

Conjoncture économique mensuelle des vins de Loire

Muscadet et DGC Situation à fin juillet 2024



INTER.
INTERPROFESSION
DES VINS DE LOIRE **Loire**

Document édité par le Pôle Prospective - Service Économie et Études

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Total AOP du Muscadet

Tous les vins produits sous appellation "Muscadet"

Évolution sur 12 mois glissants - juillet 2024

+20,6%
variation du stock en hL
12
mois de stock



Stocks
totaux

-6,4%
-15 700 hL



Volume
mis en
marché

-5,0%
-9 810 hL



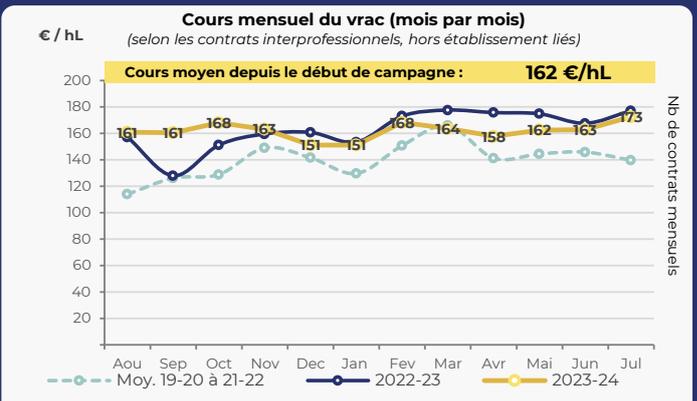
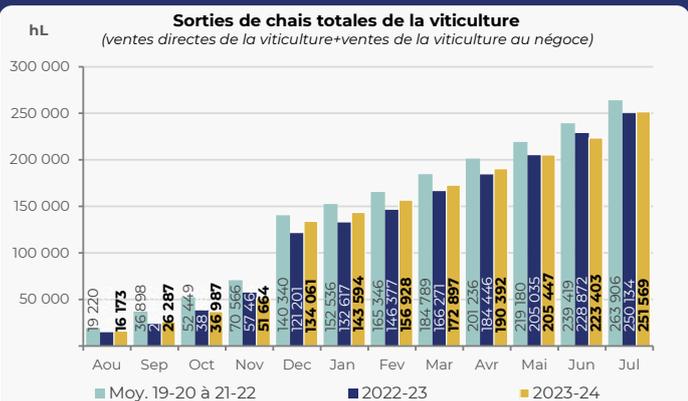
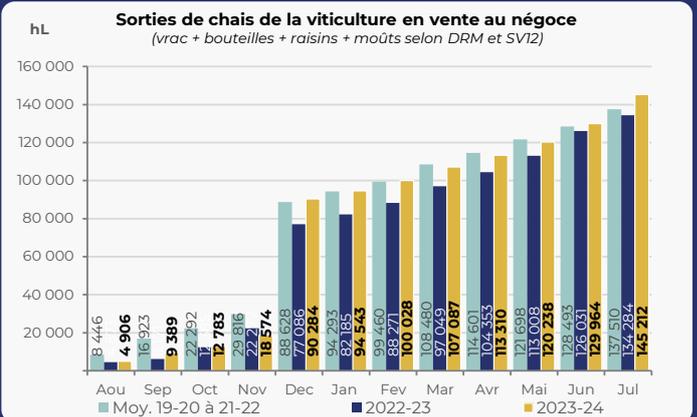
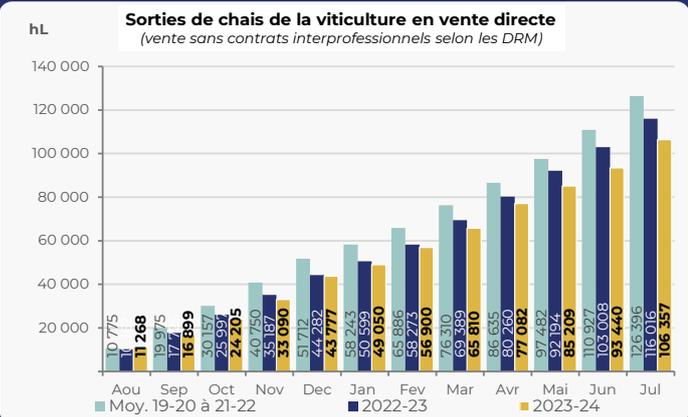
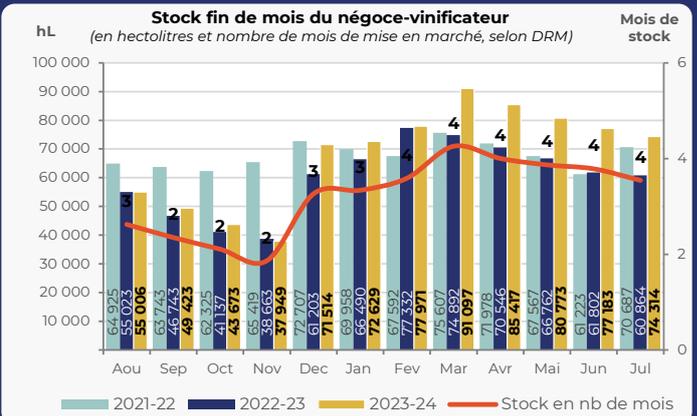
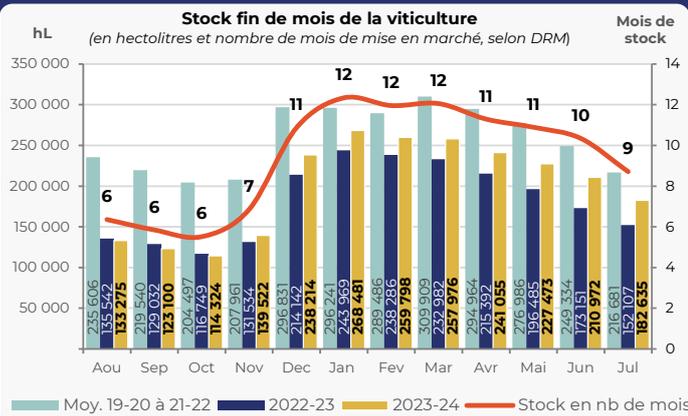
Volume
ventes
France

-12,1%
-5 890 hL



Volume
ventes
Export

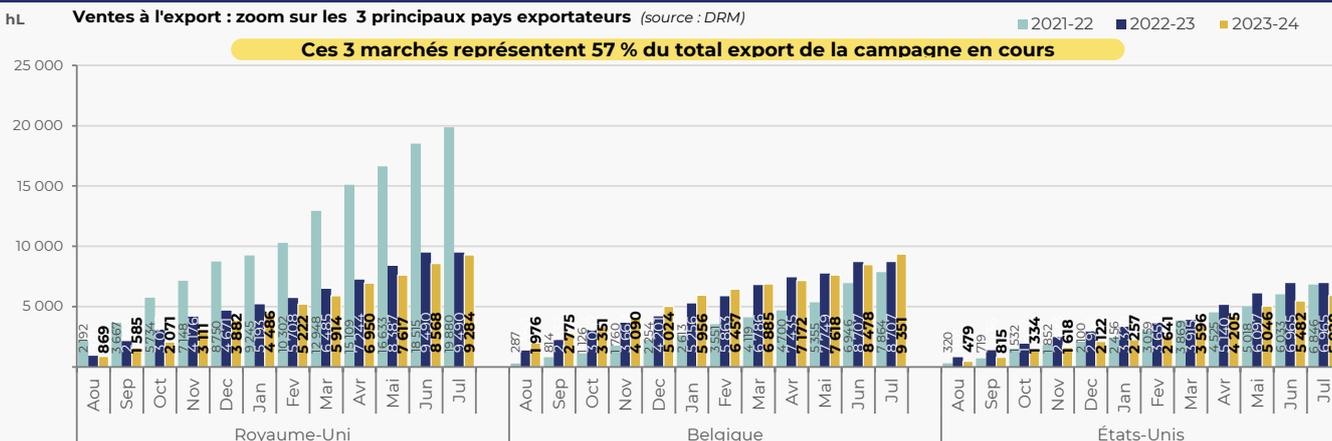
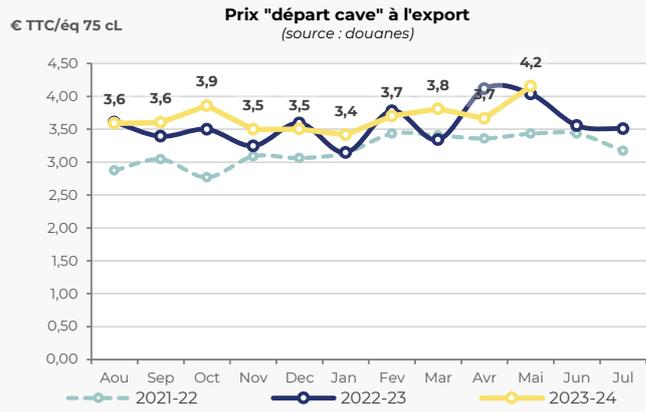
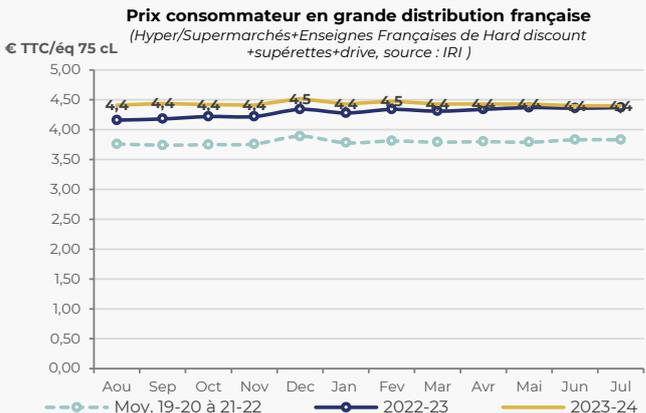
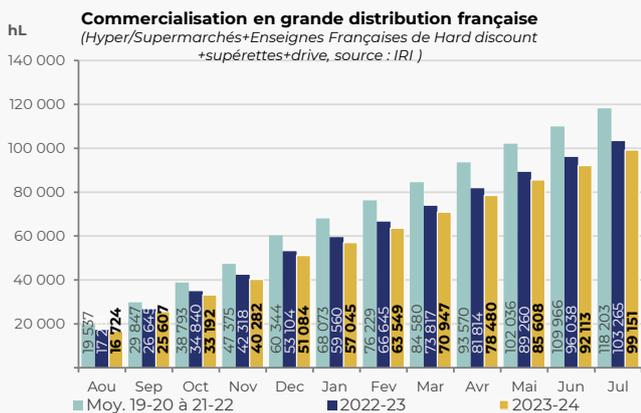
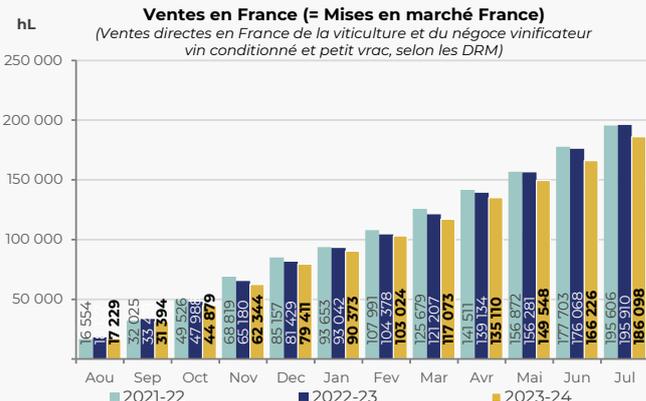
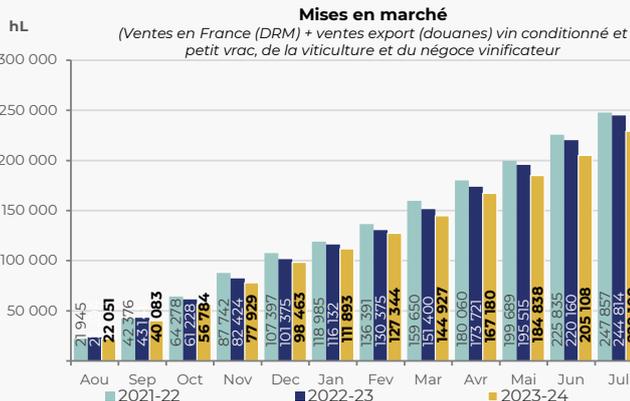
Données économiques - production



Total AOP du Muscadet

Tous les vins produits sous appellation "Muscadet"

Données économiques - commercialisation



Muscadet Régional

Muscadet AC, Primeur et AC sur lie

Évolution sur 12 mois glissants - juillet 2024

+35,1%
variation du stock en hL
8
mois de stock



Stocks
totaux

+1,8%
+1 120 hL



Volume
mis en
marché

+2,8%
+1 620 hL



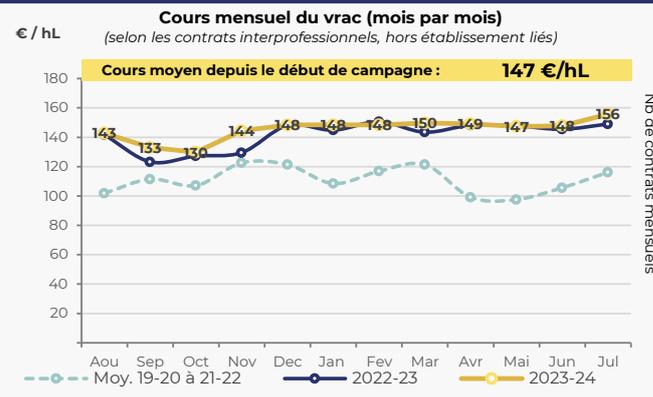
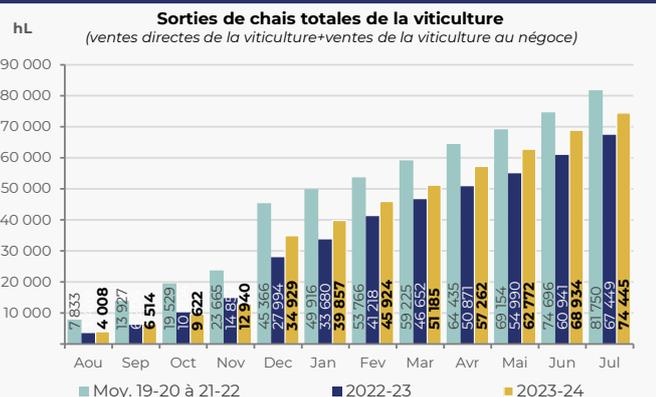
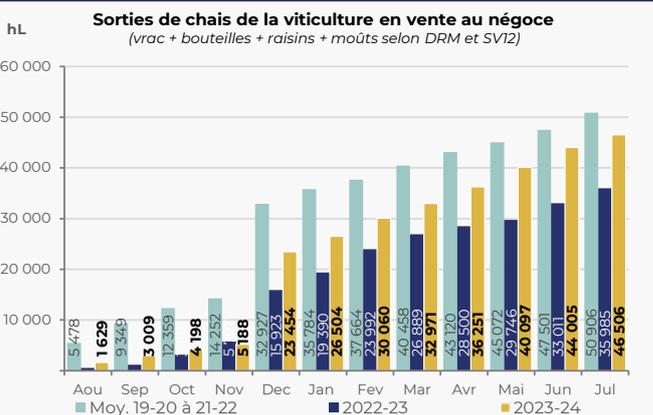
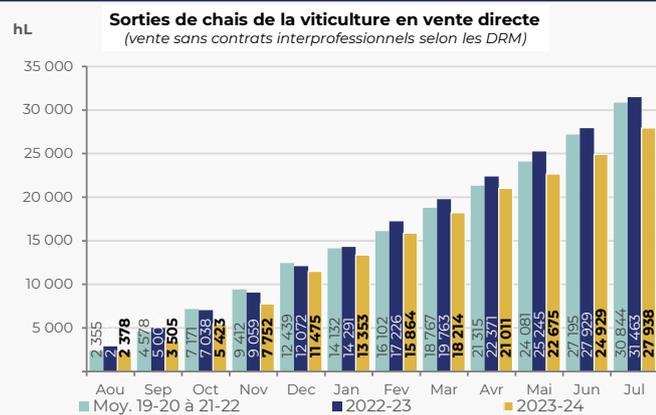
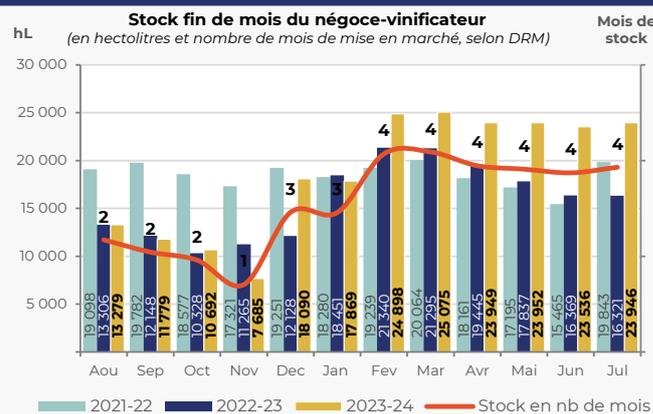
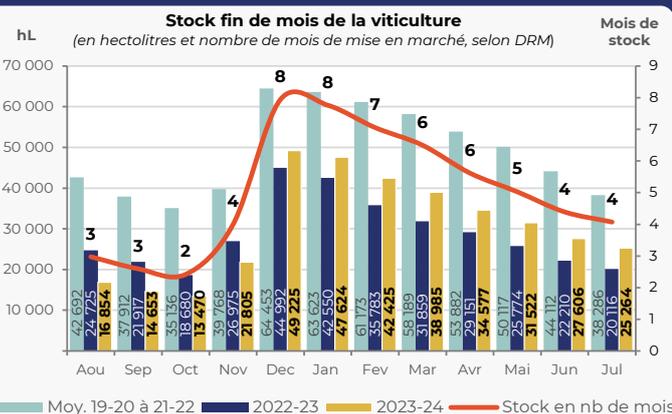
Volume
ventes
France

-7,8%
-490 hL

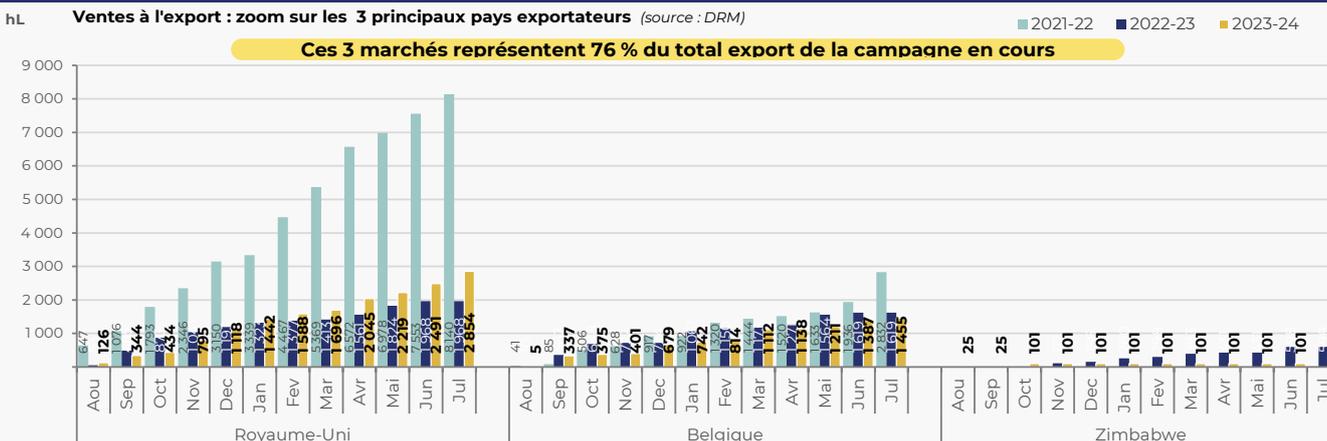
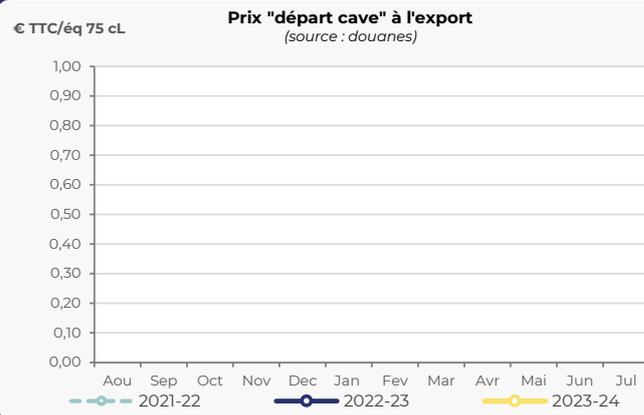
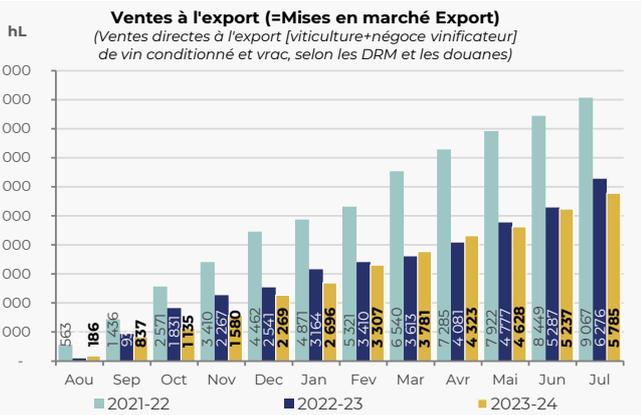
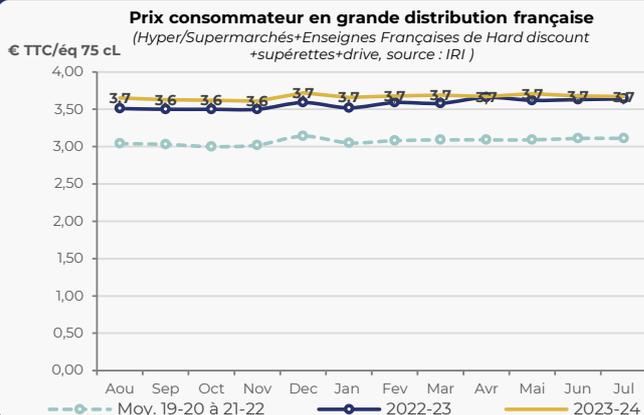
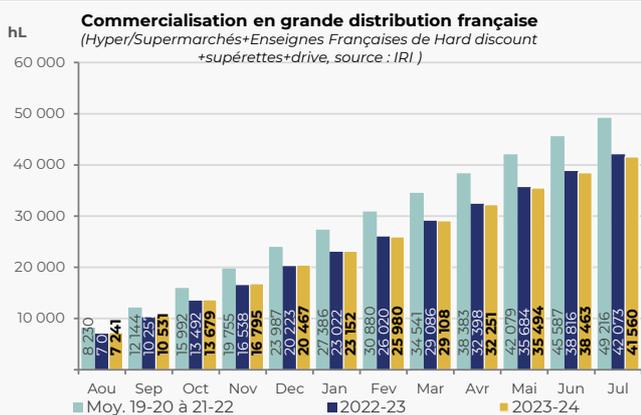
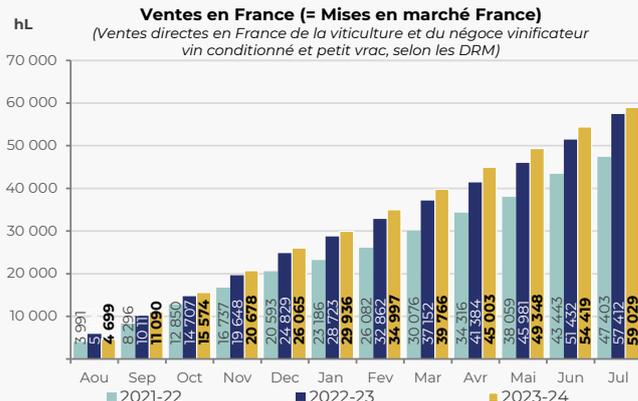
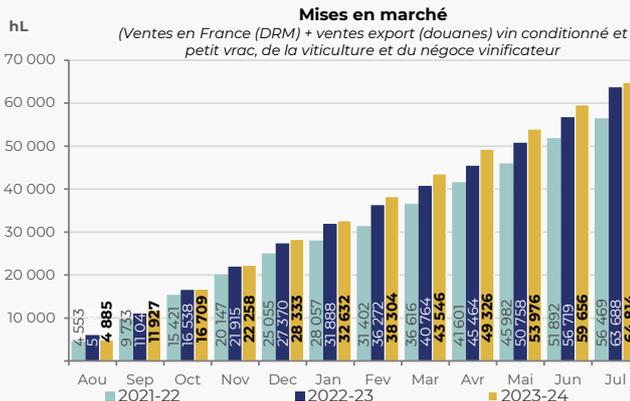


Volume
ventes
Export

Données économiques - production



Données économiques - commercialisation



Total des AOP "Muscadet" sous-régionales

Muscadets (dont sur Lie) Sèvre et Maine, Coteaux de La Loire et Côtes de Grand Lieu

Évolution sur 12 mois glissants - juillet 2024

+17,6%
variation du stock en hL
13
mois de stock



Stocks
totaux

-8,6%
-14 700 hL



Volume
mis en
marché

-8,3%
-11 290 hL



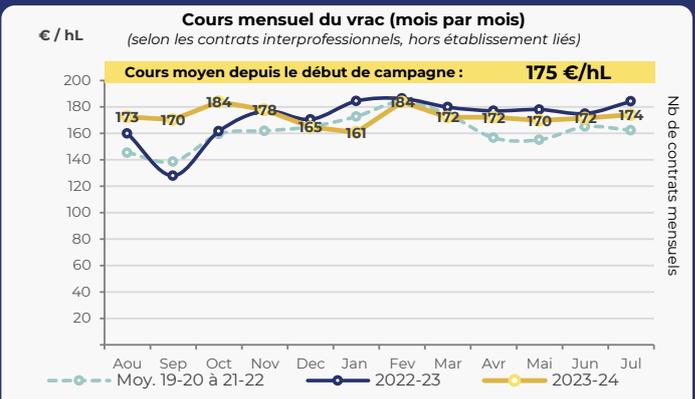
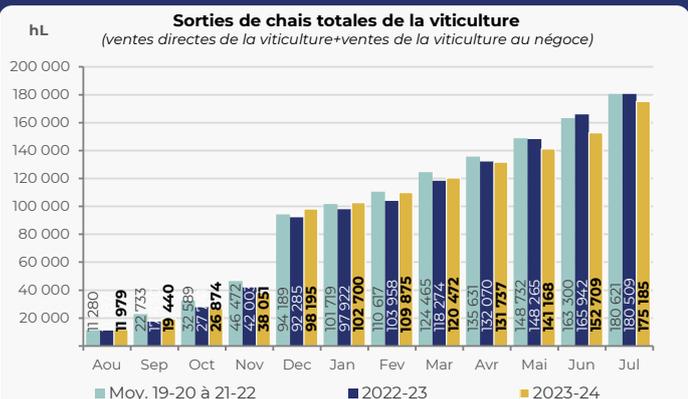
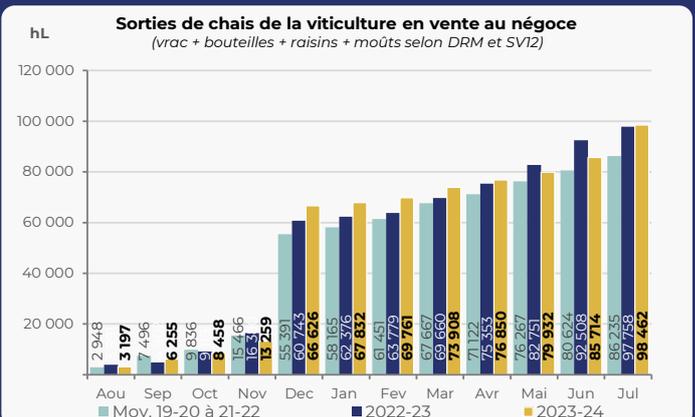
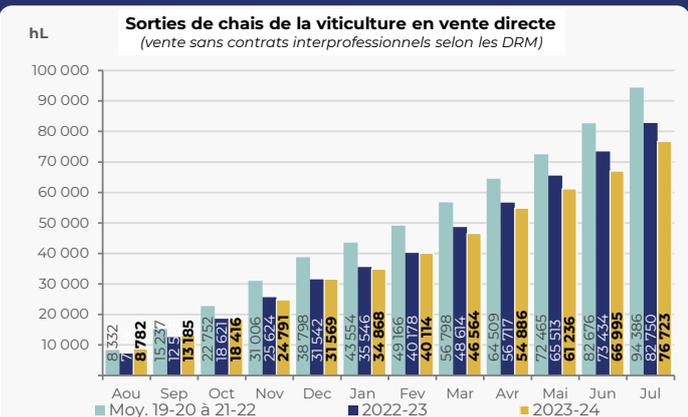
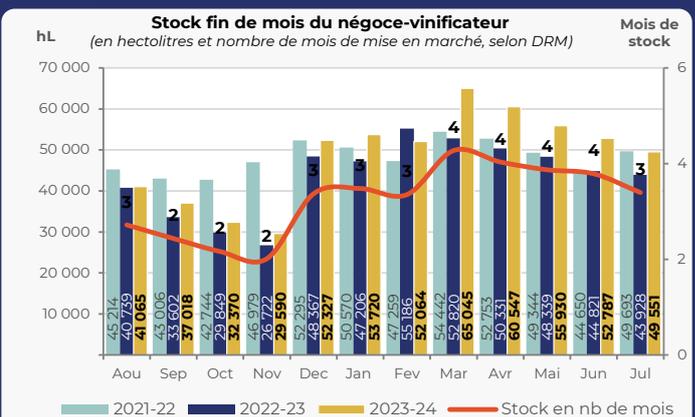
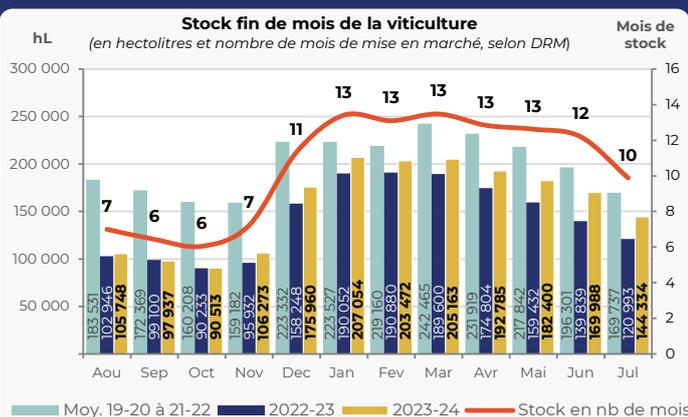
Volume
ventes
France

-10,1%
-3 410 hL



Volume
ventes
Export

Données économiques - production

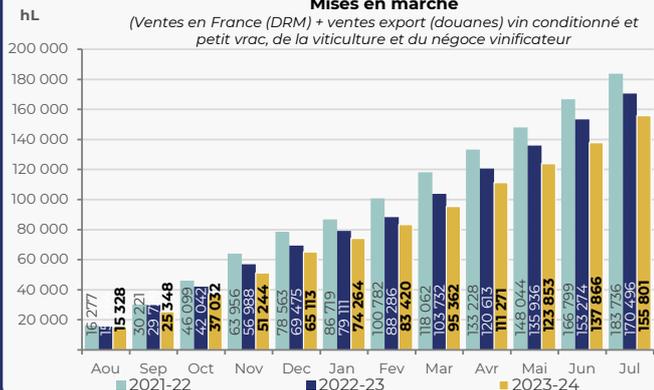


Total des AOP "Muscadet" sous-régionales

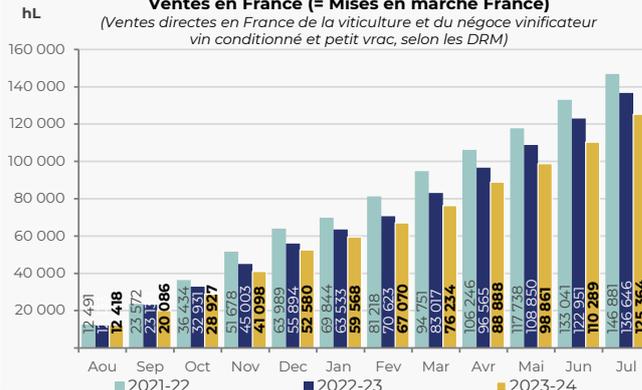
Muscadets (dont sur Lie) Sèvre et Maine, Coteaux de La Loire et Côtes de Grand Lieu

Données économiques - commercialisation

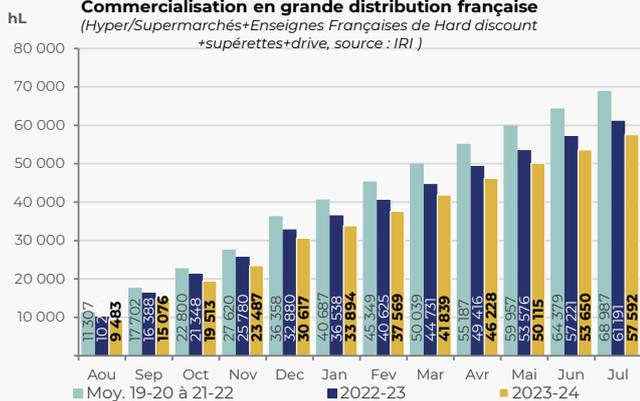
Mises en marché
(Ventes en France (DRM) + ventes export (douanes) vin conditionné et petit vrac, de la viticulture et du négoce vinificateur)



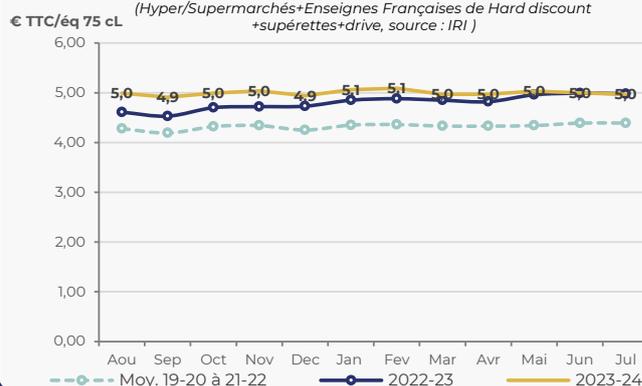
Ventes en France (= Mises en marché France)
(Ventes directes en France de la viticulture et du négoce vinificateur vin conditionné et petit vrac, selon les DRM)



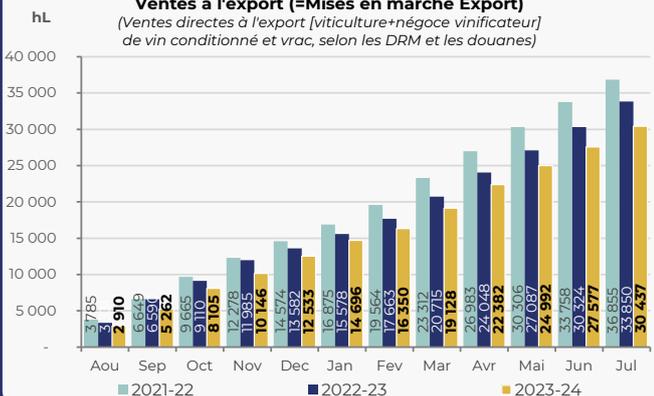
Commercialisation en grande distribution française
(Hyper/Supermarchés+Enseignes Françaises de Hard discount +supérettes+drive, source : IRI.)



Prix consommateur en grande distribution française
(Hyper/Supermarchés+Enseignes Françaises de Hard discount +supérettes+drive, source : IRI.)



Ventes à l'export (=Mises en marché Export)
(Ventes directes à l'export [viticulture+négoce vinificateur] de vin conditionné et vrac, selon les DRM et les douanes)

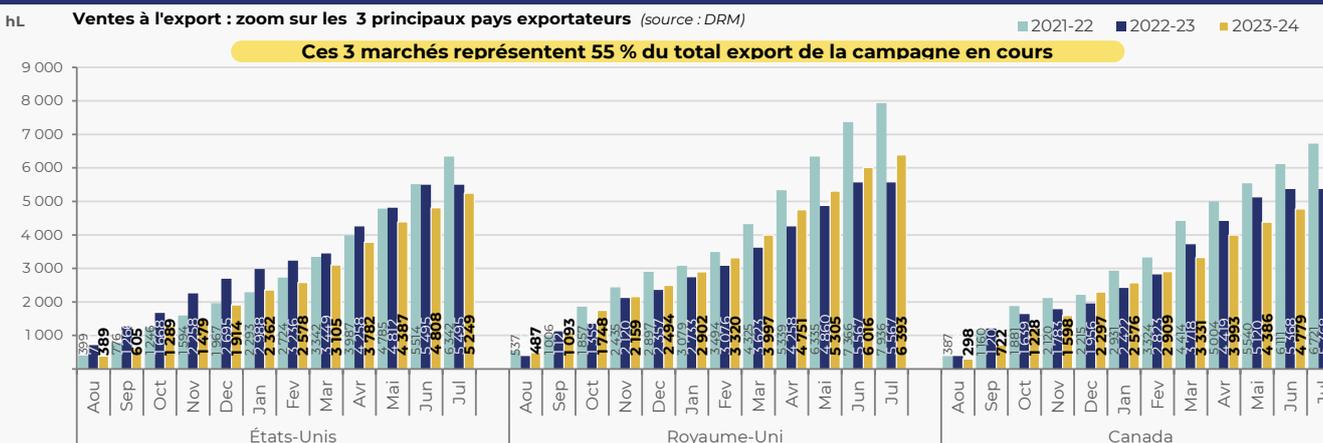


Prix "départ cave" à l'export
(source : douanes)



Ventes à l'export : zoom sur les 3 principaux pays exportateurs (source : DRM)

Ces 3 marchés représentent 55 % du total export de la campagne en cours



Total des AOP "Muscadet" communales

Muscadets S&M Clisson, Gorges, Le Pallet, Château-Thébaud, Goulaine, Monnières-Saint-Fiacre, Mouzillon Tillières

Évolution sur 12 mois glissants - juillet 2024

+19,3%
variation du stock en hL
86
mois de stock



Stocks
totaux

-6,7%
-160 hL



Volume
mis en
marché

-7,9%
-140 hL



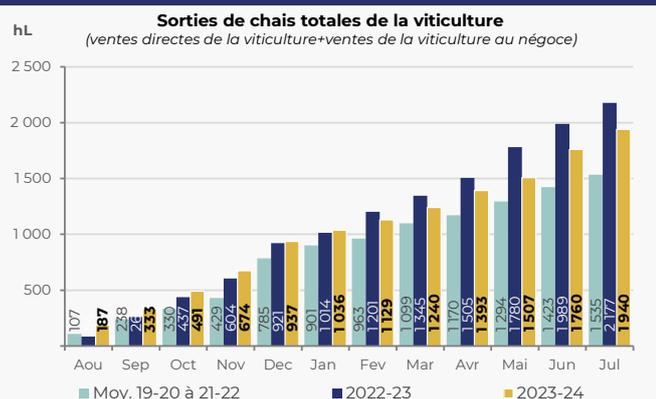
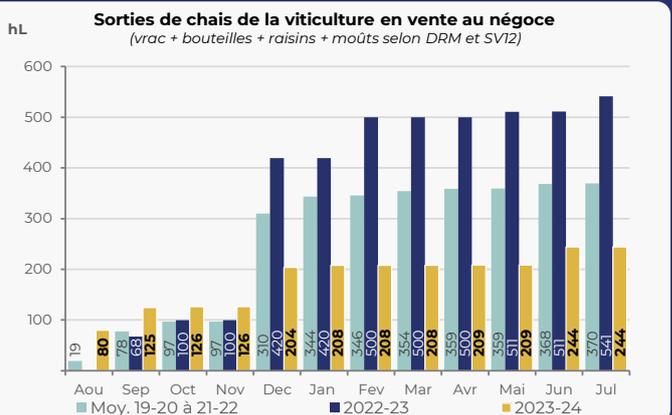
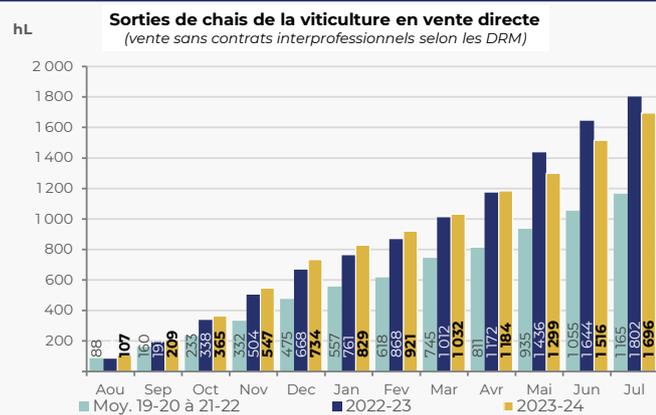
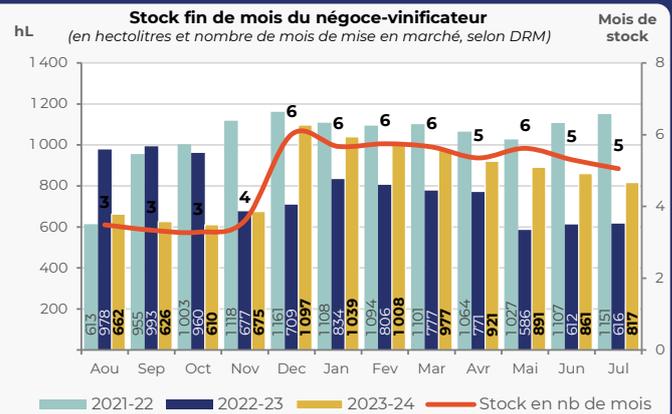
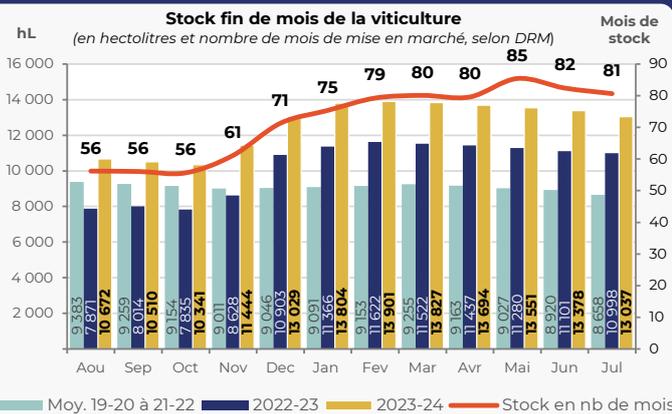
Volume
ventes
France

-2,0%
-10 hL



Volume
ventes
Export

Données économiques - production



Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

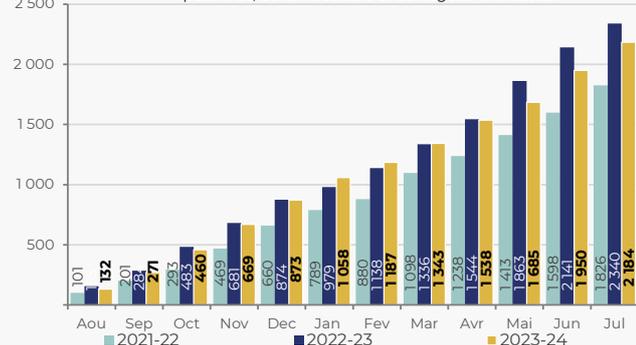
Nb de contrats mensuels

Total des AOP "Muscadet" communales

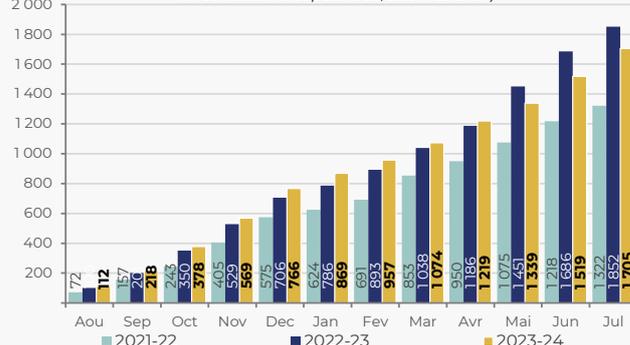
Muscadets S&M Clisson, Gorges, Le Pallet, Château-Thébaud, Goulaine, Monnières-Saint-Fiacre, Mouzillon Tillières

Données économiques - commercialisation

Mises en marché
(Ventes en France (DRM) + ventes export (douanes) vin conditionné et petit vrac, de la viticulture et du négoce vinificateur)



Ventes en France (= Mises en marché France)
(Ventes directes en France de la viticulture et du négoce vinificateur vin conditionné et petit vrac, selon les DRM)



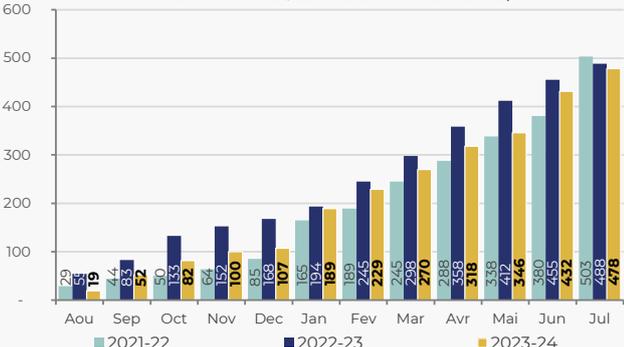
Commercialisation en grande distribution française
(Hyper/Supermarchés+Enseignes Françaises de Hard discount +supérettes+drive, source : IRI.)



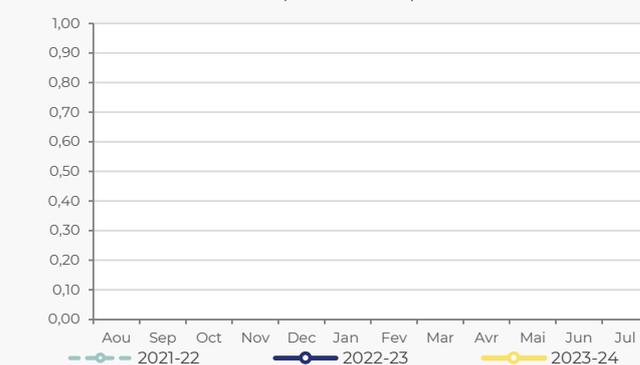
Prix consommateur en grande distribution française
(Hyper/Supermarchés+Enseignes Françaises de Hard discount +supérettes+drive, source : IRI.)



Ventes à l'export (=Mises en marché Export)
(Ventes directes à l'export [viticulture+négoce vinificateur] de vin conditionné et vrac, selon les DRM et les douanes)

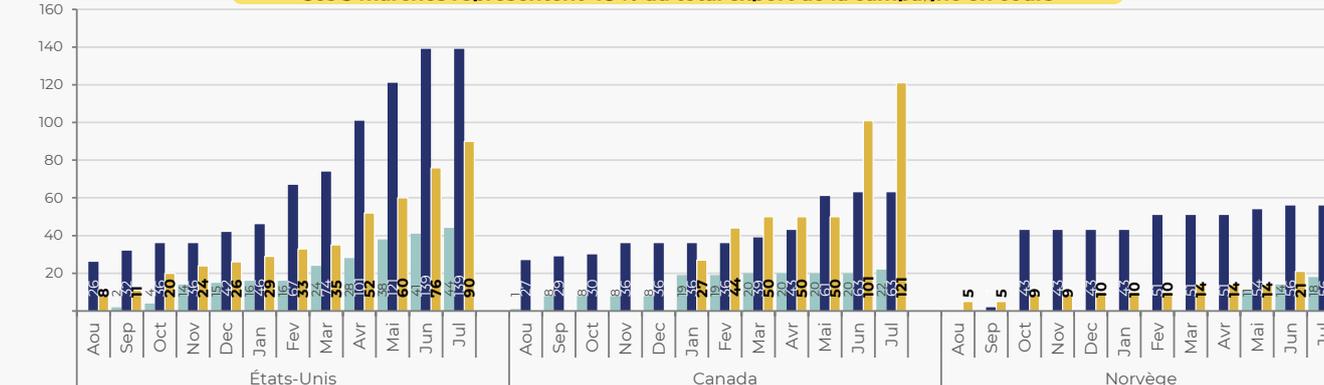


Prix "départ cave" à l'export
(source : douanes)



Ventes à l'export : zoom sur les 3 principaux pays exportateurs (source : DRM)

Ces 3 marchés représentent 48 % du total export de la campagne en cours



Total des AOP "Muscadet sur lie"

Muscadets sur lie : AC, S&M, CTL et CGL

Évolution sur 12 mois glissants - juillet 2024

+19,5%
variation du stock en hL
13
mois de stock



Stocks
totaux

-7,7%
-12 100 hL



Volume
mis en
marché

-7,1%
-8 950 hL



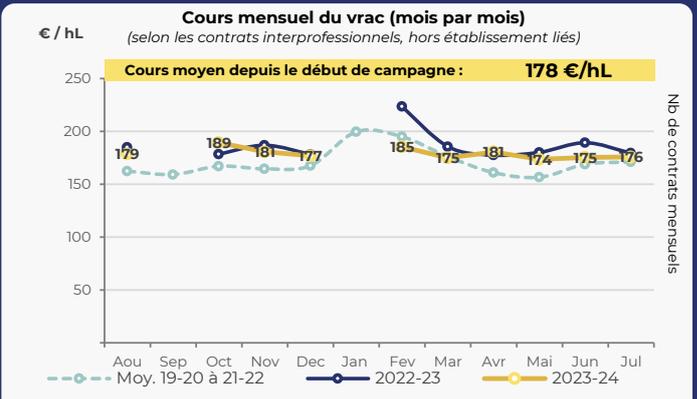
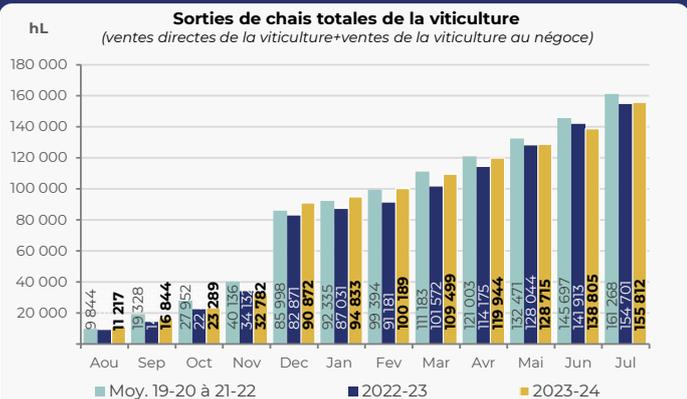
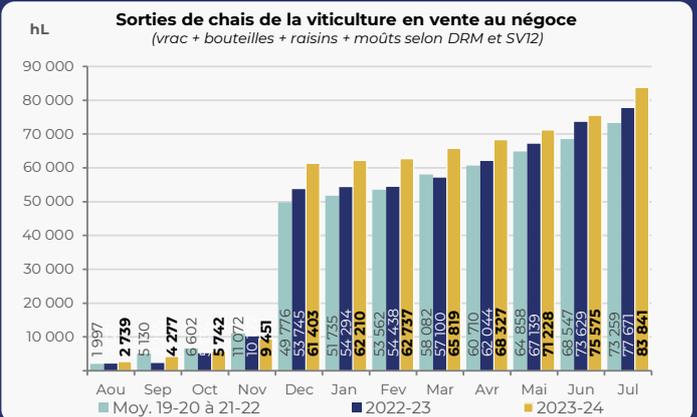
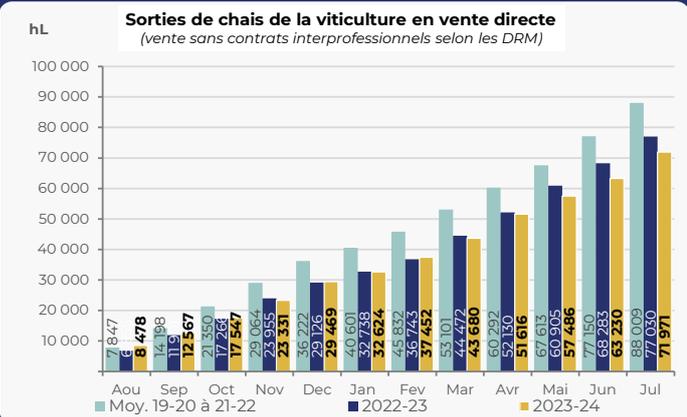
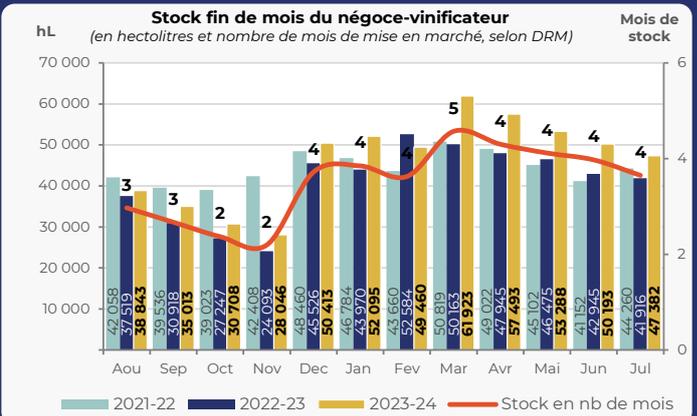
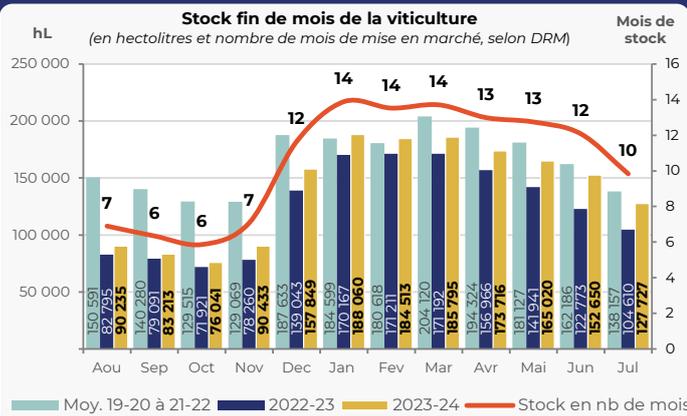
Volume
ventes
France

-10,1%
-3 140 hL



Volume
ventes
Export

Données économiques - production

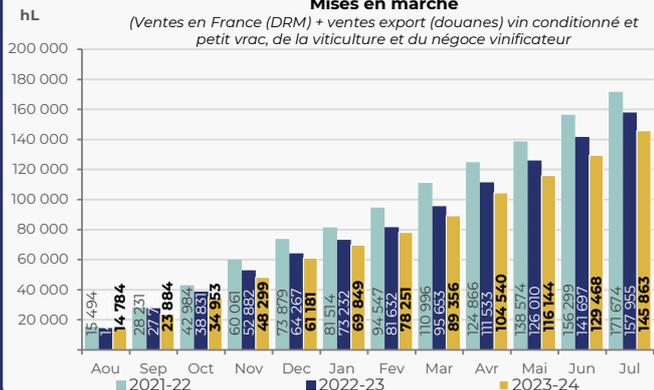


Total des AOP "Muscadet sur lie"

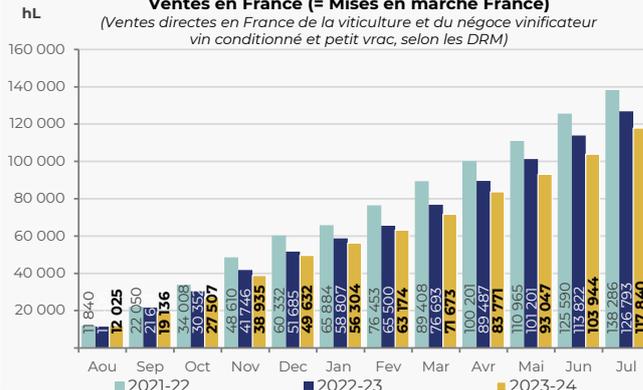
Muscadets sur lie : AC, S&M, CTL et CGL

Données économiques - commercialisation

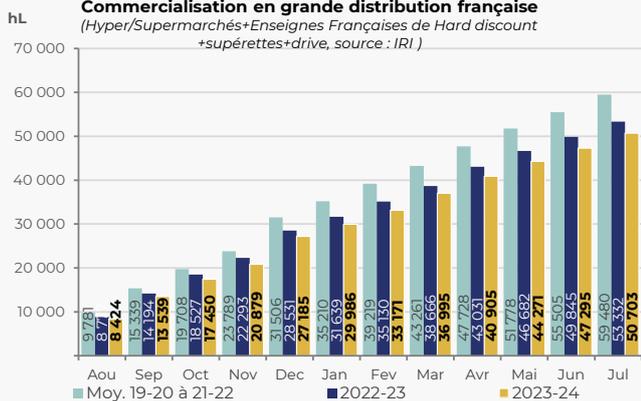
Mises en marché
(Ventes en France (DRM) + ventes export (douanes) vin conditionné et petit vrac, de la viticulture et du négoce vinificateur)



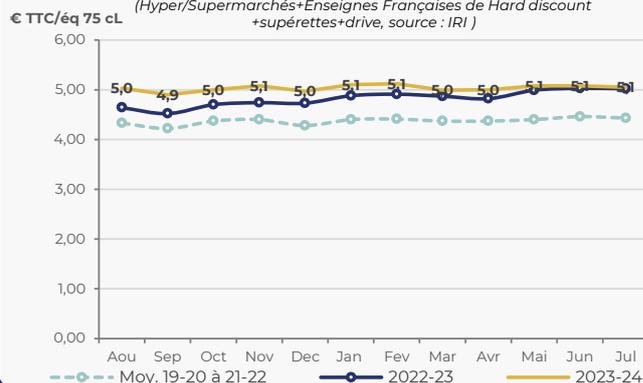
Ventes en France (= Mises en marché France)
(Ventes directes en France de la viticulture et du négoce vinificateur vin conditionné et petit vrac, selon les DRM)



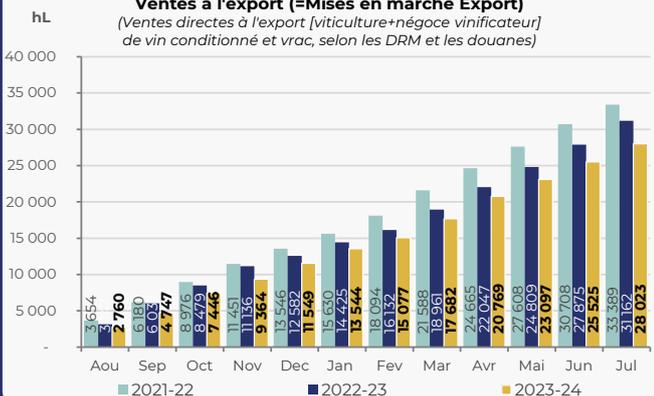
Commercialisation en grande distribution française
(Hyper/Supermarchés+Enseignes Françaises de Hard discount +supérettes+drive, source : IRI.)



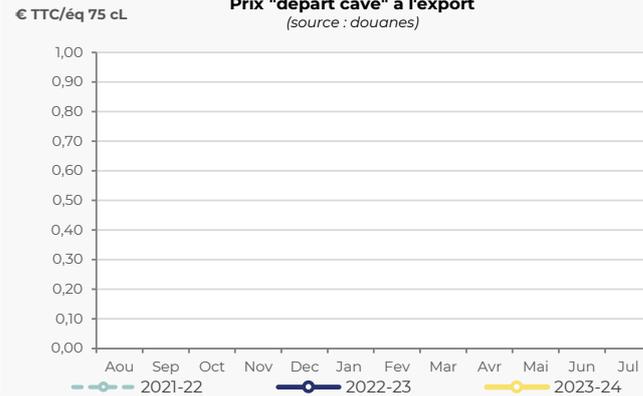
Prix consommateur en grande distribution française
(Hyper/Supermarchés+Enseignes Françaises de Hard discount +supérettes+drive, source : IRI.)



Ventes à l'export (=Mises en marché Export)
(Ventes directes à l'export [viticulture+négoce vinificateur] de vin conditionné et vrac, selon les DRM et les douanes)

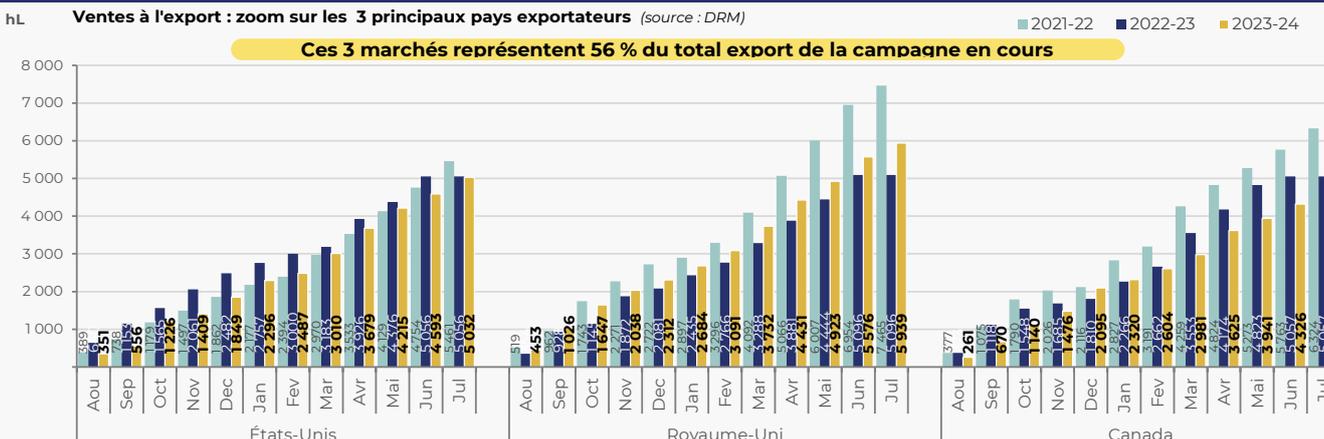


Prix "départ cave" à l'export
(source : douanes)



Ventes à l'export : zoom sur les 3 principaux pays exportateurs (source : DRM)

Ces 3 marchés représentent 56 % du total export de la campagne en cours



Évolution sur 12 mois glissants - juillet 2024

+35,8%
variation du stock en hL
8
mois de stock



Stocks
totaux

+2,5%
+1 550 hL



Volume
mis en
marché

+3,5%
+1 940 hL



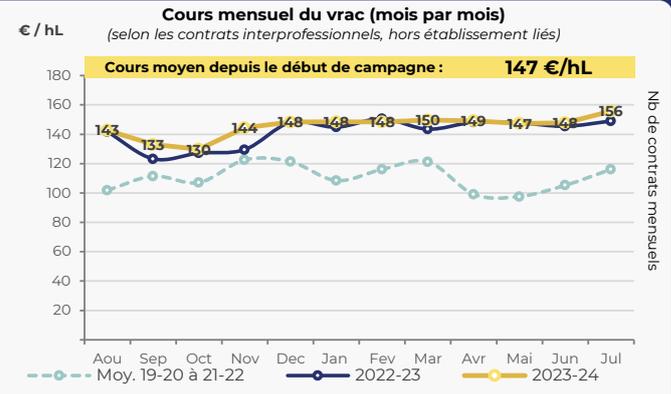
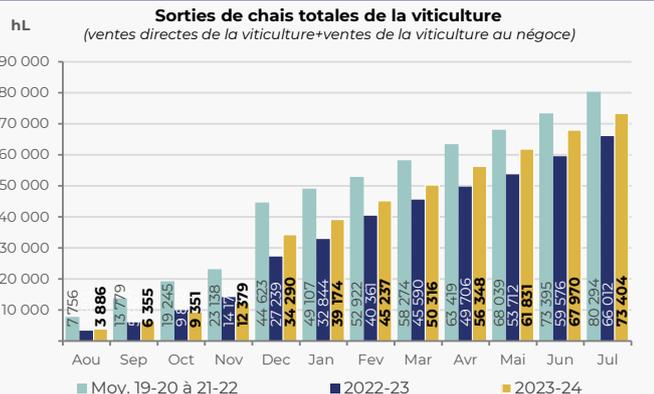
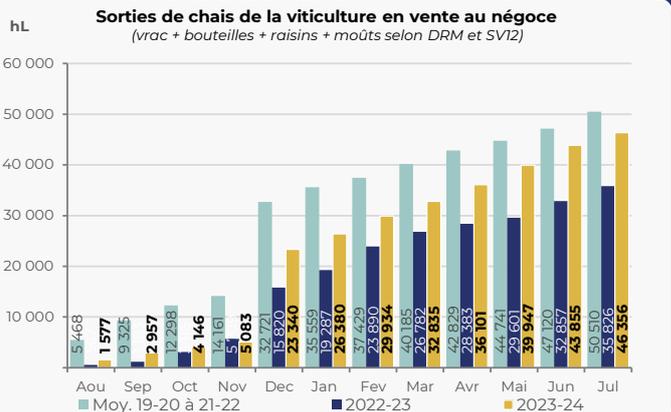
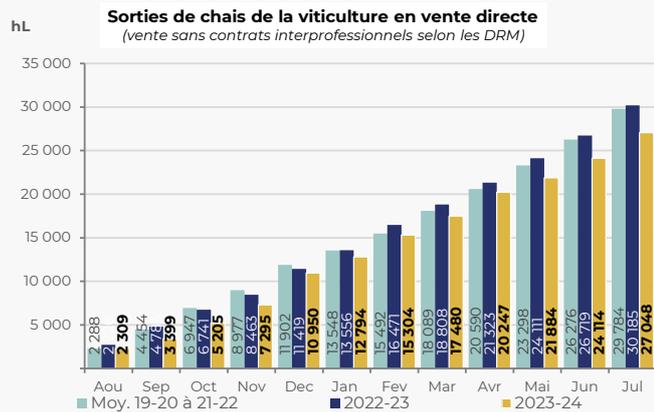
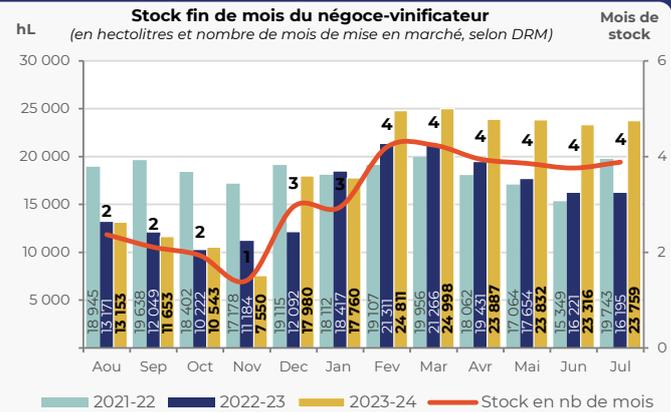
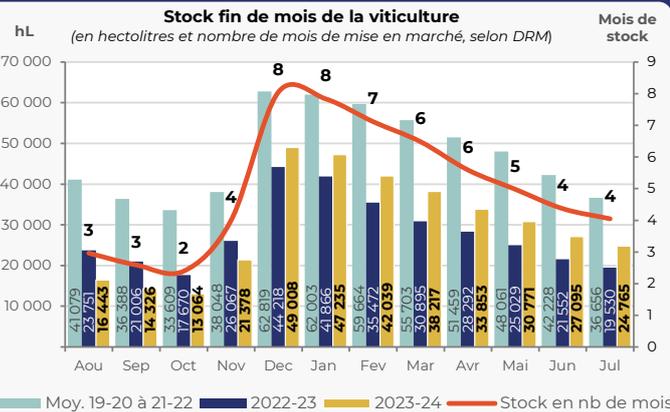
Volume
ventes
France

-6,7%
-400 hL

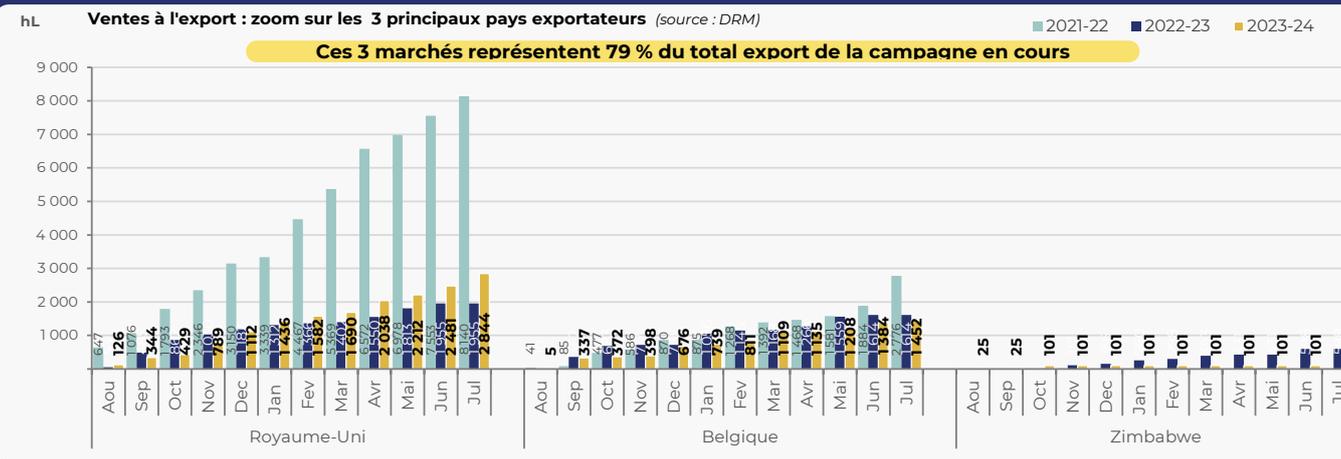
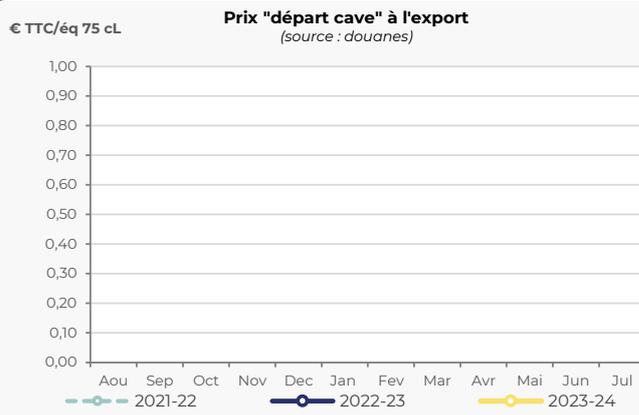
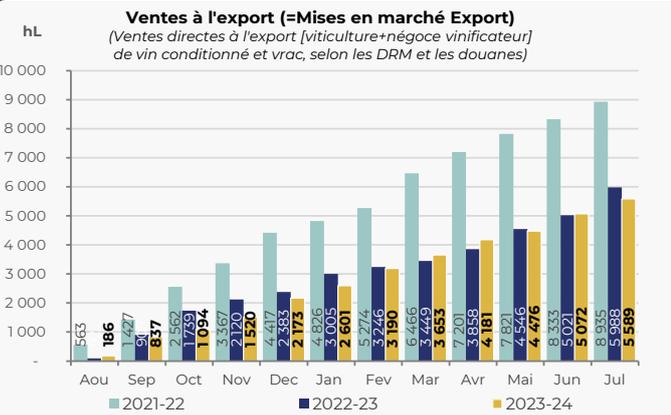
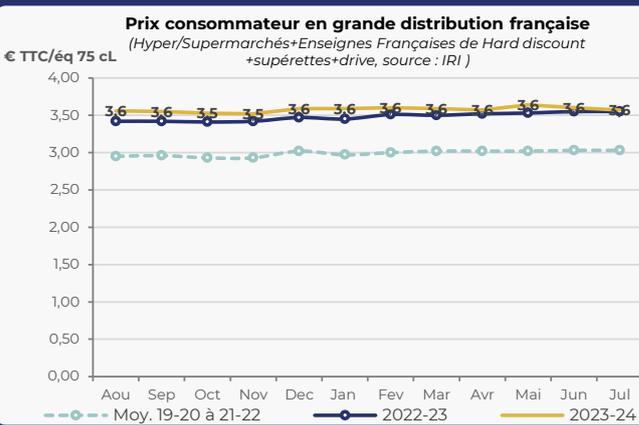
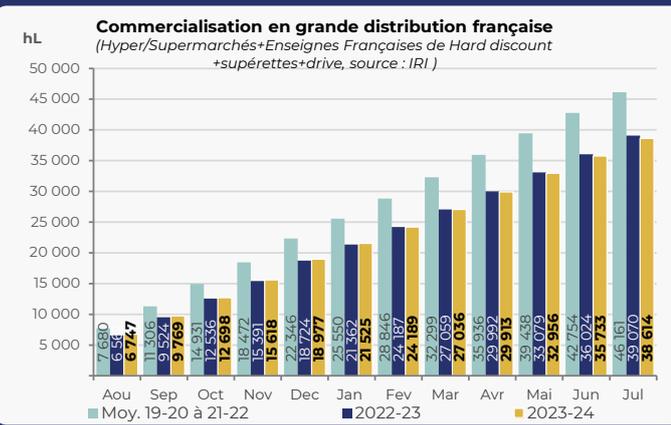
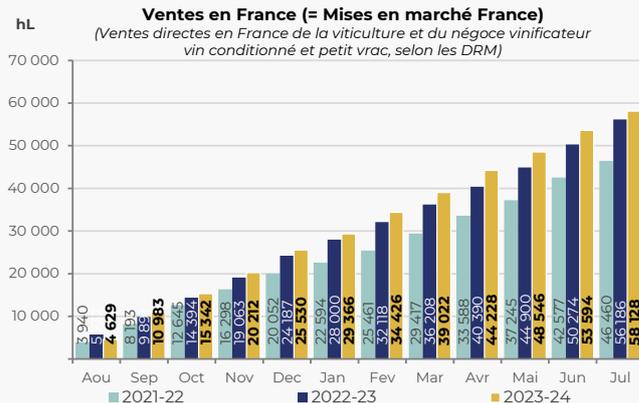
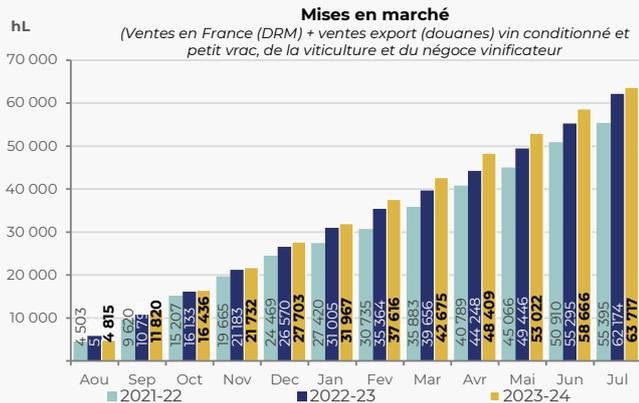


Volume
ventes
Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

-3,4%
variation du stock en hL
11
mois de stock



**Stocks
totaux**

-34,0%
-410 hL



**Volume
mis en
marché**

-32,6%
-300 hL



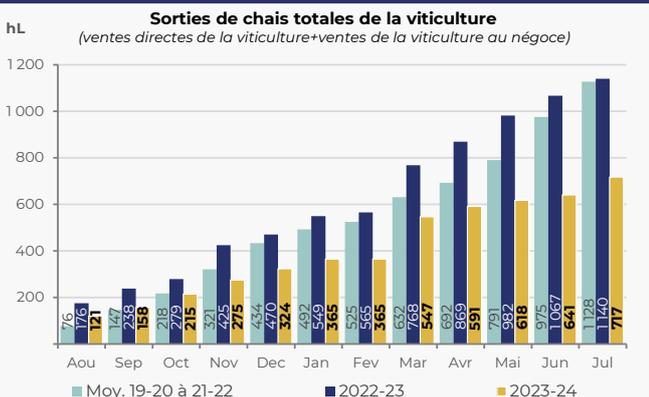
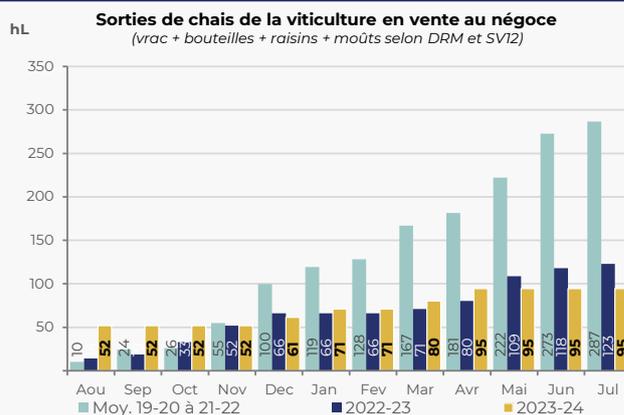
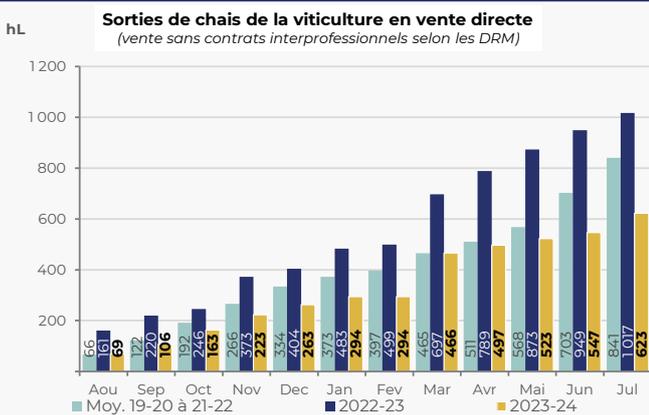
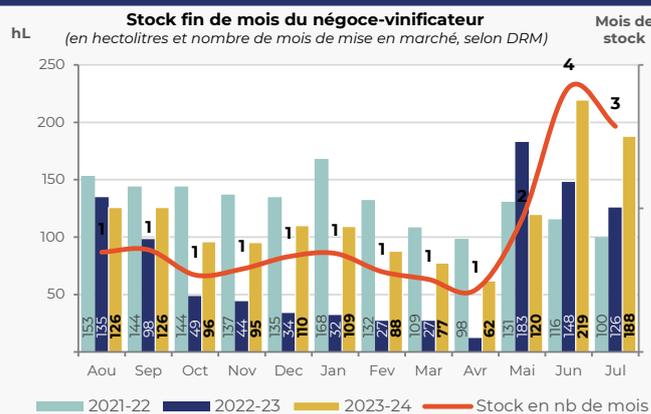
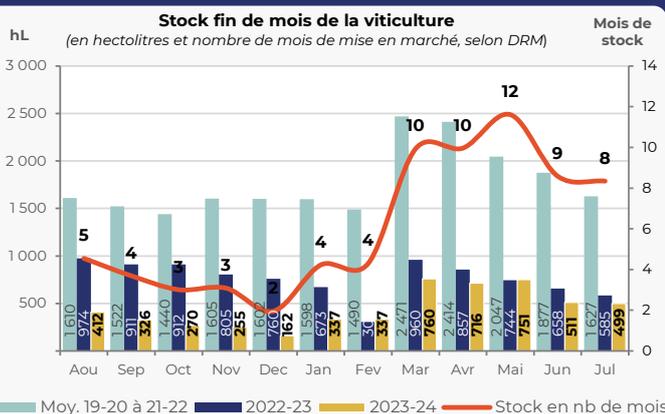
**Volume
ventes
France**

indisp.
#N/A



**Volume
ventes
Export**

Données économiques - production

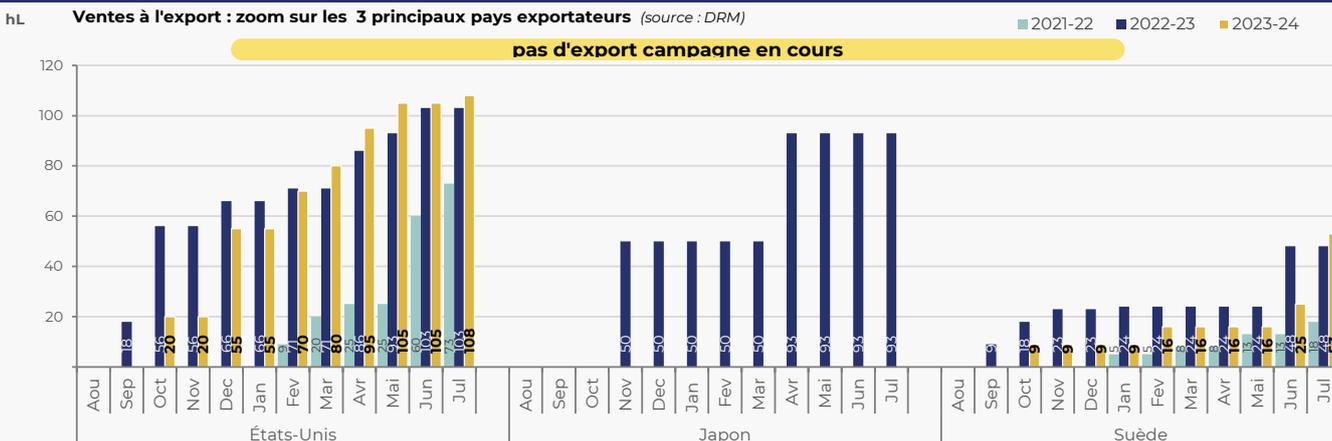
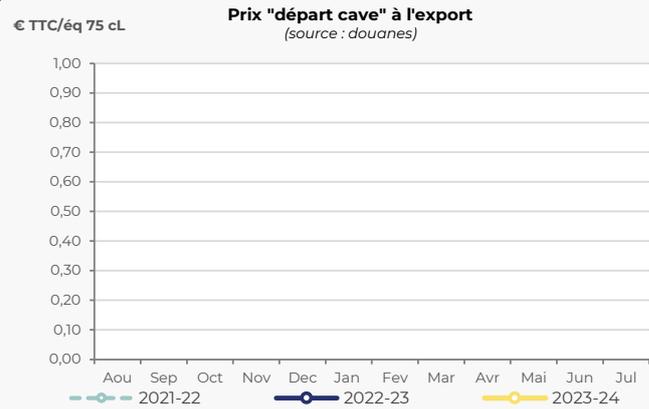
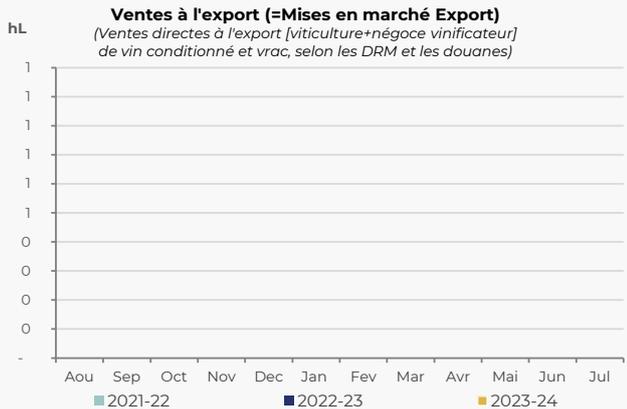
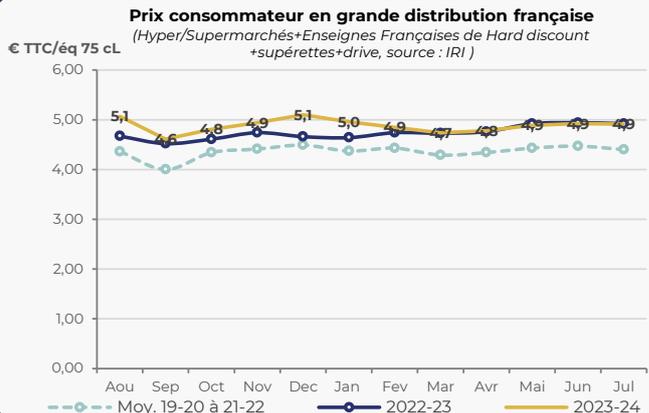
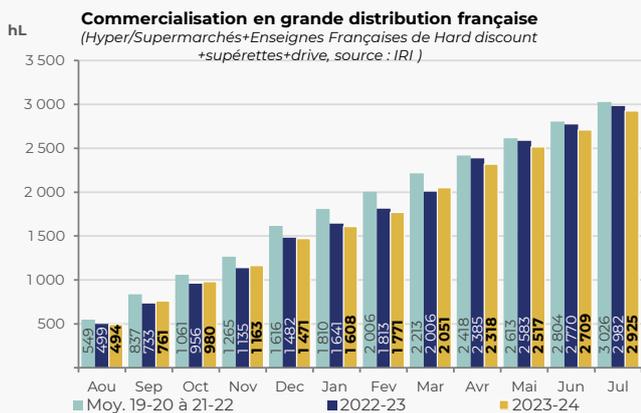
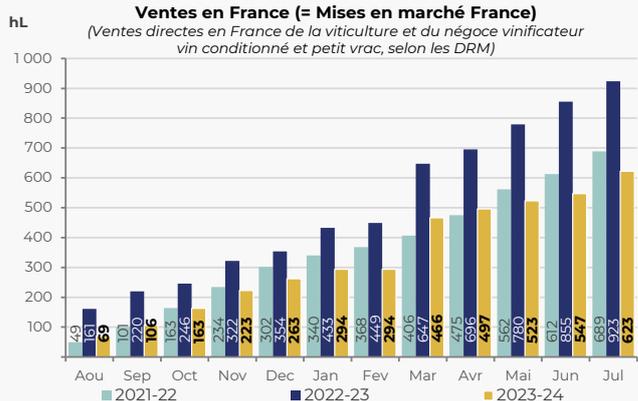
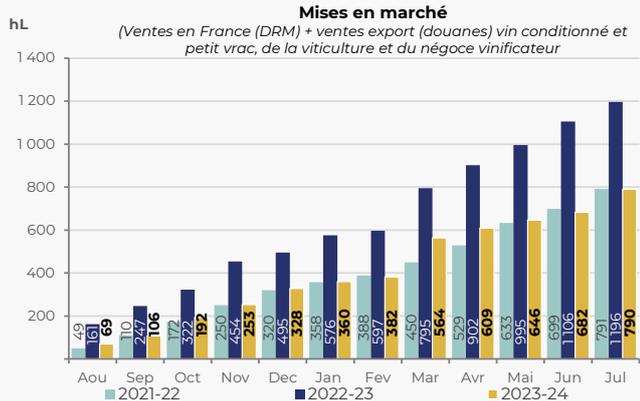


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+0,7%
variation du stock en hL
10
mois de stock



Stocks totaux

-22,6%
-2 960 hL



Volume mis en marché

-25,4%
-2 590 hL



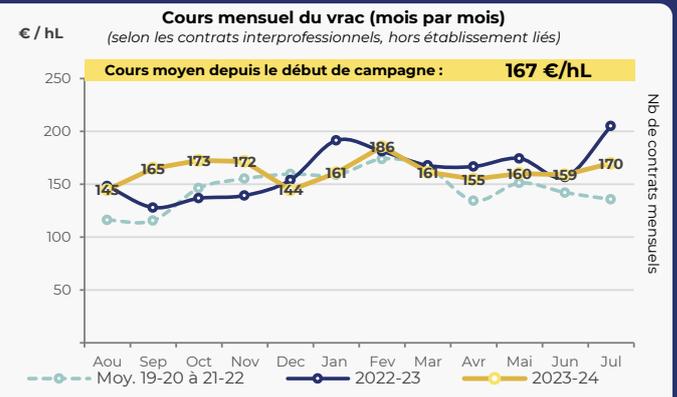
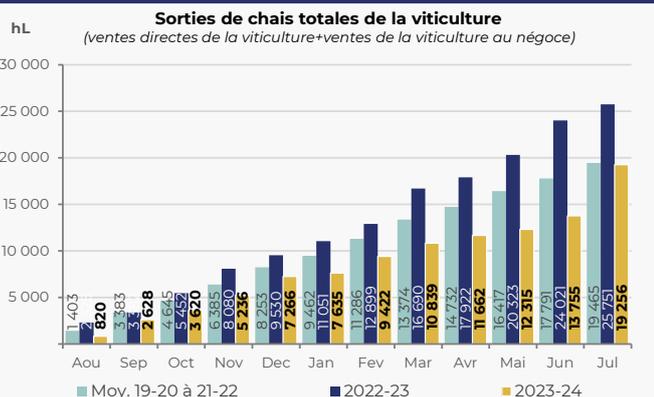
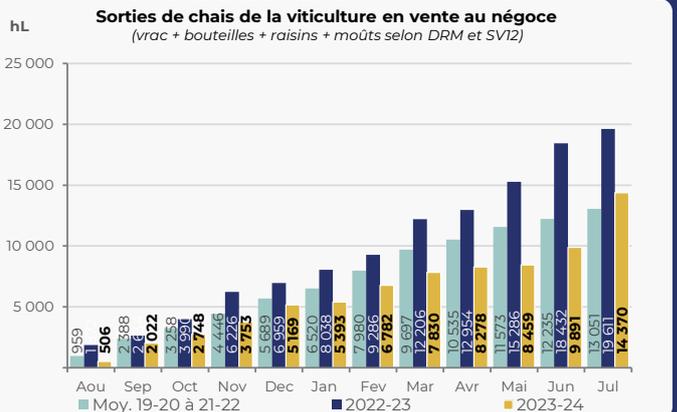
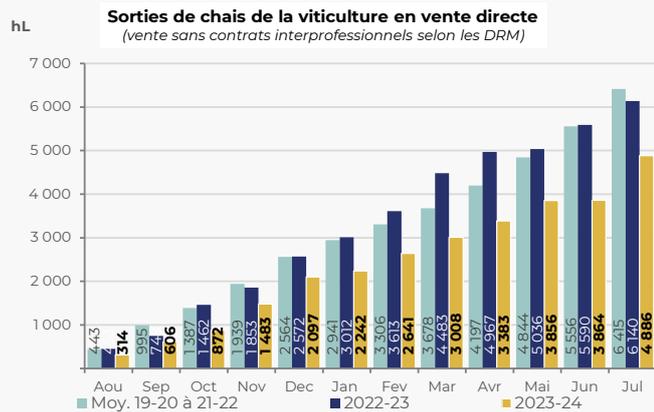
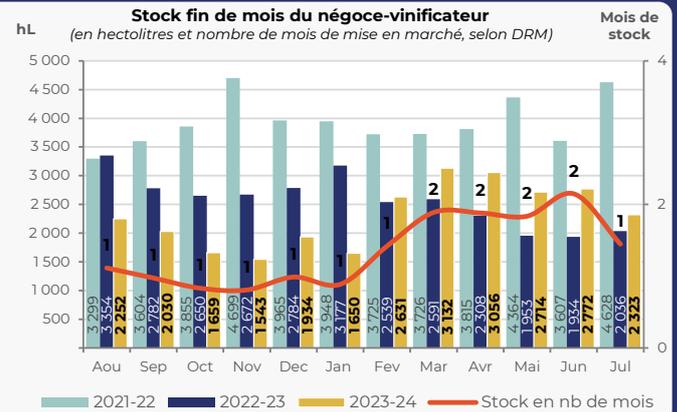
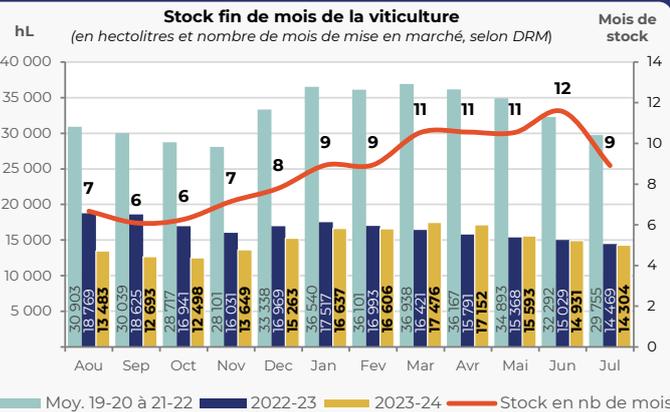
Volume ventes France

-12,7%
-370 hL

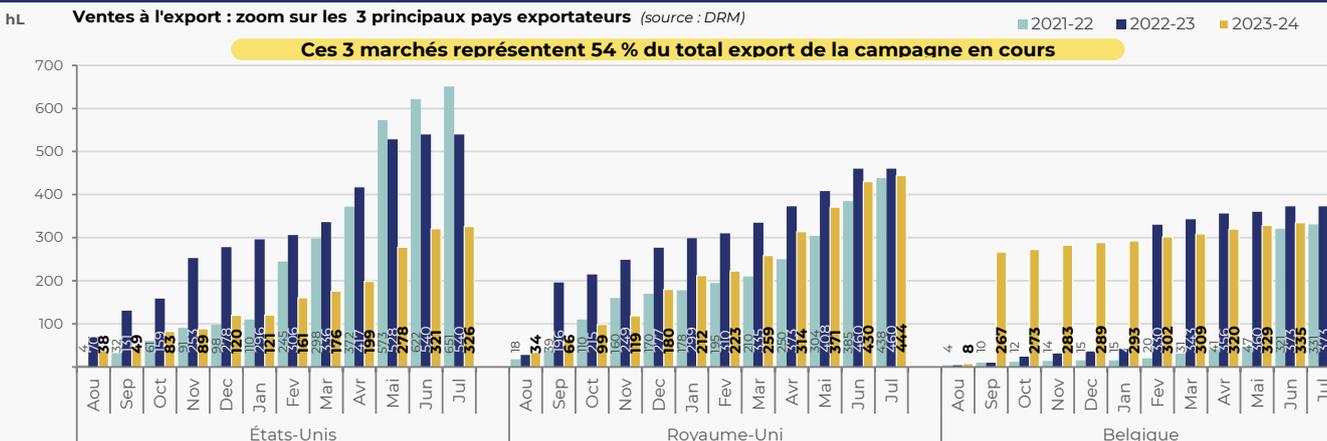
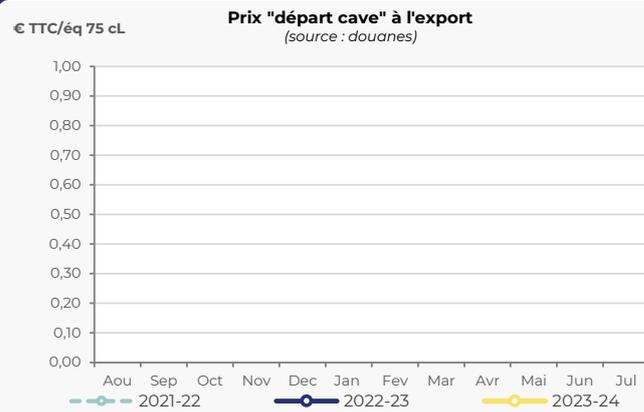
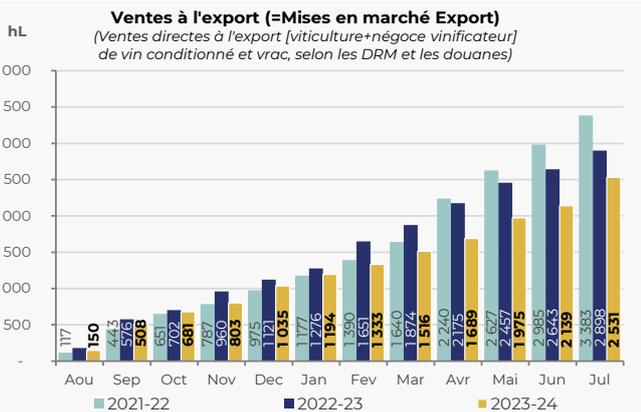
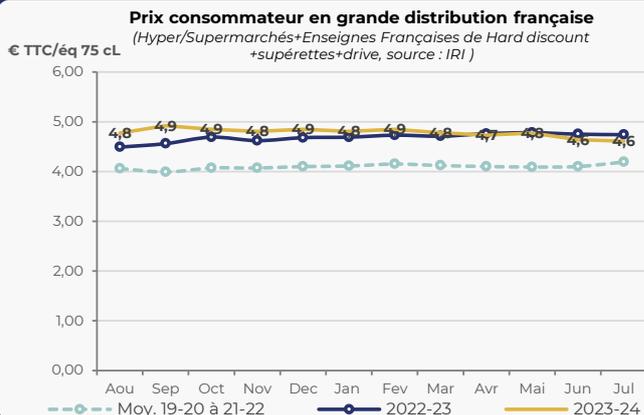
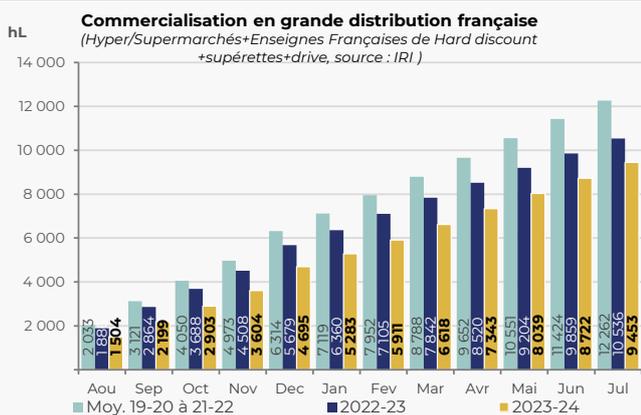
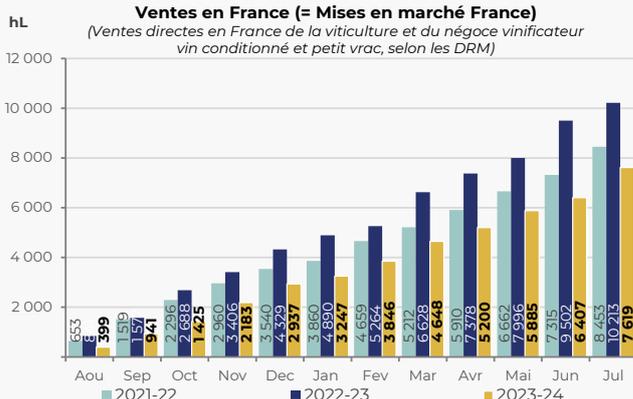
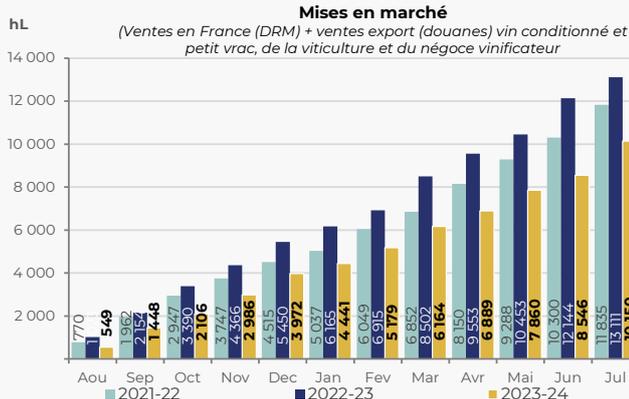


Volume ventes Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+19,0%
variation du stock en hL
13
mois de stock



Stocks totaux

-7,5%
-11 290 hL



Volume mis en marché

-6,6%
-7 990 hL



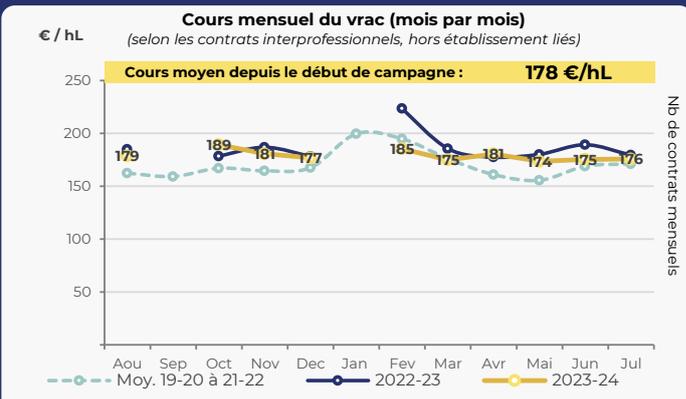
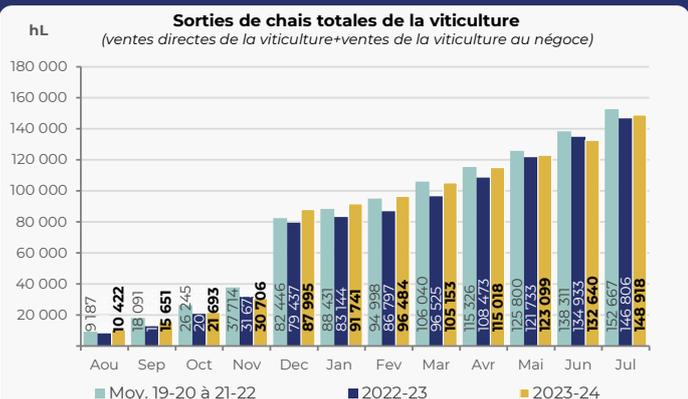
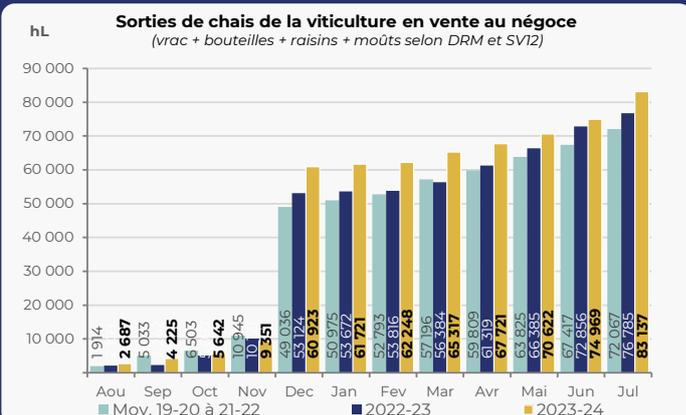
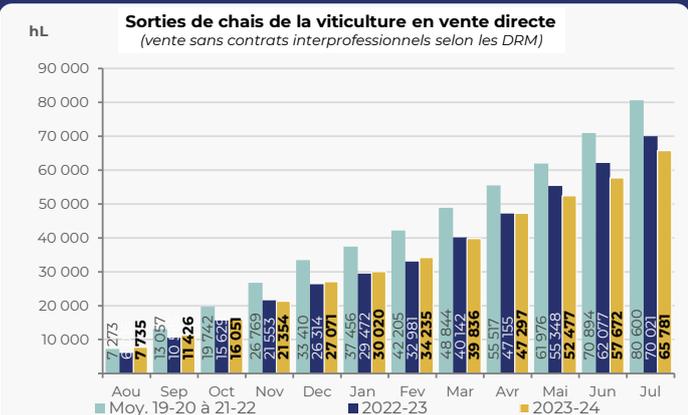
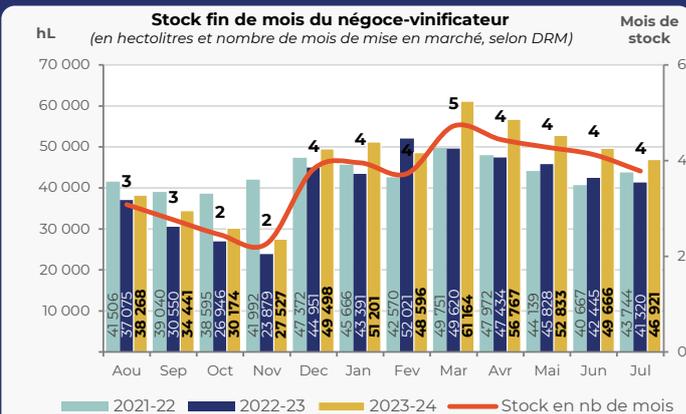
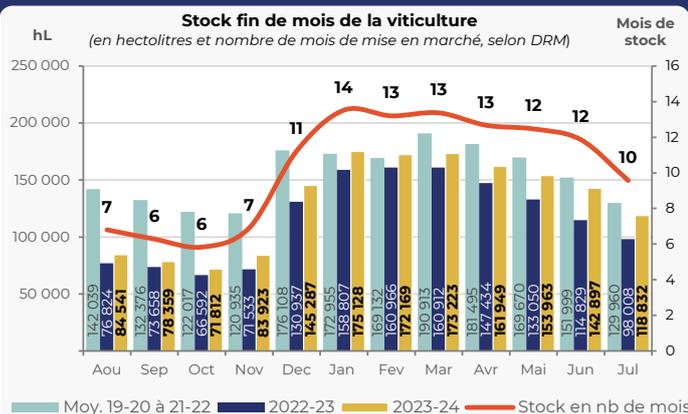
Volume ventes France

-11,1%
-3 300 hL

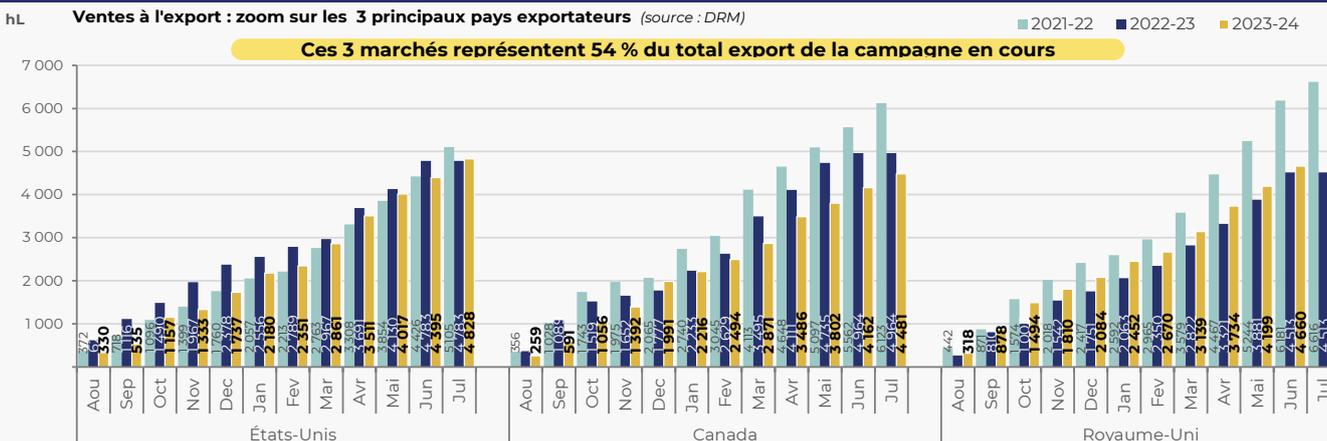
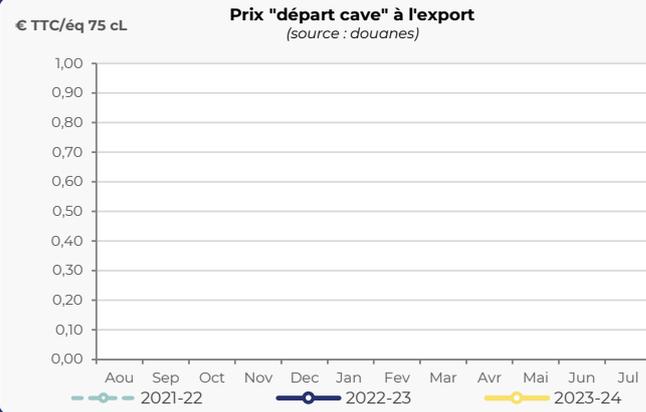
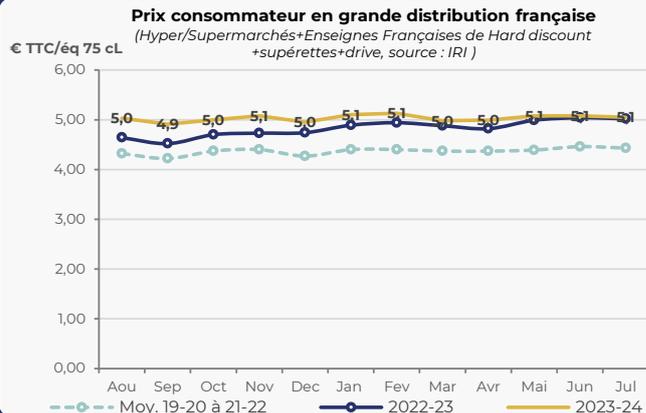
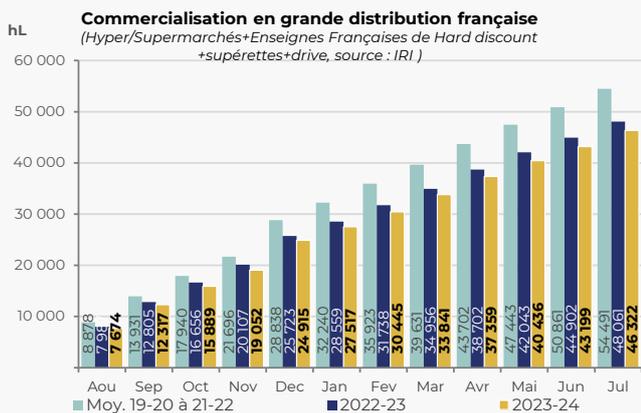
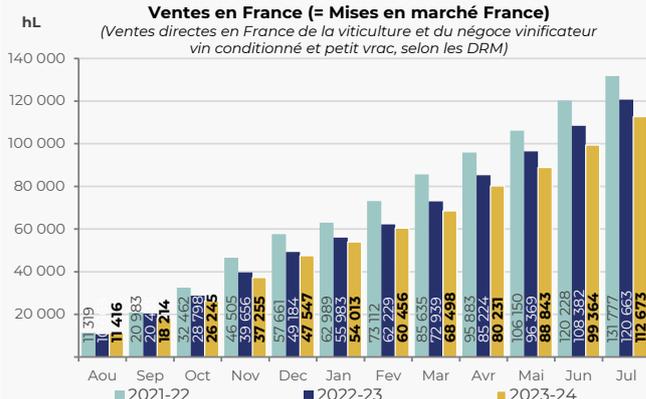
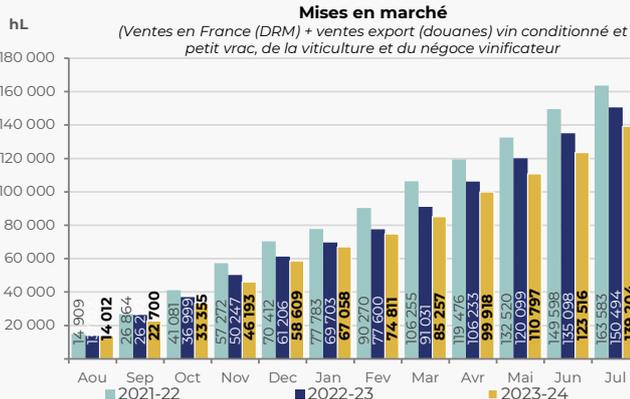


Volume ventes Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

-18,5%
variation du stock en hL
47
mois de stock



Stocks totaux

-0,6%
+ hL



Volume mis en marché

+3,0%
+10 hL



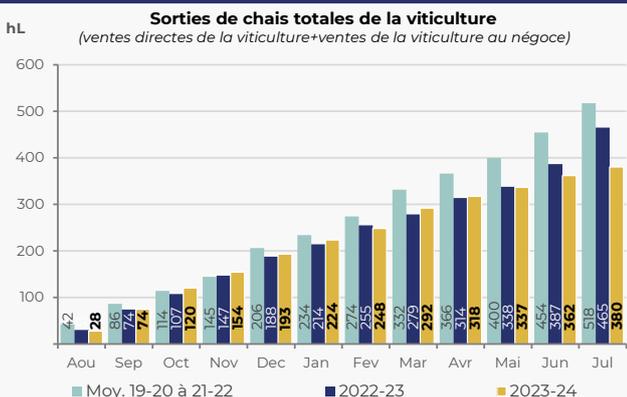
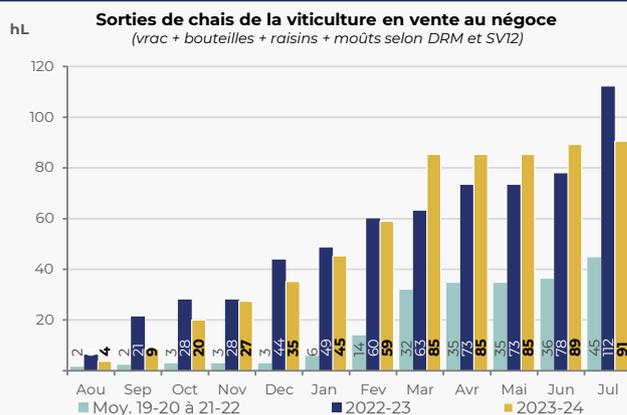
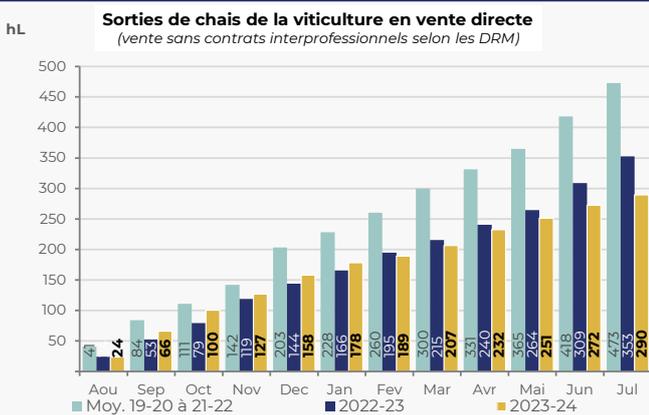
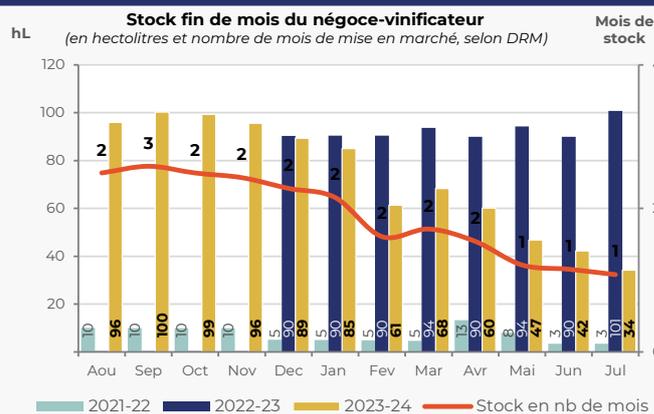
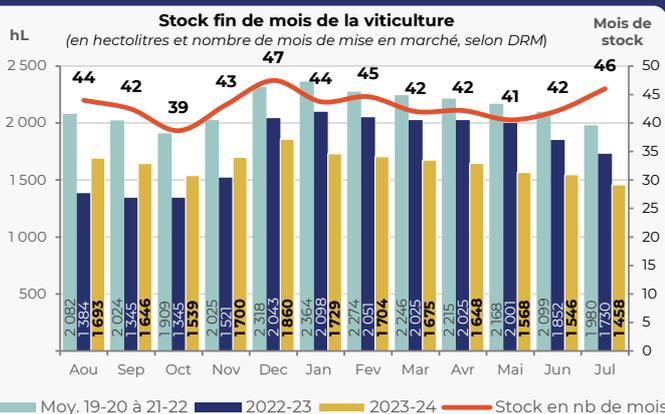
Volume ventes France

-19,0%
-10 hL



Volume ventes Export

Données économiques - production

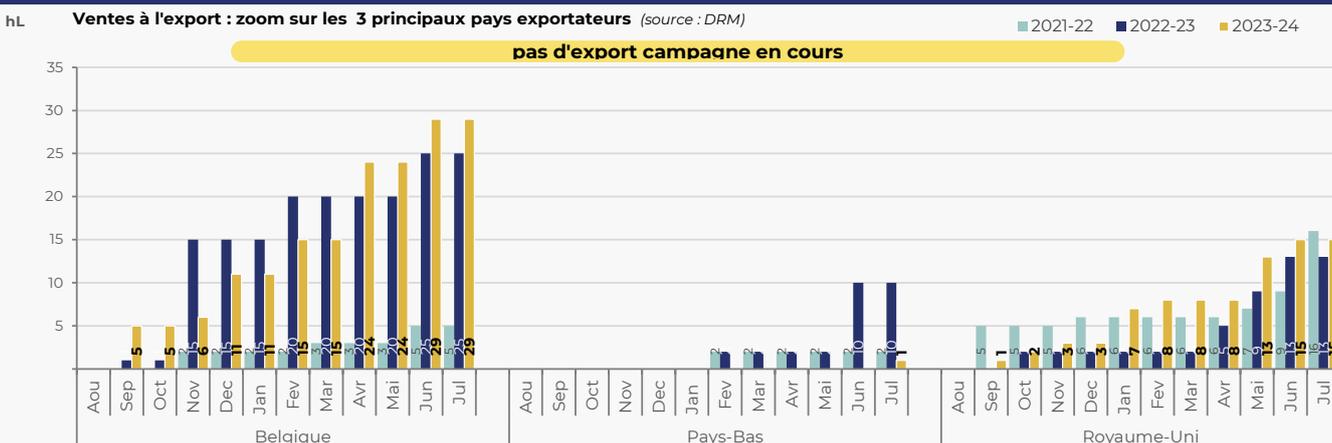
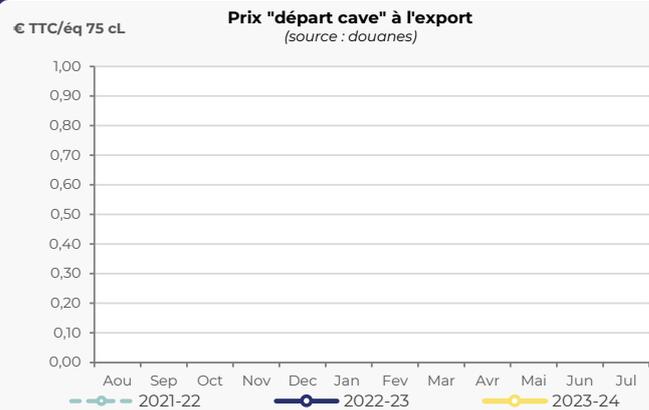
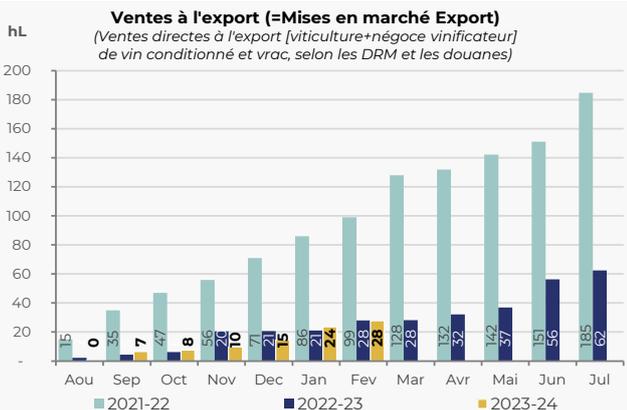
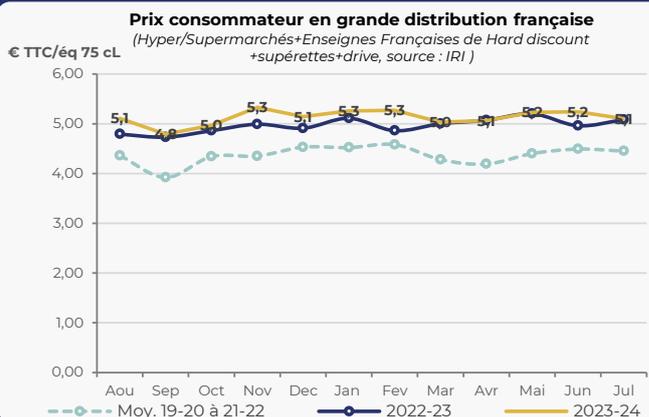
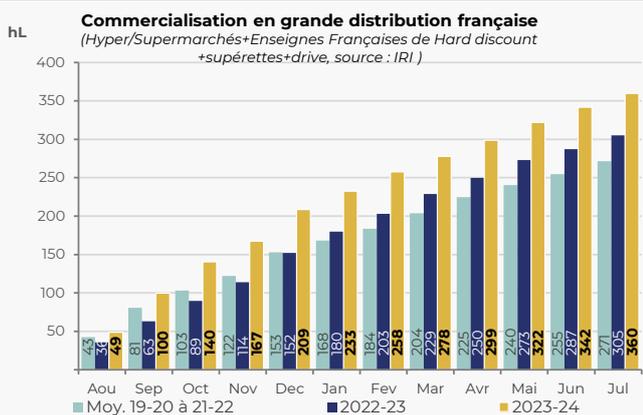
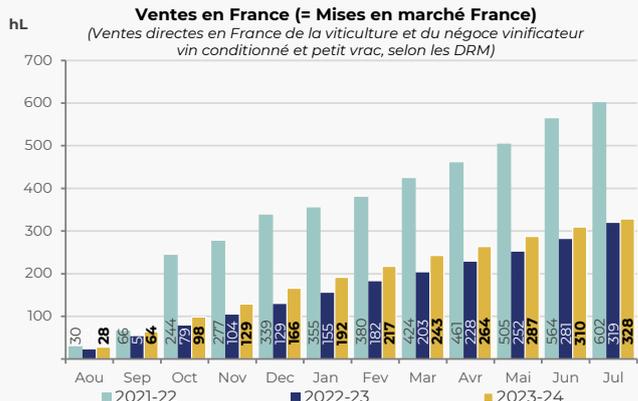
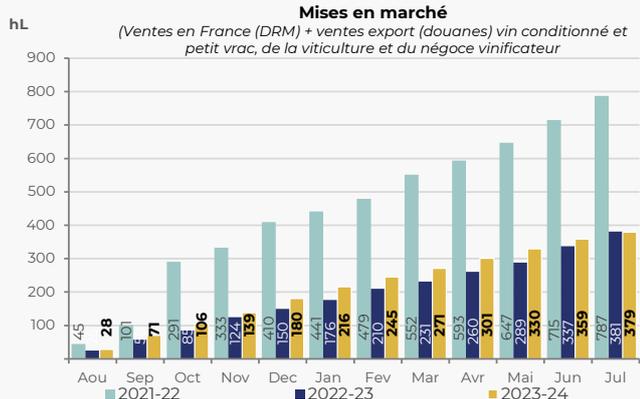


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+21,4%
variation du stock en hL
13
mois de stock



Stocks totaux

-13,2%
-240 hL



Volume mis en marché

-14,4%
-240 hL



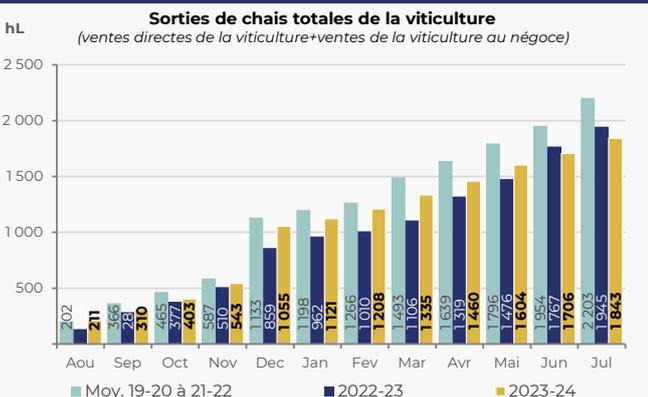
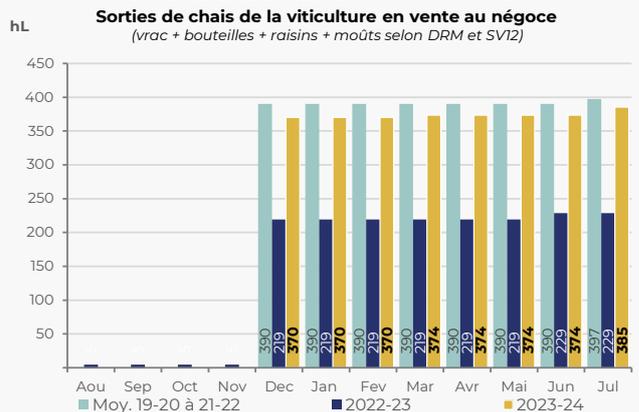
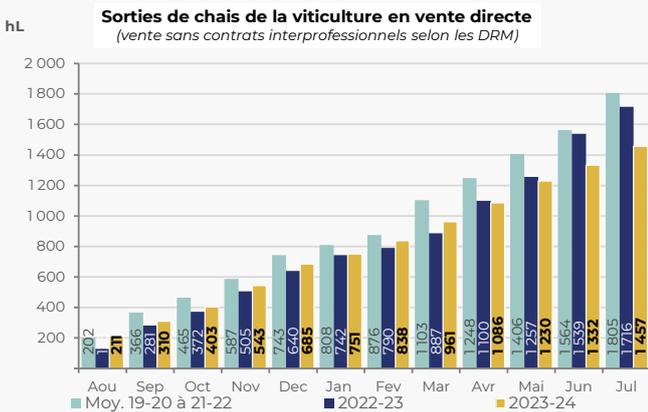
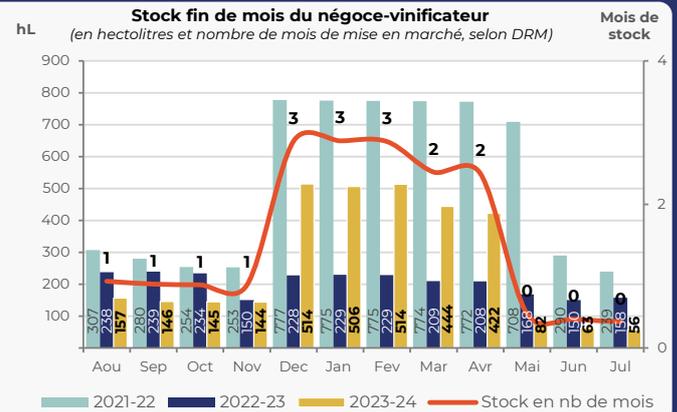
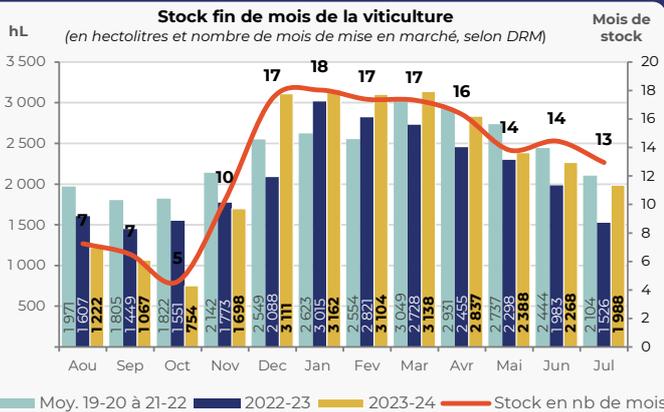
Volume ventes France

+8,5%
+ hL



Volume ventes Export

Données économiques - production

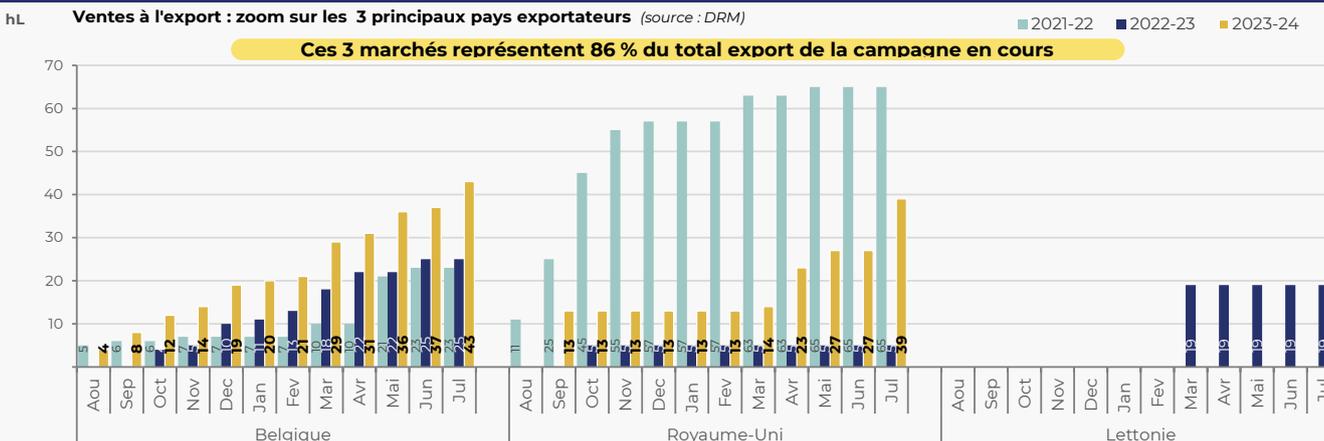
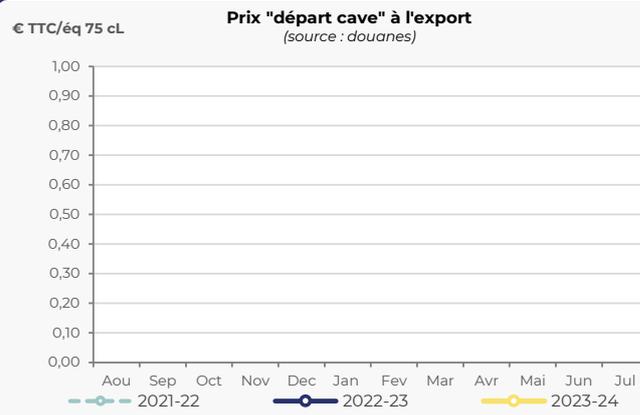
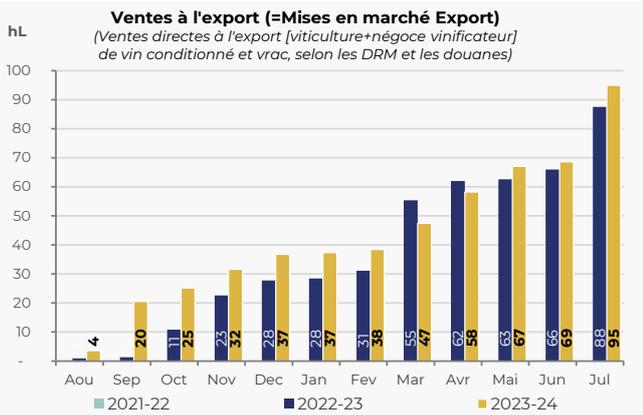
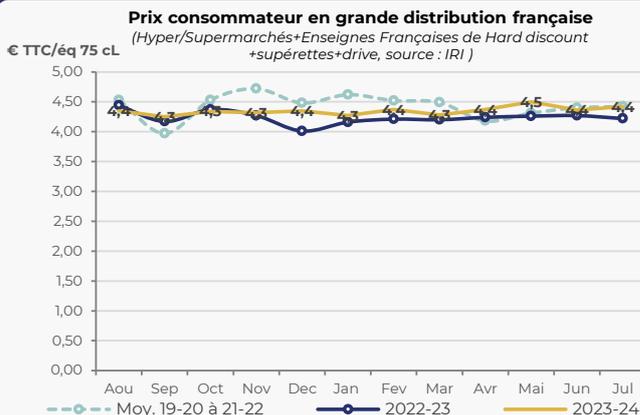
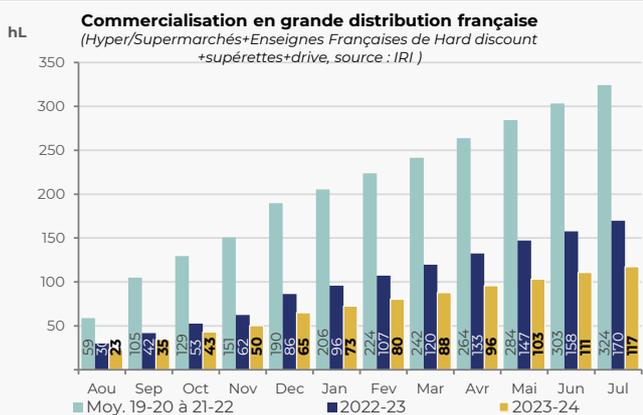
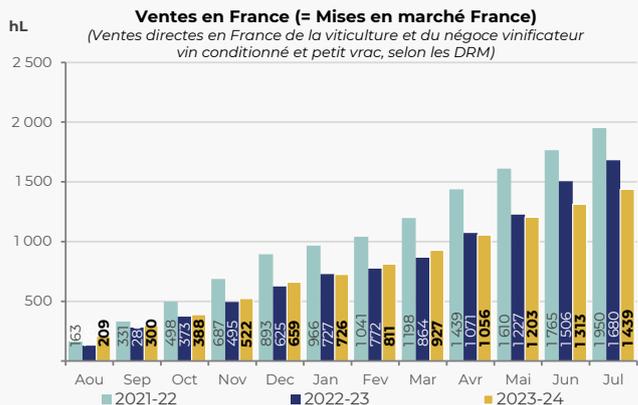
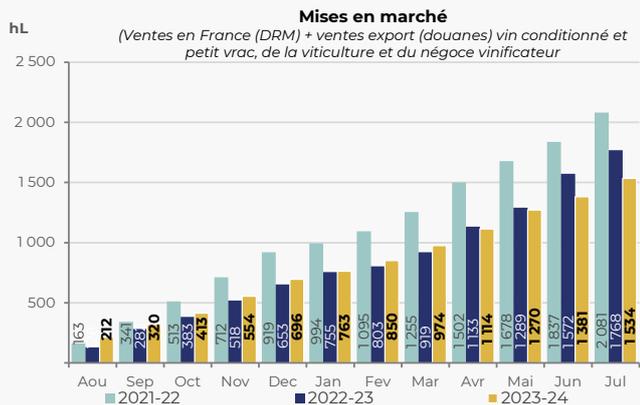


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+74,7%
variation du stock en hL
36
mois de stock



Stocks totaux

-18,6%
-40 hL



Volume mis en marché

-18,6%
-40 hL



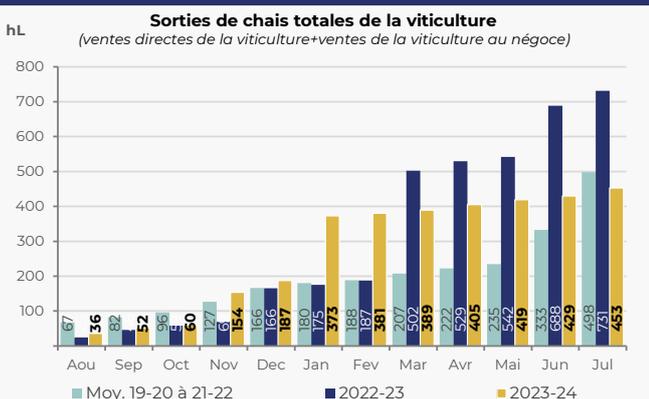
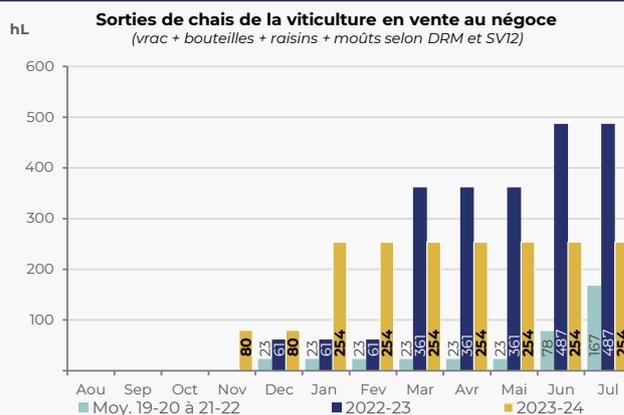
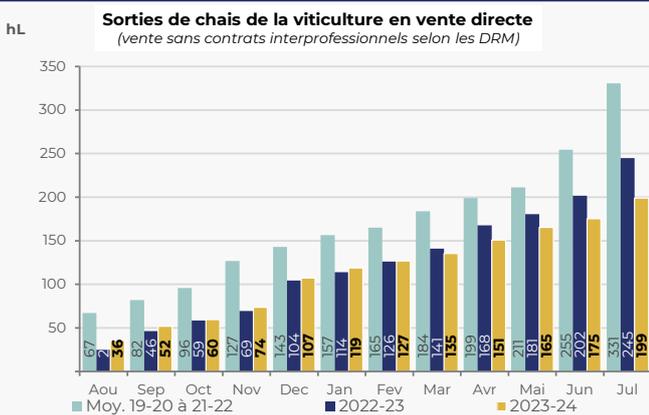
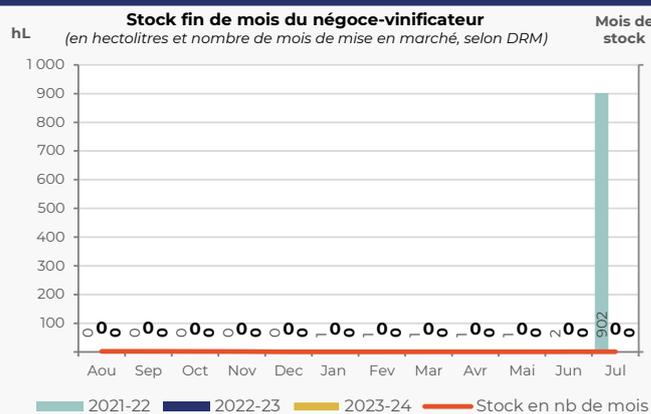
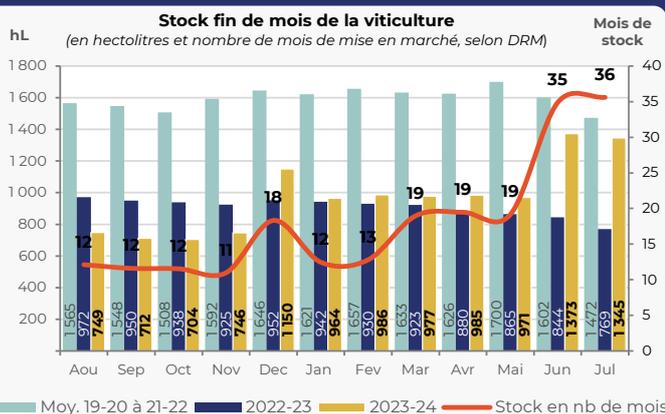
Volume ventes France

indisp.
#N/A



Volume ventes Export

Données économiques - production

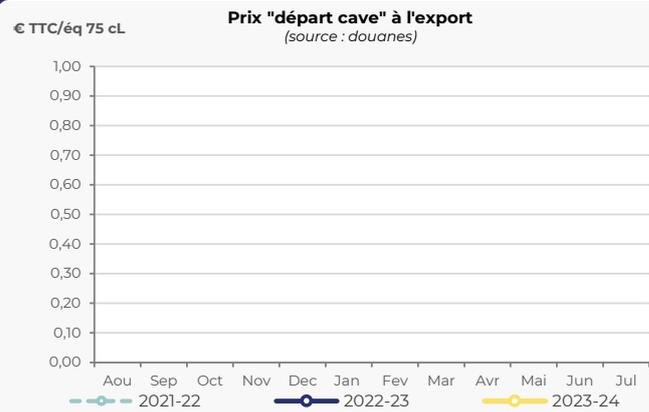
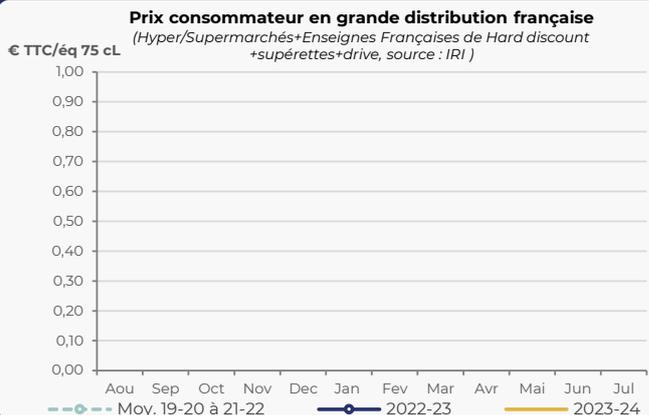
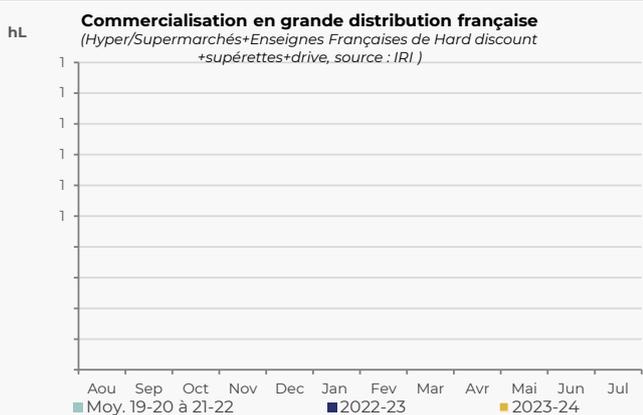
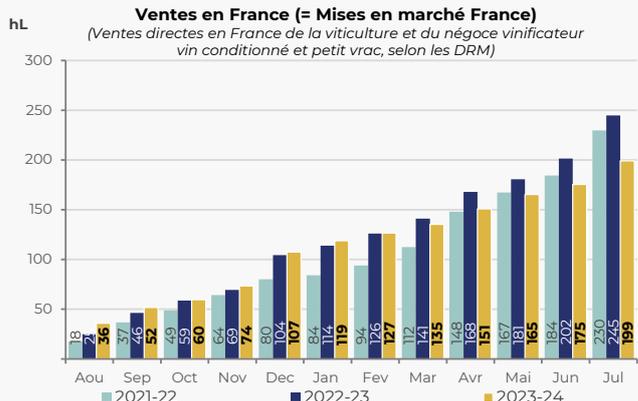
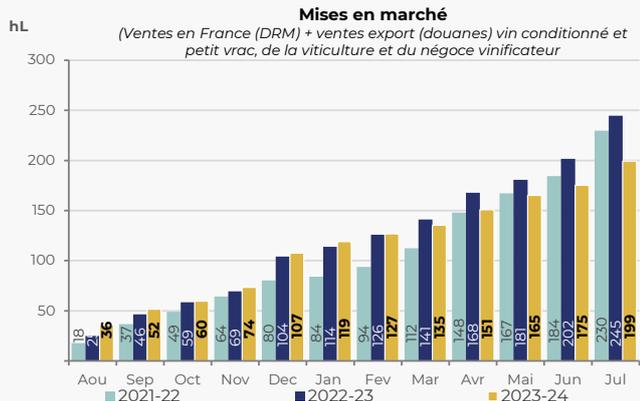


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nbre de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+37,9%
variation du stock en hL
18
mois de stock



Stocks totaux

-3,6%
-170 hL



Volume mis en marché

-11,9%
-420 hL



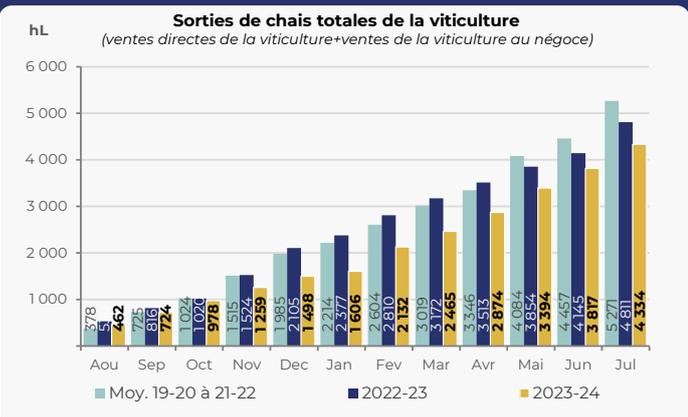
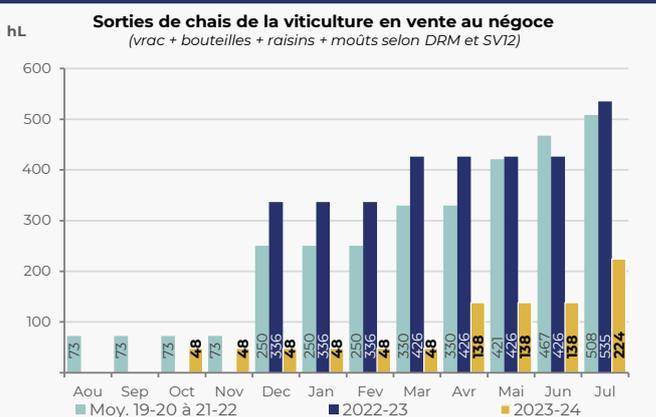
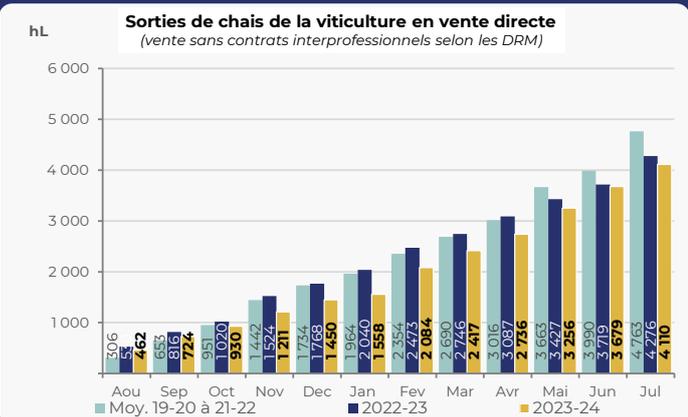
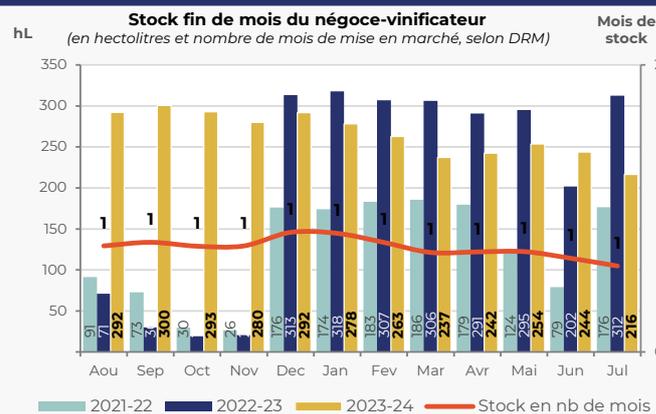
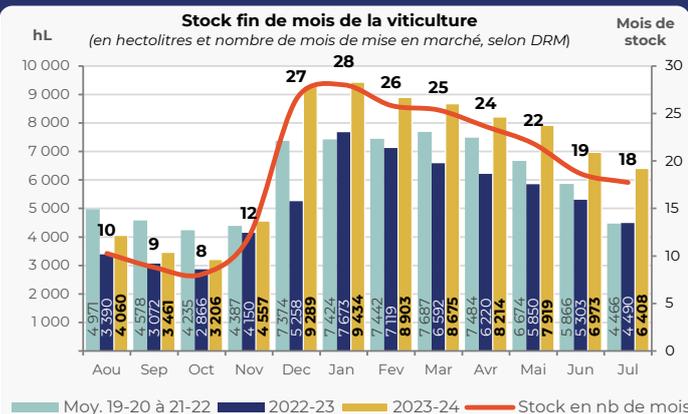
Volume ventes France

indisp.
#N/A



Volume ventes Export

Données économiques - production



Cours moyen depuis le début de campagne : indisponible

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation

