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## **LOIRE WINES: FRANCE'S EXPORT EXCEPTION IN 2025**

In a French wine landscape under pressure, Loire wines stand out as the only region to grow simultaneously in both volume and value on the international stage - a performance driven by the Loire 2030 Sector Plan.

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**In 2025, Loire wines recorded their best year ever for export value and their second-best year in terms of volume — a remarkable performance in a French wine landscape shaped by geopolitical uncertainty.**

**Export volumes for Loire wines surpassed the 410,000 hl mark (+4.3% year-on-year), coming close to the record set in 2021. Valuations followed the same positive trajectory, with nearly €210 million in revenue (+4.9%) - the highest level in 25 years. Loire wines have thus confirmed their international appeal.**

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Exports across our 160 markets play a pivotal role in driving our sector's development. The historic performances of 2025 — a testament to the dynamism of our vineyard on the world stage — are the fruit of sustained collective effort to strengthen the recognition and value of our wines globally. Today, 24% of our volumes are sold abroad, and we are making steady progress towards the target set out in our Loire 2030 Sector Plan: reaching 30% by 2030.

Pierre-Jean Sauvion, President of the Communication Committee, InterLoire



## LOIRE WINES EXPORT VOLUMES CONTINUE TO GROW

Loire wines stand out in an otherwise declining national context: with consumer confidence weighed down by economic uncertainty, a continuing contraction in Chinese demand, and the impact of US tariffs, overall French wine export volumes fell by 3% to 10.9 million hl.\*

\* Extract from the press kit of the FEVS (Federation of French Wine and Spirits Exporters).



With a growth of 4.3%, Loire wines placed on international markets exceeded 410,000 hl, almost matching the record of 2021 and surpassing the 400,000 hl threshold for the third time in five years. This has enabled the region to gain 0.4 percentage points of market share within French wines, reaching 4.8%.

Out of the 24% of Loire wines sold on export markets, three markets account for half of all volumes: Germany (21.9%), the United States (15.3%) and Belgium (13.6%), followed by the United Kingdom (12.2%) and Canada (6.4%). Demand is rising in 14 of their 20 principal markets, notably in key countries such as Sweden (+20.8%), the Netherlands (+10%), Germany (+4.6%), Belgium (+2.7%) and the United Kingdom (+2.7%). The United States, where exports have fluctuated with changes to customs duties, closed the year at -3.9%.

This positive momentum is largely driven by Crémant de Loire, which accounts for three-quarters of volume gains. Up 20.6%, it now represents 35.8% of total export volumes. Other appellations are also contributing to this growth, particularly those producing chenin-based wines (white Anjou, white Saumur, Vouvray and sparkling wines), as well as white Touraine, Gros-Plant, red Saumur and red PGI Val de Loire.

## ANOTHER RECORD YEAR FOR INTERNATIONAL VALUE

French wine exports are down 4% in value - yet Loire wines are writing their own story: nearly €210 million in revenue, with the €200 million ex-cellar threshold broken for the very first time.

Over the past 15 years, this near-continuous rise in value has increased 2.3-fold. In 2025, two-thirds of this value was concentrated across five markets, with half generated by three countries: Germany (19.1%), the United States (18.2%) and the United Kingdom (11.9%). Demand for Loire wines grew in

value in 16 of their 20 top markets, led by Germany (+10%). Among the most significant value increases are emerging markets for the sector, such as Norway, Finland, Austria and Latvia - increases that reflect the growing international interest in Loire wines.

### **Growth driven by sparkling and white wines.**

Together, they account for 80% of export value - and have reached their highest-ever level this year. Still whites (notably Anjou, Saumur, Savennières, Touraine and Vouvray) and sparkling wines (Crémant de Loire) are leading the charge, whilst reds and rosés see their export share decline by 8%.



## THE CONTINUED PREMIUMISATION OF THE OFFERING

Loire wines are among the rare French wine regions to have continued moving upmarket in 2025, with an unbroken rise in their average ex-cellar price (+0.6% year-on-year) reaching an all-time high. This premiumisation of the vineyard is primarily driven by the evolving profile of exported white wines over the past twenty years or so, across all products — both PDO and PGI. The same trend is evident in sparkling wines, with a core range commanding higher price points.

## STRONG GROWTH DRIVERS FOR 2026

Several growth opportunities already look promising for Loire wines. According to the Wine Trade Monitor 2024, the Loire has established itself as the world's most anticipated region for exported white wines: one in four trade professionals surveyed expects Loire white wines to show the strongest growth over the next two years. The same study is equally positive about Crémant de Loire: in the sparkling wine segment, half of professionals believe crémants will continue to develop.

To support this momentum, the sector is committed to consolidating its position in its five key markets (Germany, the United States, the United Kingdom, Canada and Belgium) to establish a genuine «Loire wines reflex», whilst accelerating its presence in other countries (such as Denmark, the Netherlands, Sweden, Norway, Australia and Japan). The first two months of 2026 are already encouraging in this regard: exports to the United States have resumed, showing a rise of 4.4% according to French customs data.

## LOIRE WINES AT A GLANCE\*



**2,200**  
wine estates



**320**  
wine merchants

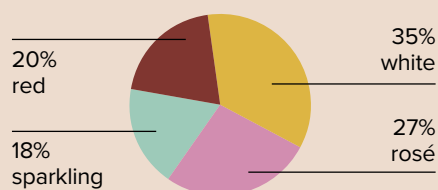


**16**  
cooperative wine estates

**35**  
geographical indications  
(34 PDO and 1 PGI)

**250**  
million bottles  
sold per year across  
**170**  
markets  
that is 8 bottles  
every second

### 4 wine styles:



**42,000 hectares,**  
of which 85% are committed  
to organic farming or another  
environmental certification

\* 2025 figures based on a 5-year average (2020–2024)



## 2025 EXPORT HIGHLIGHTS

### Four major growth drivers

#### Buoyant markets by value:

Germany, Sweden, the Netherlands and Belgium

#### Wines in demand:

Loire sparkling wines, as well as wines showcasing Chenin Blanc and Sauvignon Blanc

#### Dynamic appellations:

record export values in 2025 for Anjou, Saumur, Savennières, white Touraine, Vouvray, red Anjou, Anjou-Villages and Crémant de Loire

#### Strengthened ex-cellar prices:

most visible in white wines (Muscadet, Touraine, Vouvray, PGI Val de Loire)

### By volume

Second-best year on record: more than 410,000 hl exported, representing nearly one bottle in four.

Growth of 4.3% compared with 2024

4.8% market share within French wines

### By value

Record year since 2000, surpassing 2024: nearly €210 million in turnover (+4.9% vs 2024)

Ex-cellar price at an all-time high: +0.6% vs 2024

Value multiplied by 2.3 over the past 15 years

The 2025 report is based on data from French customs (sourced from DEB and DAU) and InterLoire (DRM from winegrowers, cooperative cellars, and wine merchants).



## ABOUT LOIRE WINES

In the third-ranked wine region in France for protected designation of origin wines, the Loire wines council brings together 3,000 producers, including winegrowers, wine merchants and cooperative cellars, representing 75% of the wine volumes in the region. The Loire wines council represents 34 appellations and denominations from the Nantes, Anjou-Saumur and Touraine regions, as well as the PGI Val de Loire, which spans 42,000 hectares and 14 departments from Vendée to Puy-de-Dôme.

[www.vinsdeloire.fr/en](http://www.vinsdeloire.fr/en)



## INTERLOIRE

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# Top 10 Export Markets for Loire Wines



## Breakdown of exports by wine style\*

	GERMANY	UNITED STATES	BELGIUM	UNITED KINGDOM	CANADA
White wines	6%	67%	33%	53%	81%
Sparkling wines	91%	12%	27%	30%	7%
Off-dry rosé wines	2%	5%	32%	4%	0%
Red & dry rosé wines	1%	16%	8%	13%	12%
	NETHERLANDS	SWEDEN	AUSTRALIA	JAPAN	DENMARK
White wines	72%	36%	31%	53%	56%
Sparkling wines	16%	57%	8%	28%	12%
Off-dry rosé wines	2%	0%	50%	5%	22%
Red & dry rosé wines	10%	7%	11%	14%	10%

\* Export details by product within InterLoire's jurisdiction. Period: January–December 2025.