the global offer of still white wines, the Chablis appellation was available in 70% of wine stores, in third place behind the whites of Marlborough, NZ. In terms of the offer of all French still whites, the Chablis and Chablis Premier Cru appellations were in second and fourth place respectively, with almost 75% of wine stores surveyed offering Chablis and 33% offering Chablis Premier Cru.

*Economic report produced by the Markets and Development department of the BIVB – February 2019
(Sources: Customs - GTI - BIVB - MIBD Market)*

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