

Conjoncture économique mensuelle des vins de Loire

Touraine

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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Fiche de conjoncture économique mensuelle



Total de l'AOP "Touraine"

Touraine Régionale, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur

Évolution sur 12 mois glissants - juillet 2024

+26,2%
variation du stock en hL
17
mois de stock



Stocks
totaux

-4,3%
-6 540 hL



Volume
mis en
marché

-5,7%
-6 200 hL



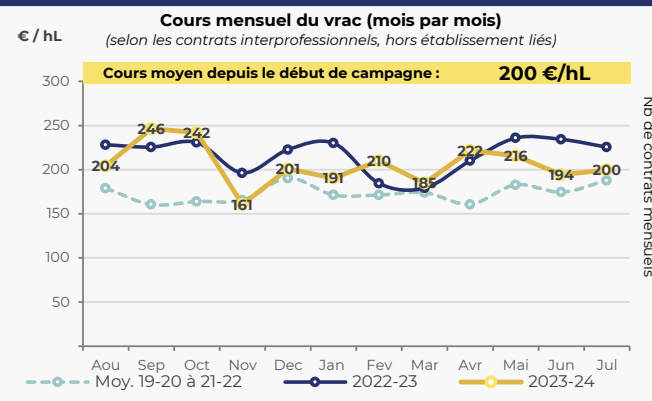
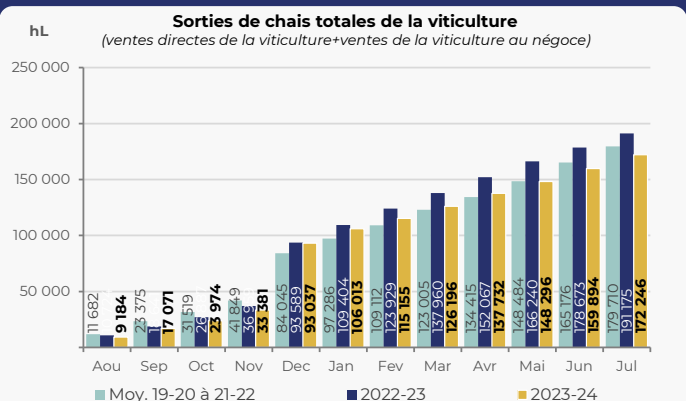
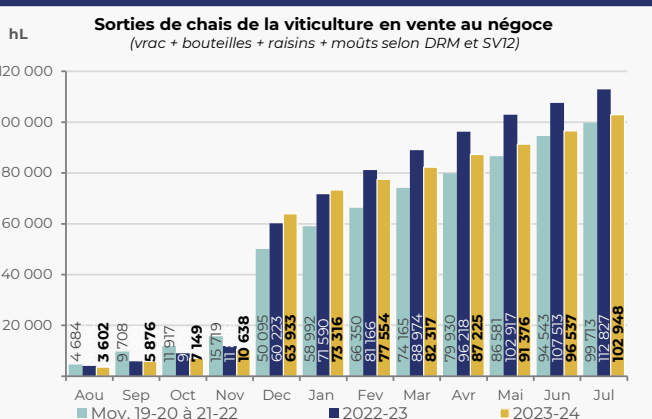
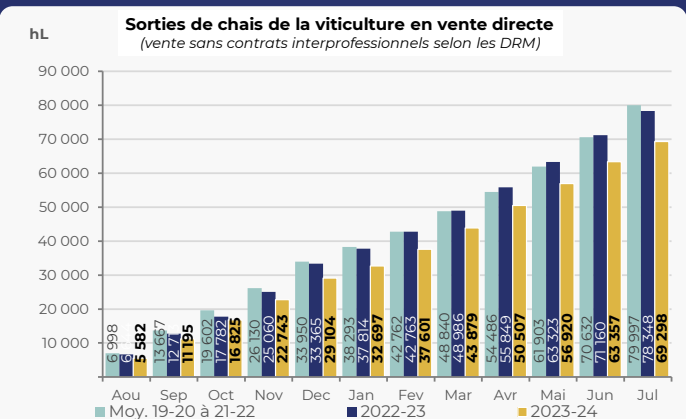
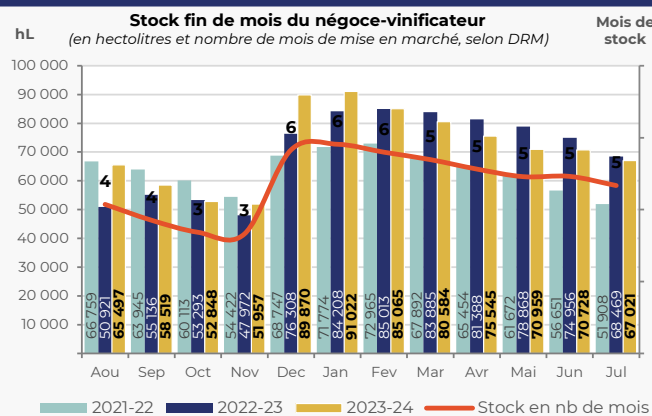
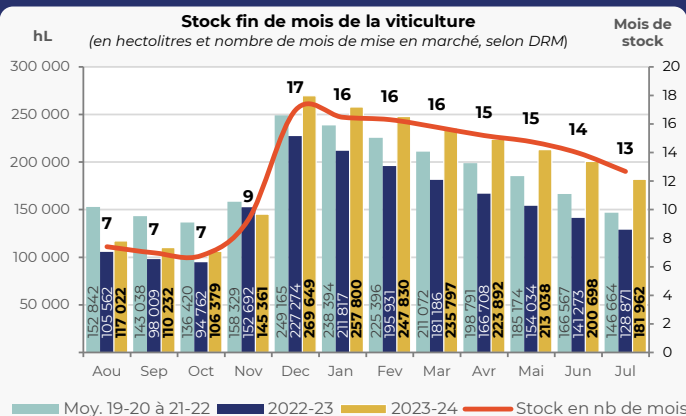
Volume
ventes
France

-0,8%
-350 hL



Volume
ventes
Export

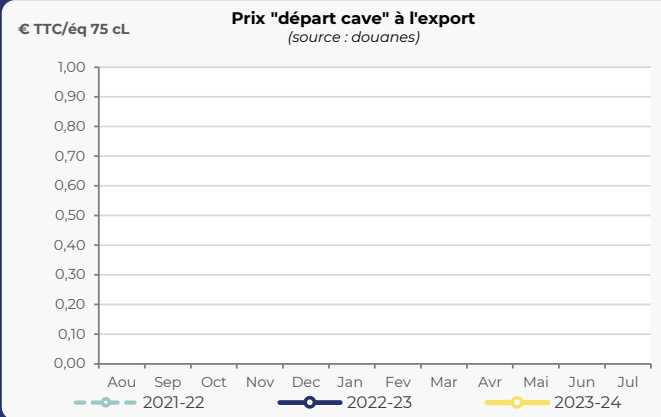
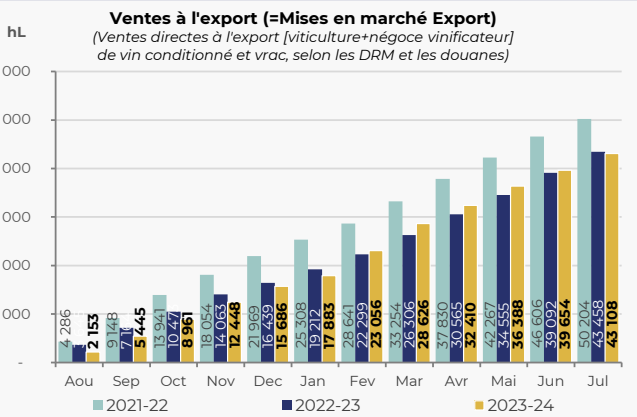
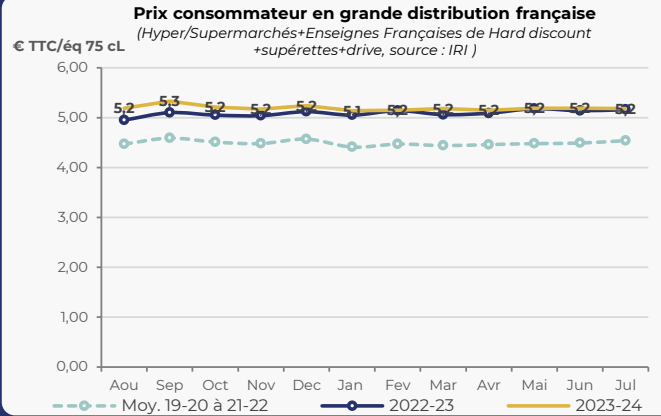
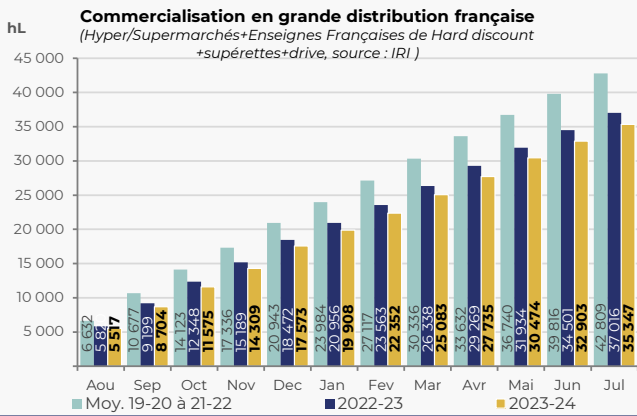
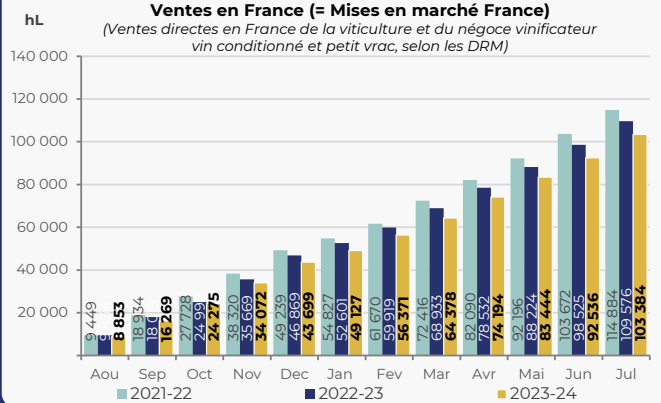
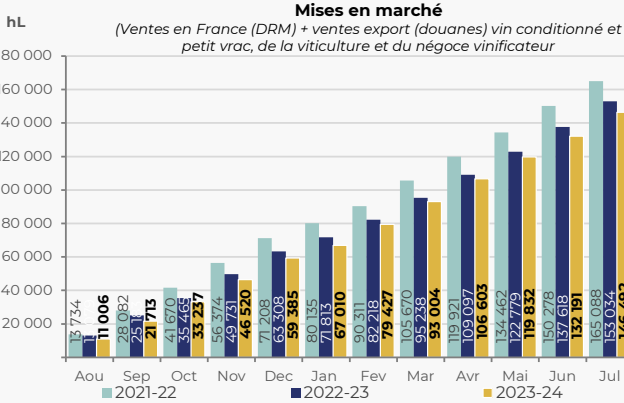
Données économiques - production



Total de l'AOP "Touraine"

Touraine Régionale, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur

Données économiques - commercialisation



Total de l'AOP "Touraine" Régionale

Touraine Blanc, Rouge, Primeur, Rosé, Fines Bulles

Évolution sur 12 mois glissants - juillet 2024

+28,0%
variation du stock en hL
17
mois de stock



Stocks totaux

-3,5%
-5 440 hL



Volume mis en marché

-5,4%
-5 360 hL



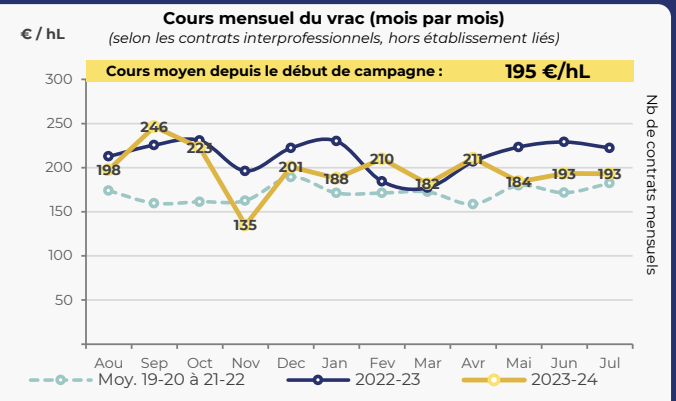
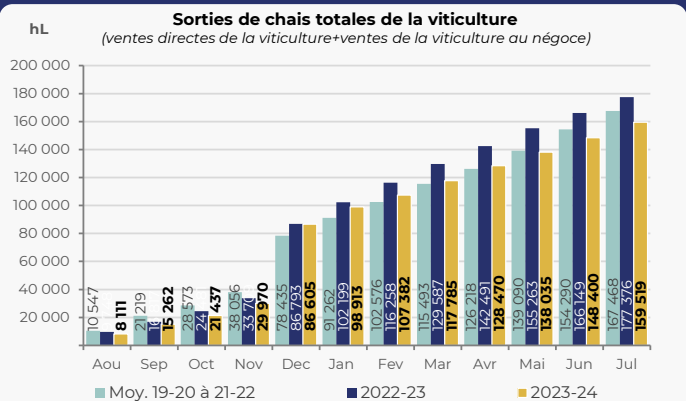
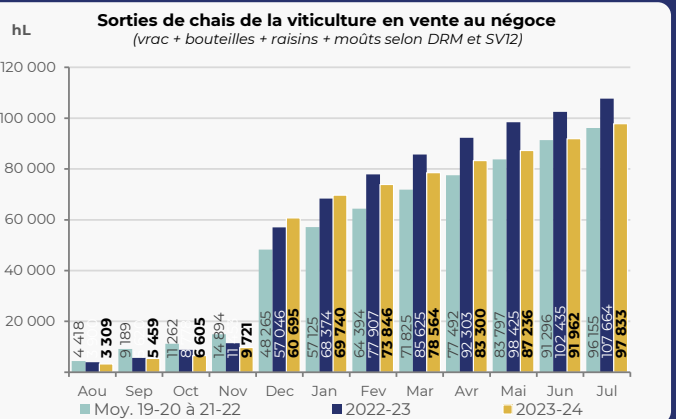
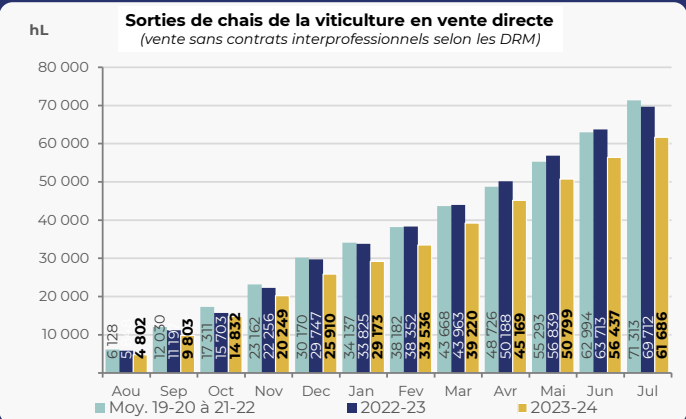
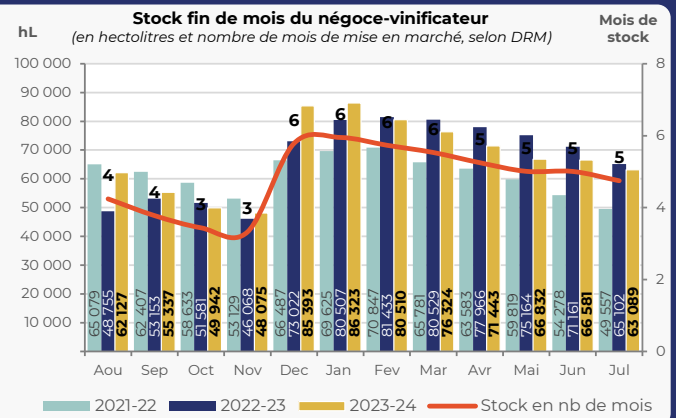
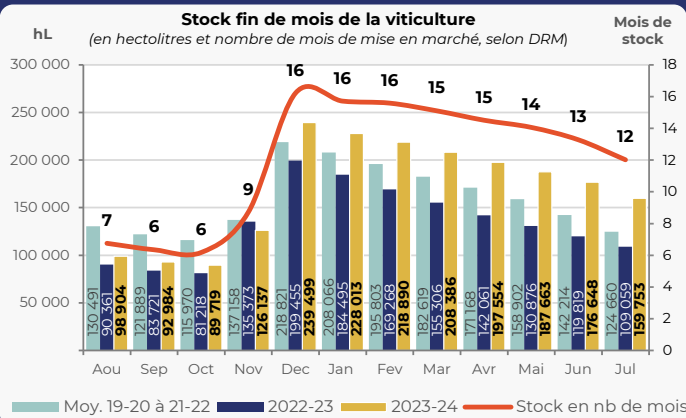
Volume ventes France

-0,2%
-80 hL



Volume ventes Export

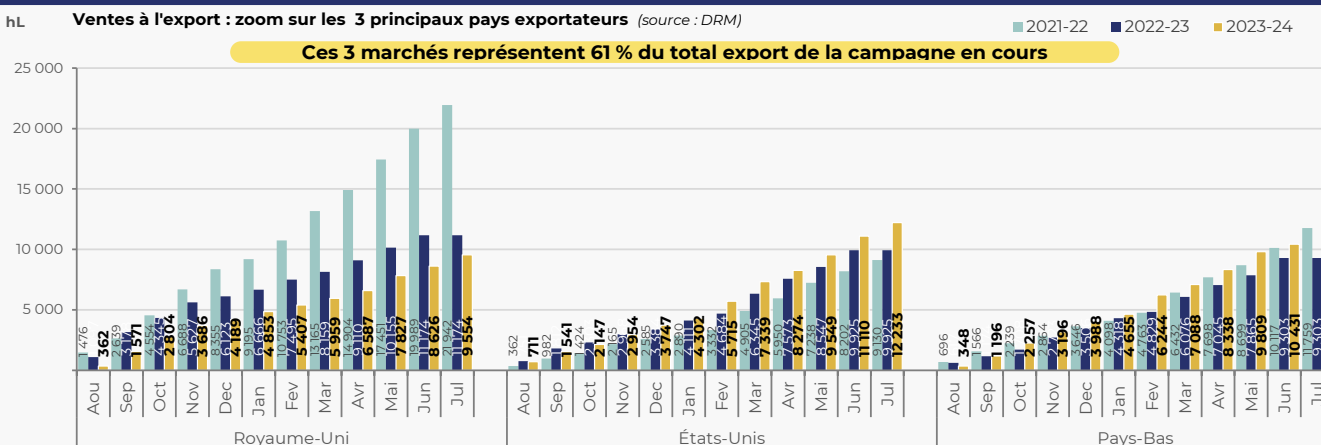
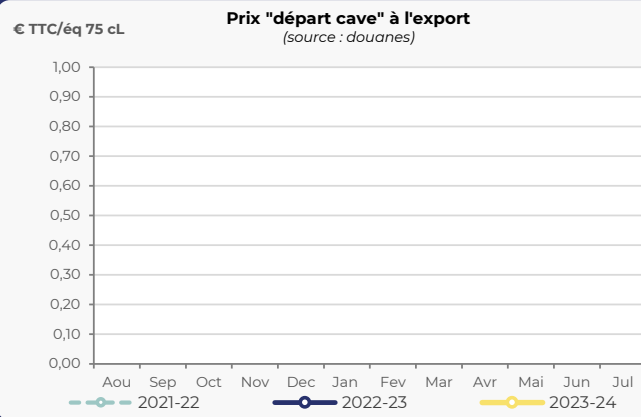
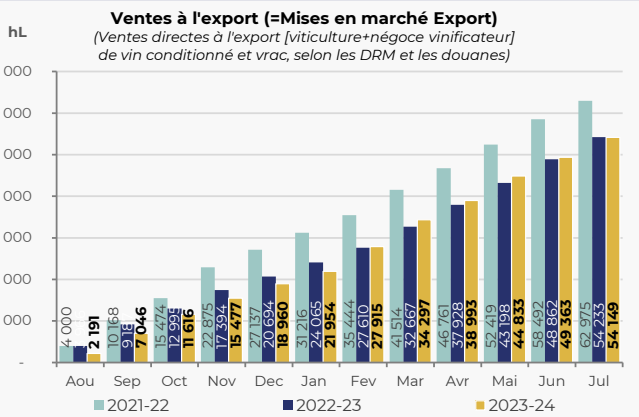
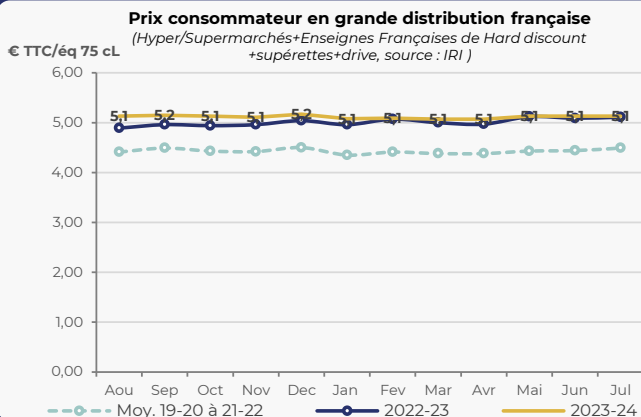
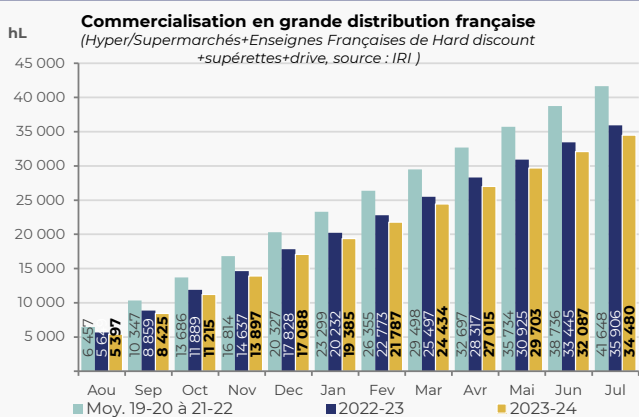
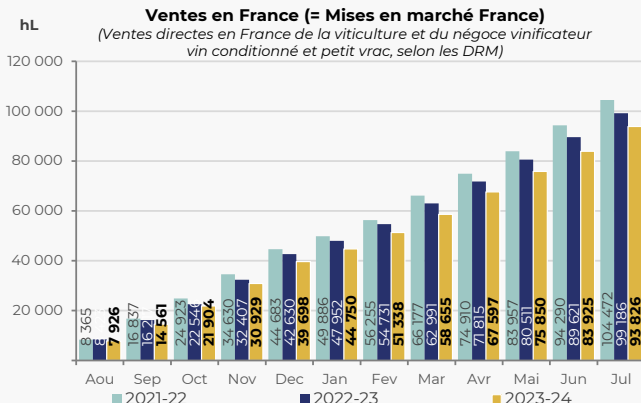
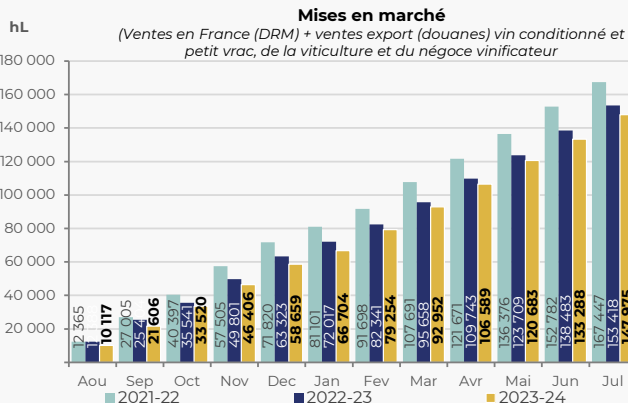
Données économiques - production



Total de l'AOP "Touraine" Régionale

Touraine Blanc, Rouge, Primeur, Rosé, Fines Bulles

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+46,3%
variation du stock en hL
12
mois de stock



Stocks
totaux

+0,8%
+810 hL



Volume
mis en
marché

+1,4%
+680 hL



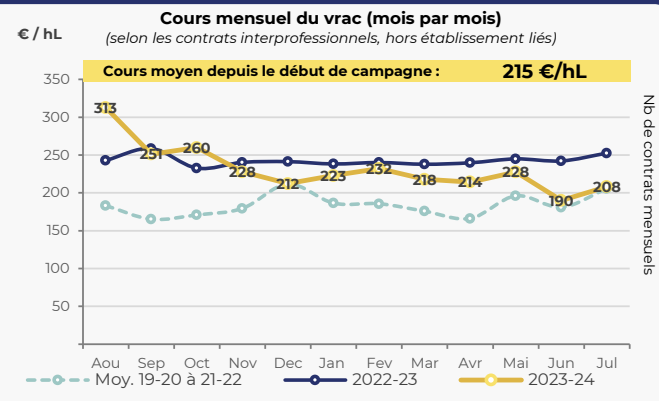
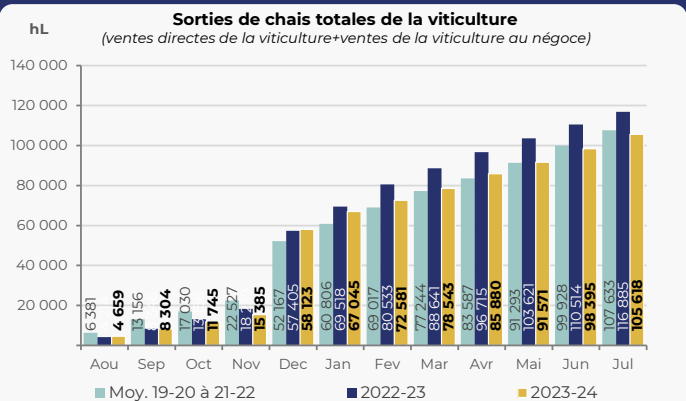
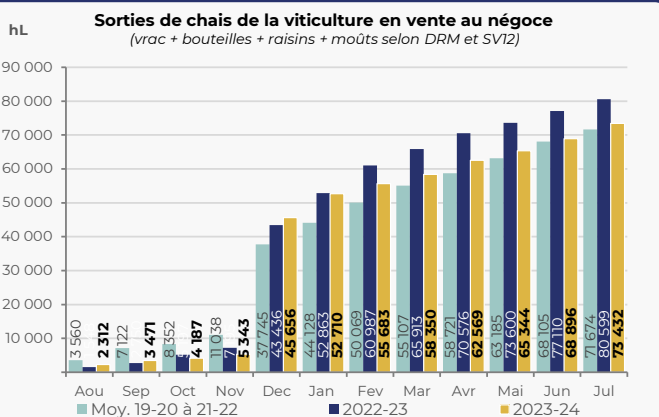
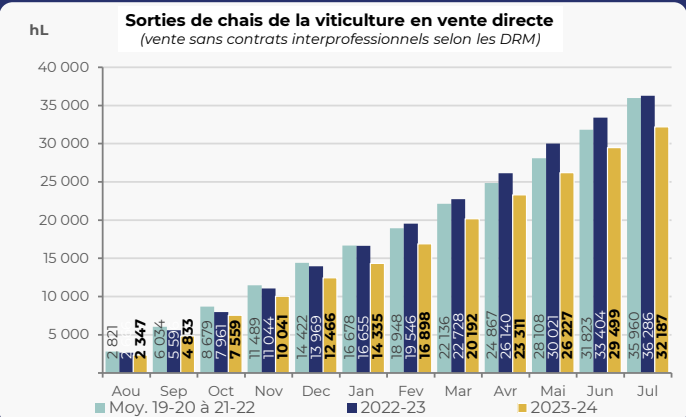
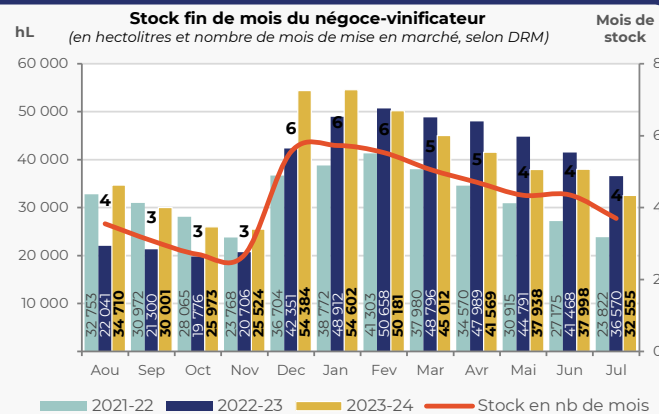
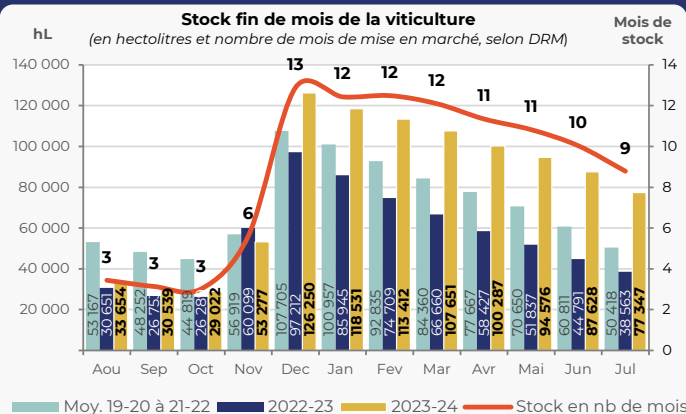
Volume
ventes
France

+0,3%
+130 hL

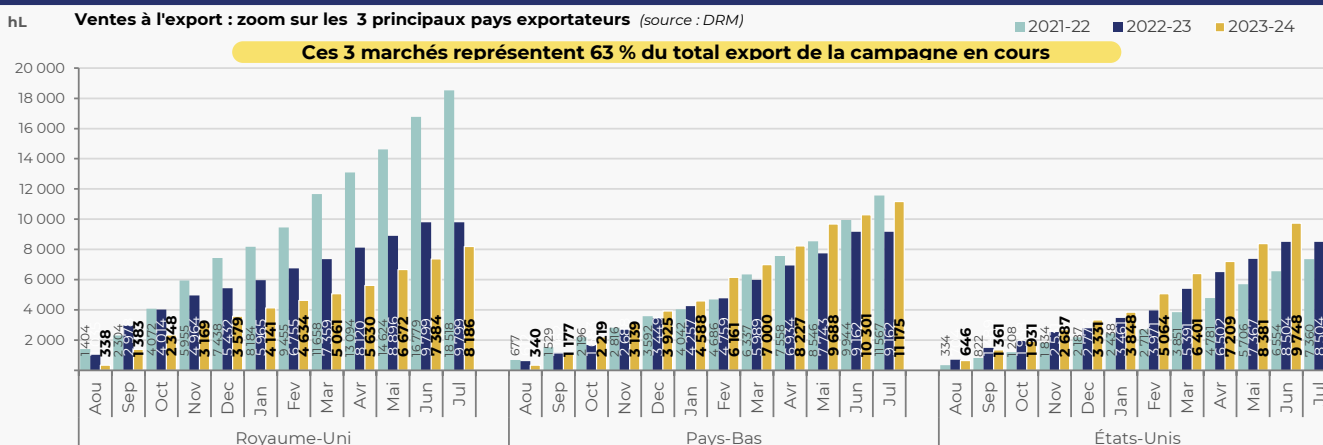
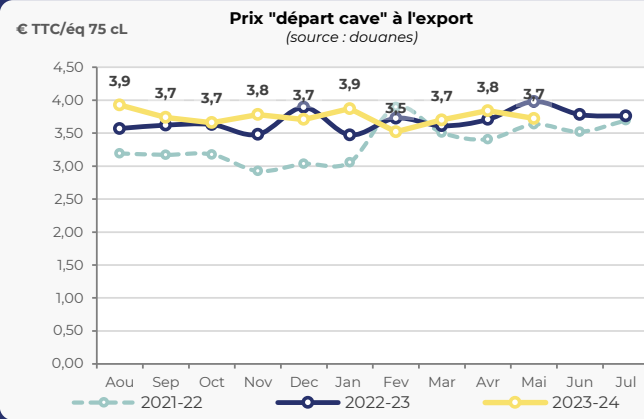
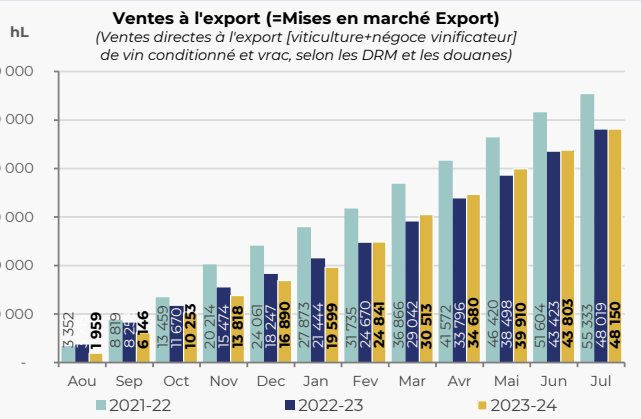
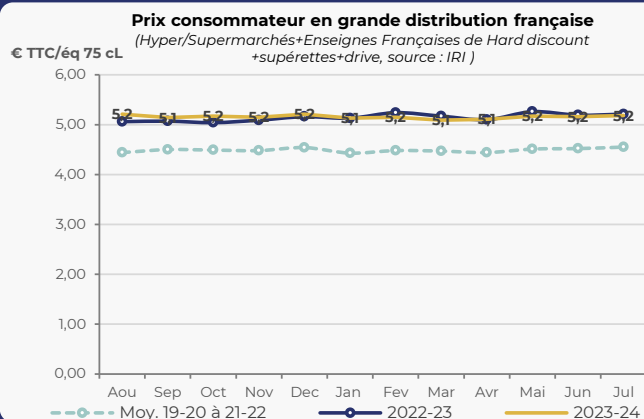
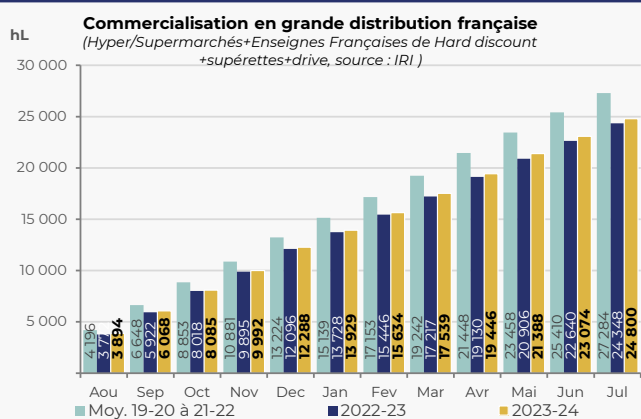
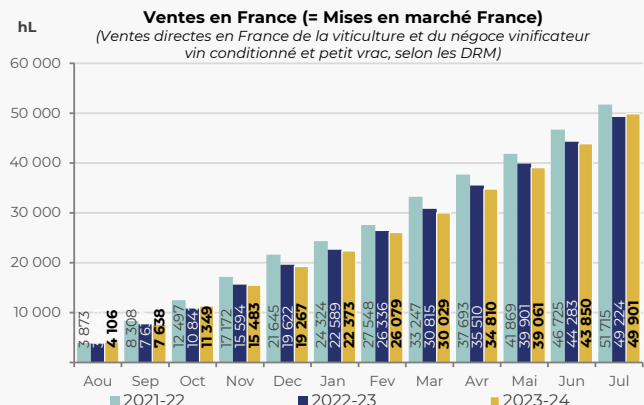
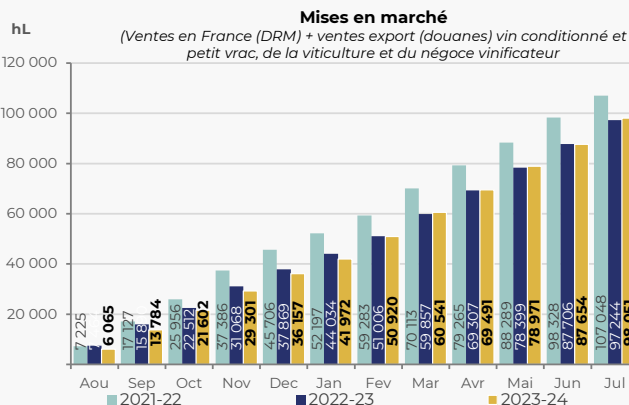


Volume
ventes
Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+14,7%
variation du stock en hL
26
mois de stock



Stocks totaux

-16,6%
-4 780 hL



Volume mis en marché

-18,1%
-4 720 hL



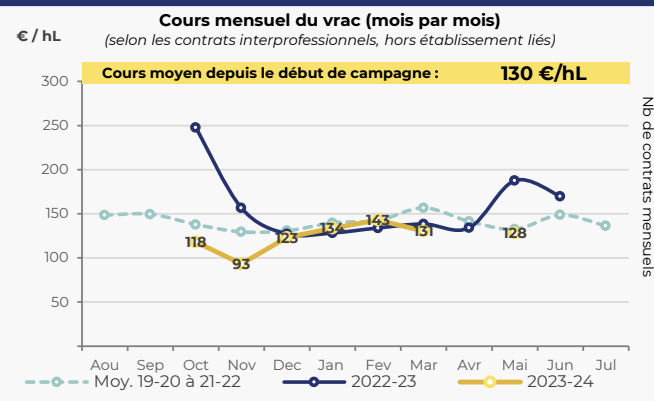
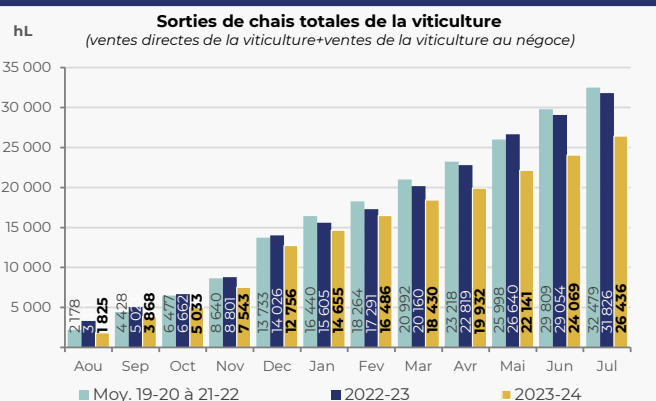
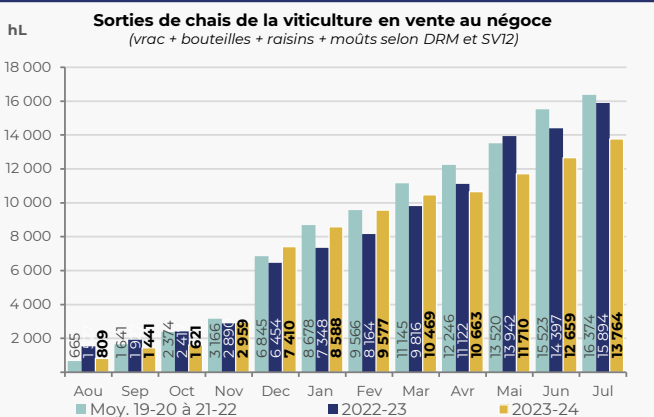
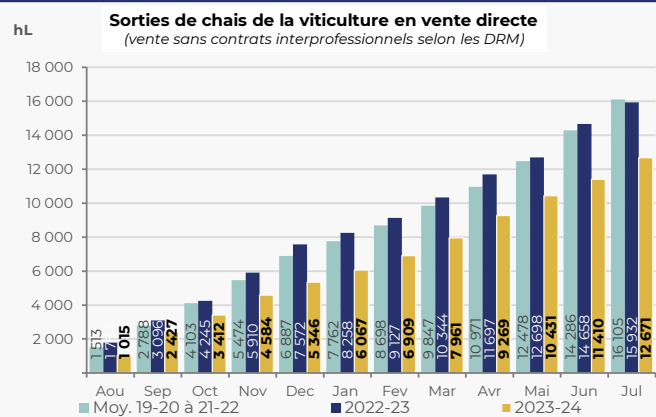
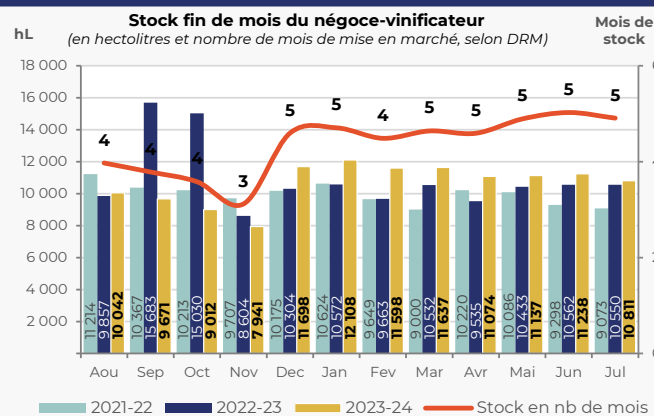
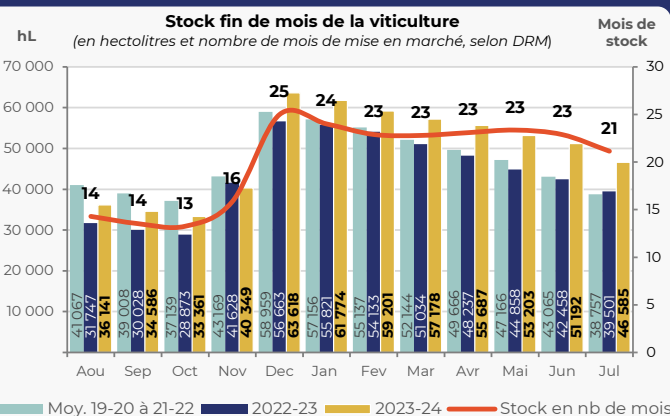
Volume ventes France

-2,3%
-60 hL

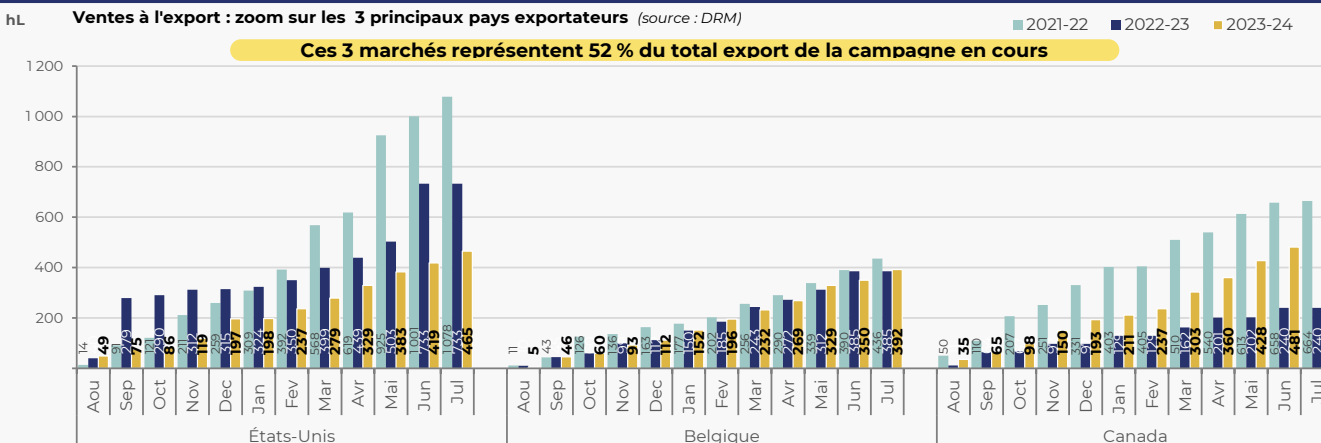
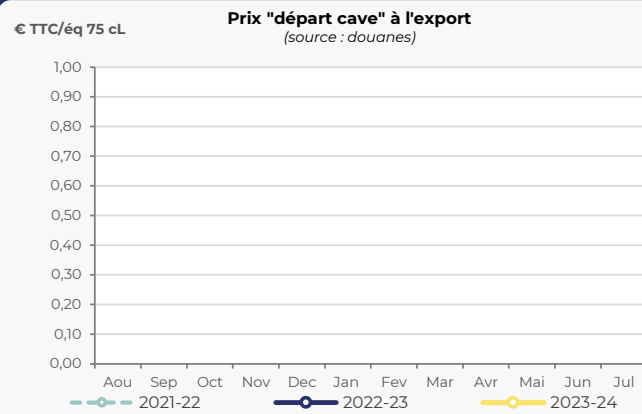
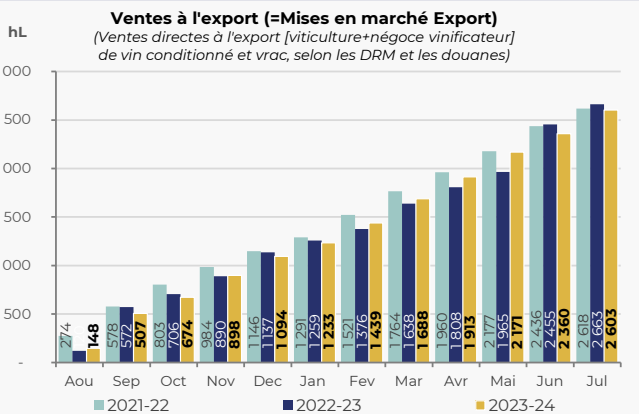
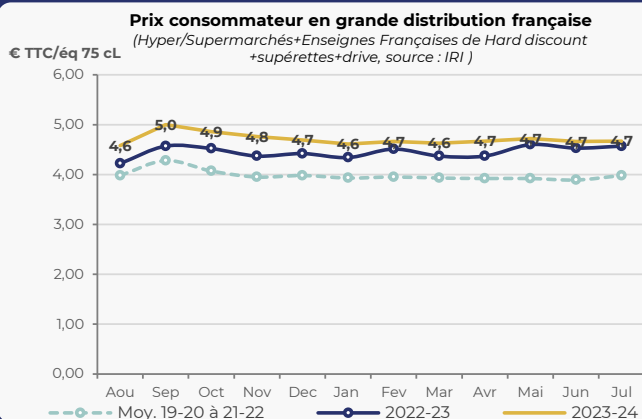
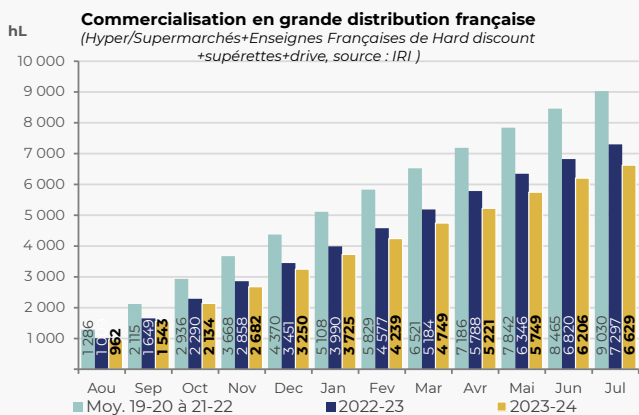
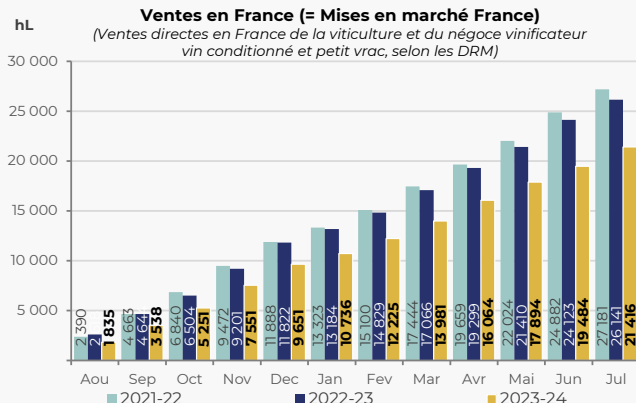
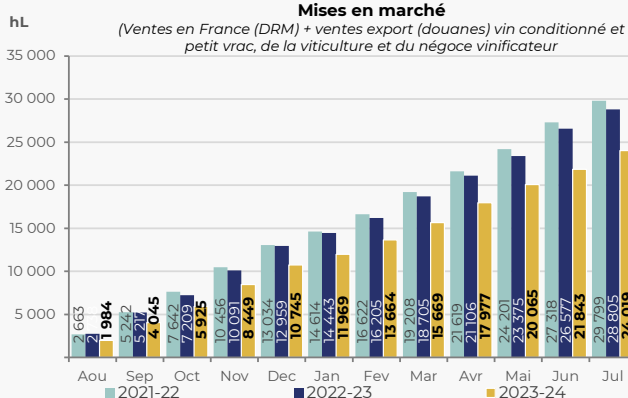


Volume ventes Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+17,7%
variation du stock en hL
17
mois de stock



Stocks totaux

-7,7%
-750 hL



Volume mis en marché

-8,0%
-550 hL



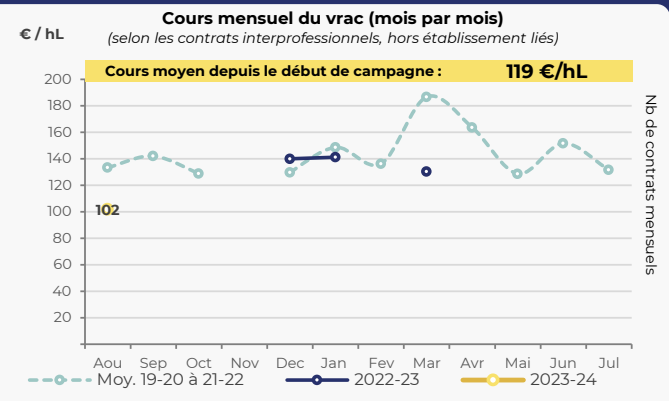
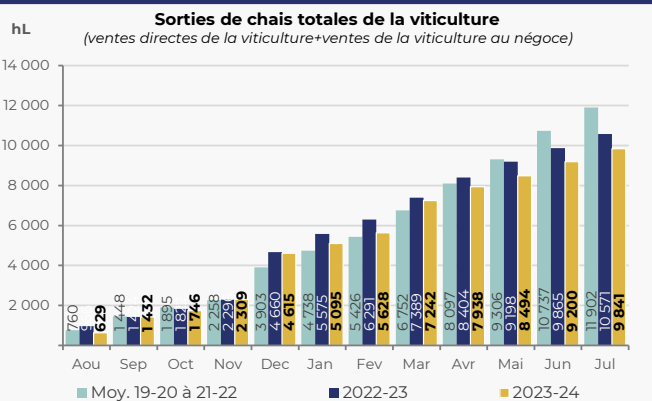
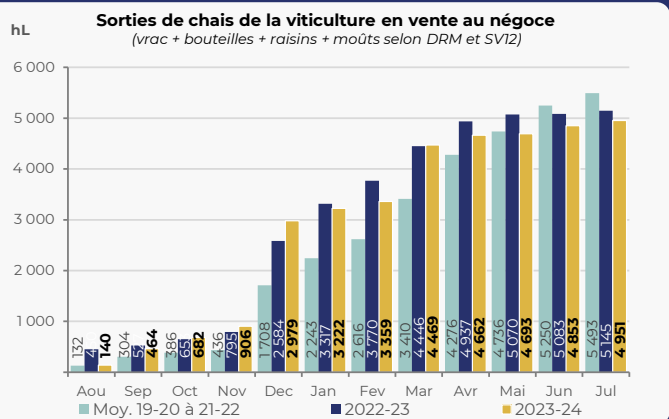
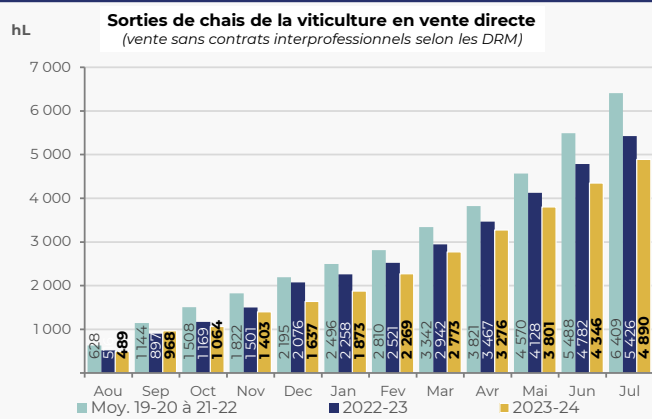
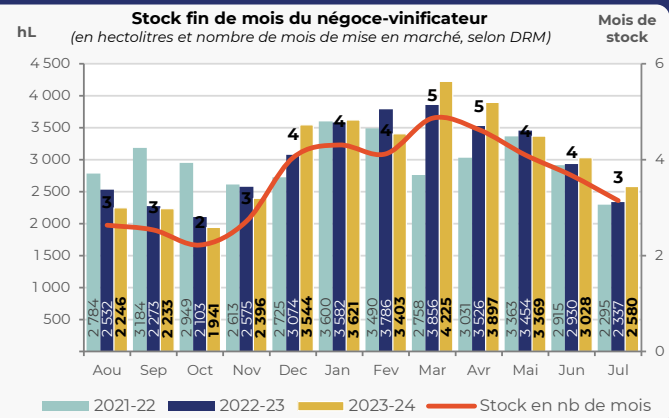
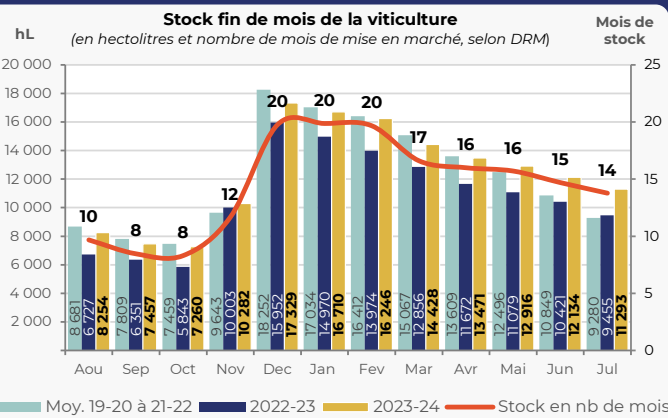
Volume ventes France

-6,9%
-180 hL

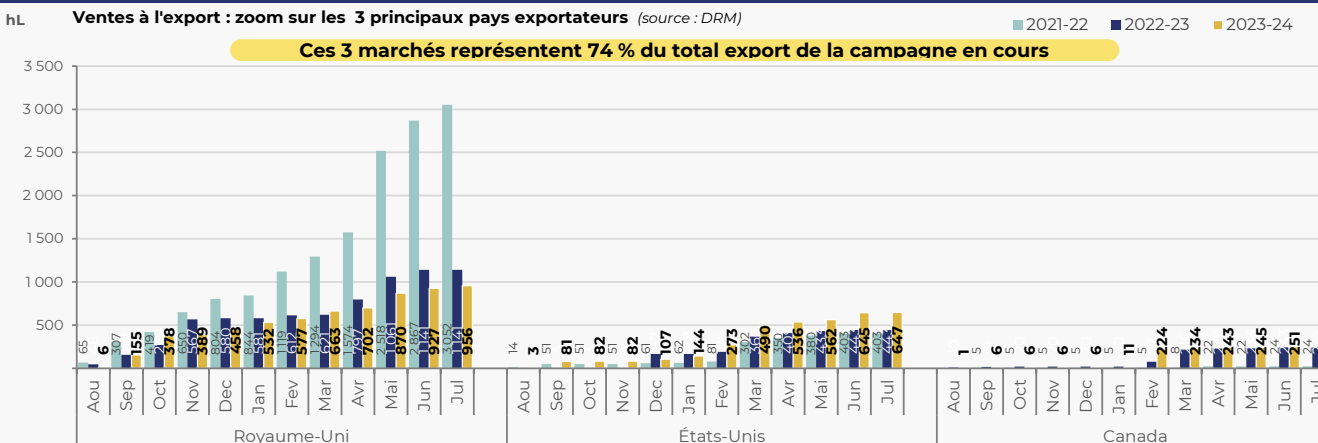
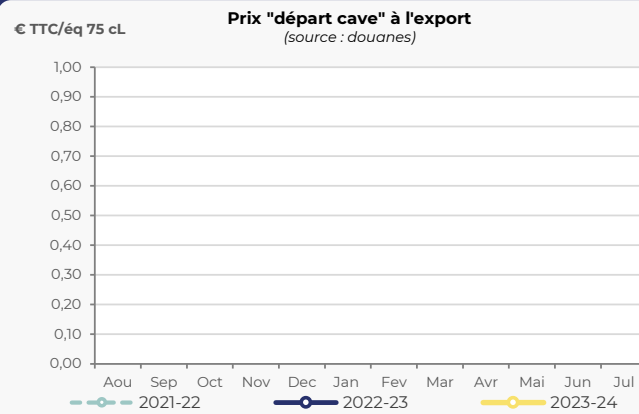
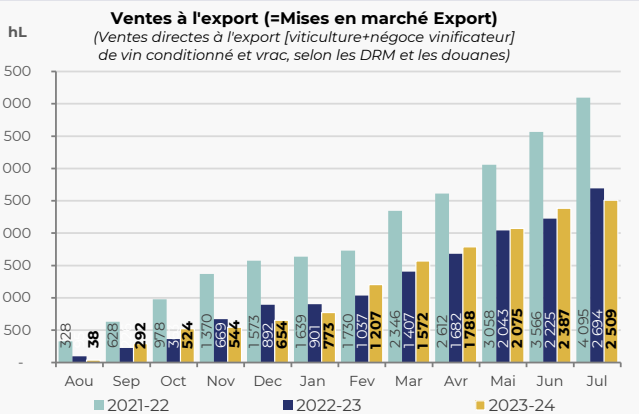
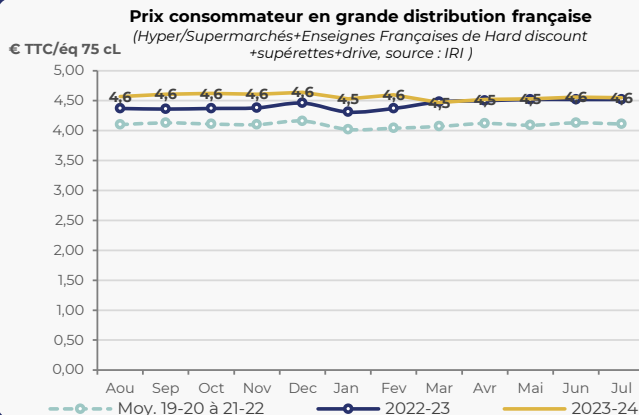
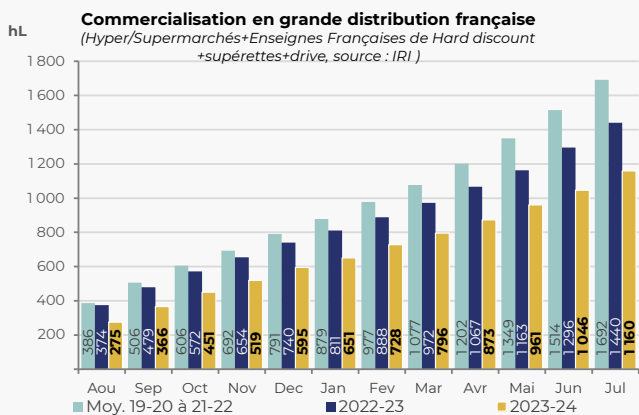
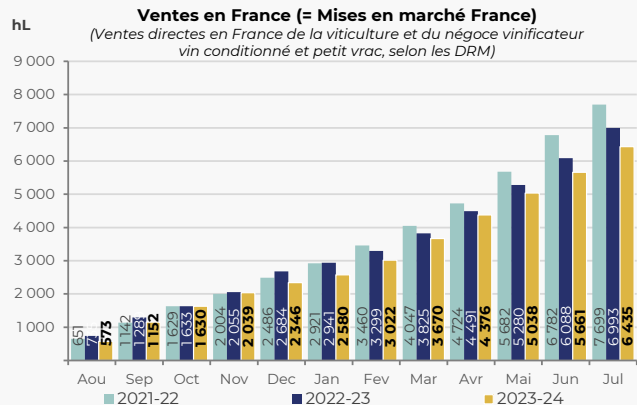
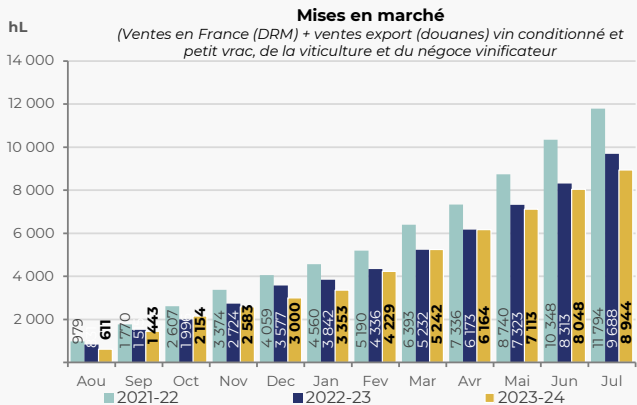


Volume ventes Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+12,1%
variation du stock en hL
29
mois de stock



Stocks totaux

-4,5%
-790 hL



Volume mis en marché

-5,0%
-820 hL



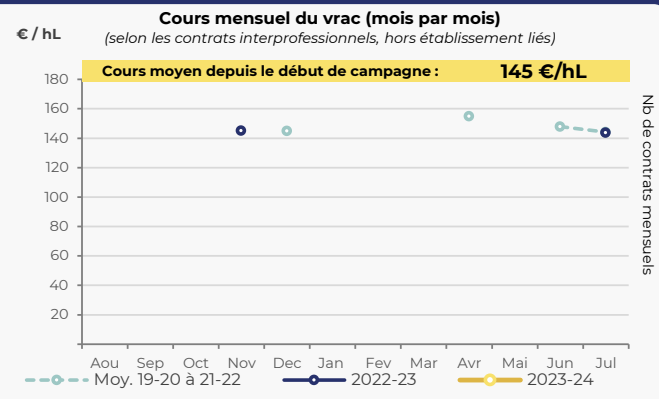
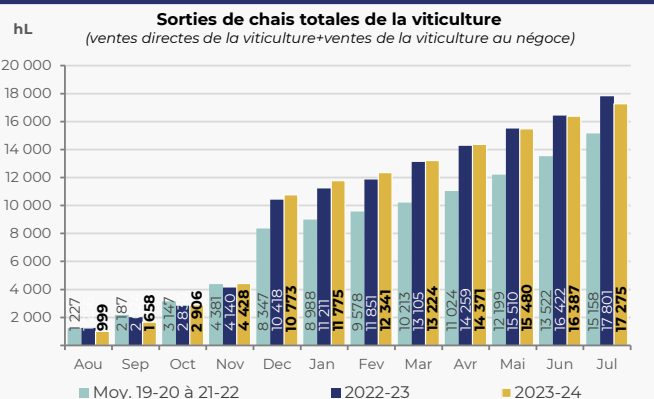
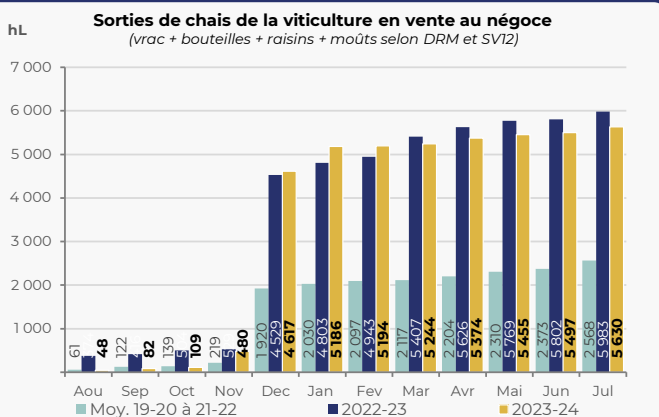
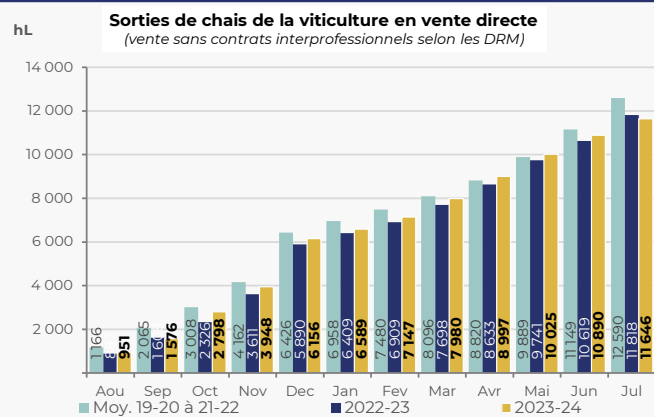
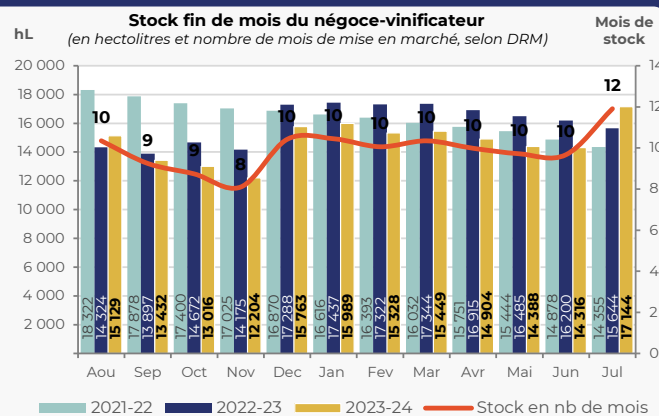
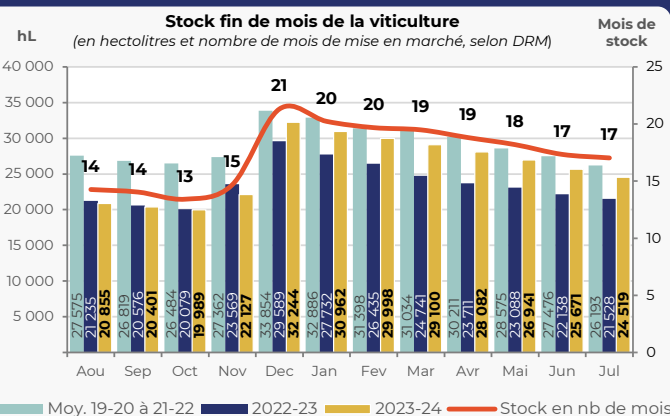
Volume ventes France

+3,7%
+30 hL

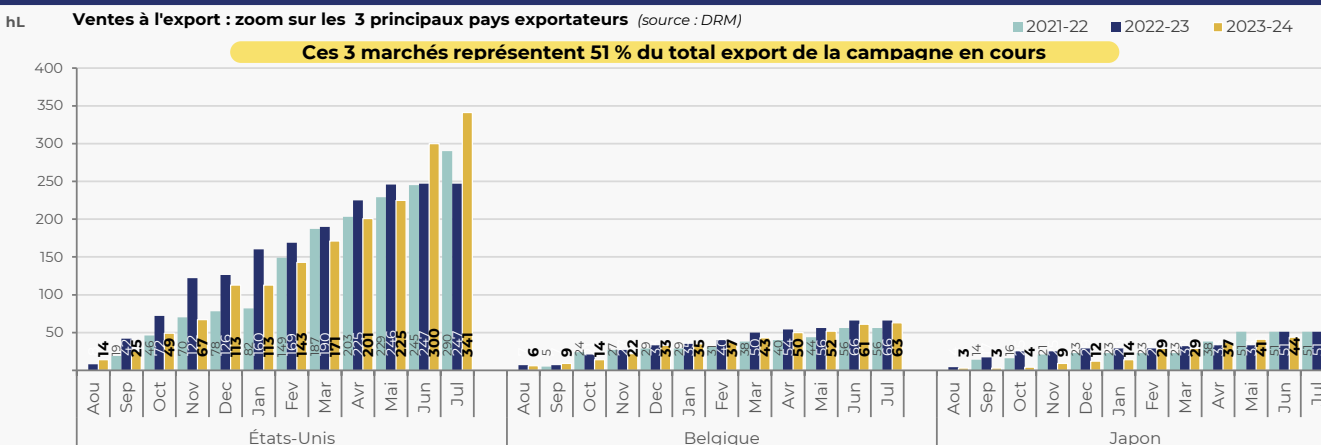
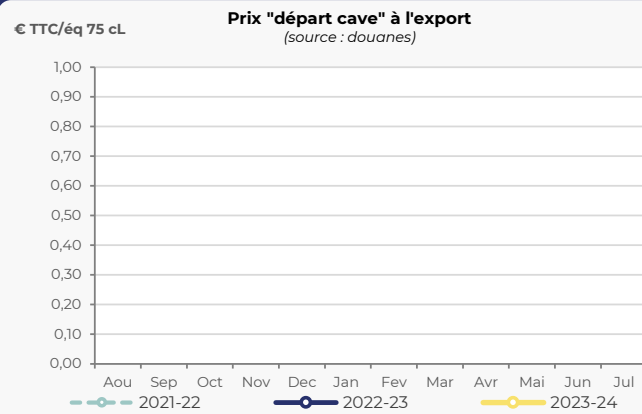
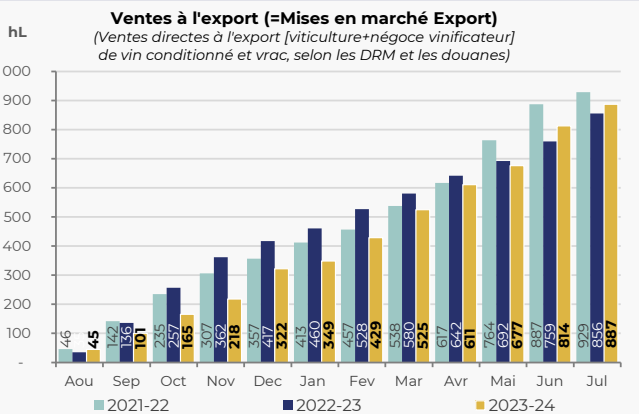
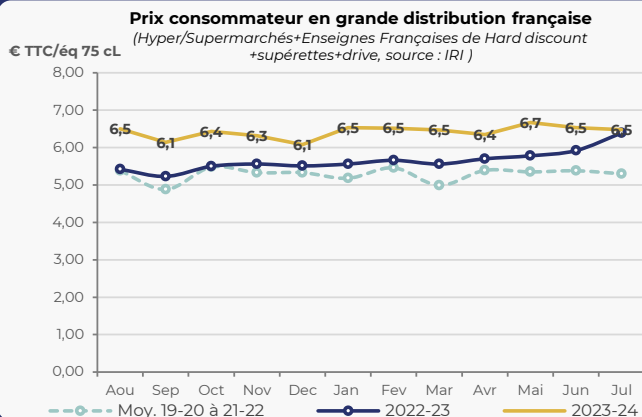
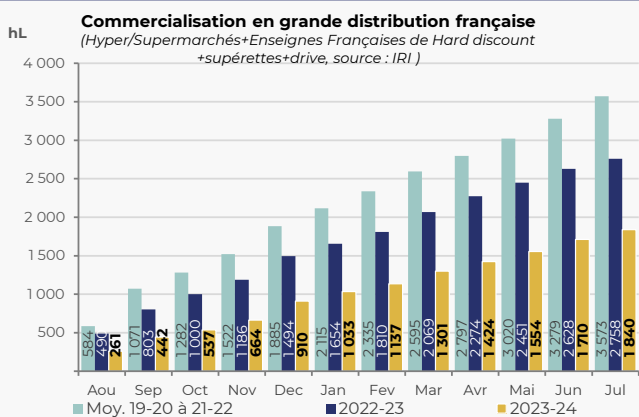
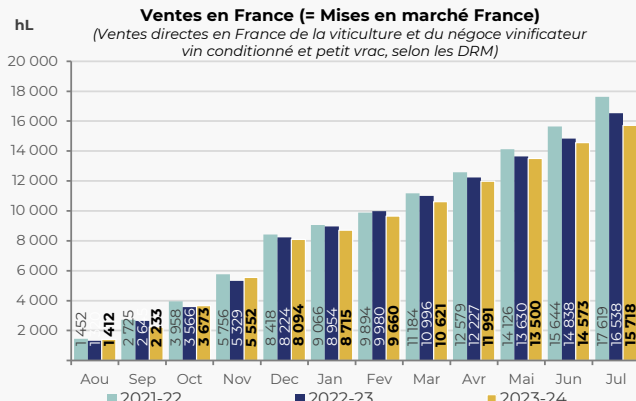
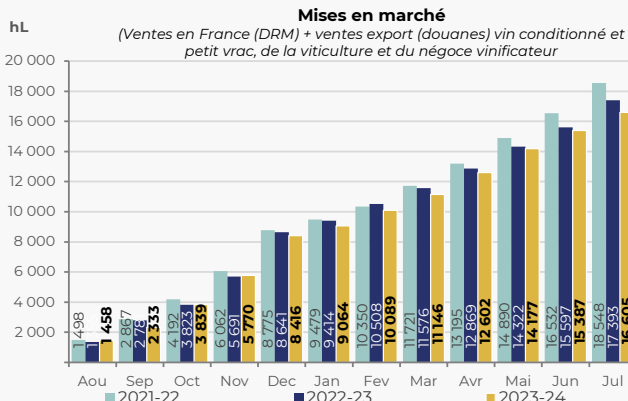


Volume ventes Export

Données économiques - production



Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+15,9%
variation du stock en hL
17
mois de stock



Stocks
totaux

-6,6%
-90 hL



Volume
mis en
marché

-8,9%
-80 hL



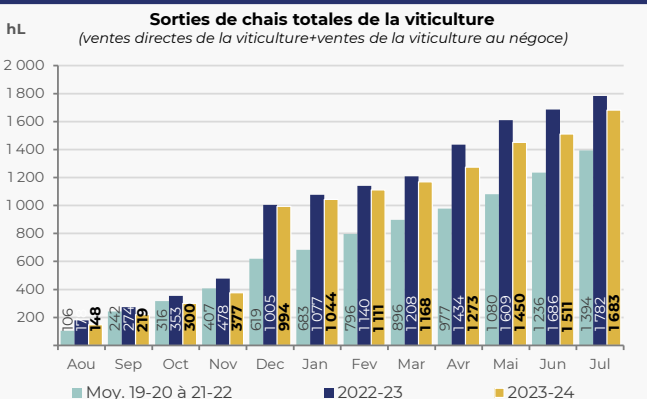
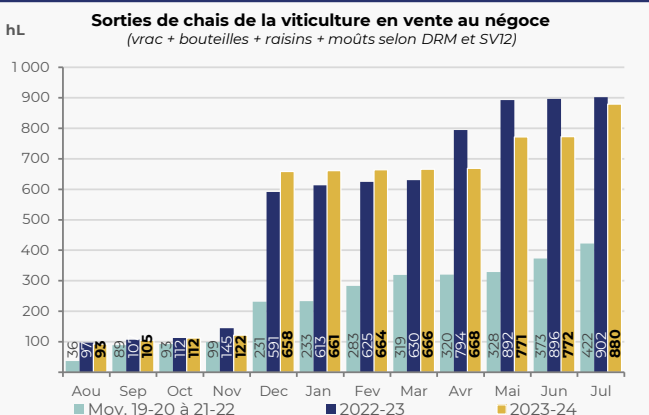
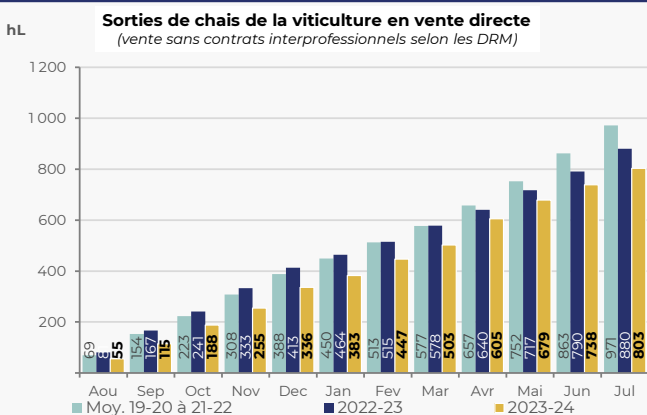
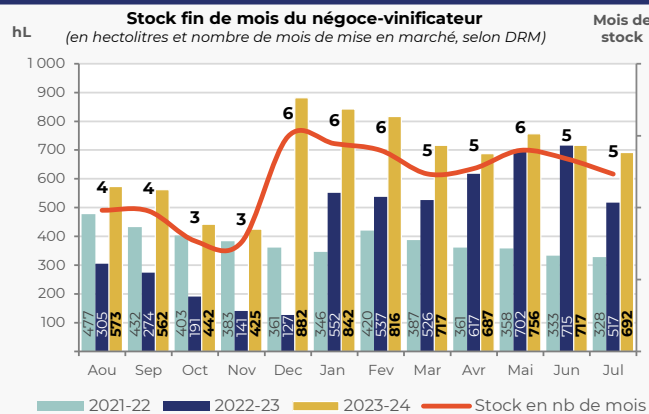
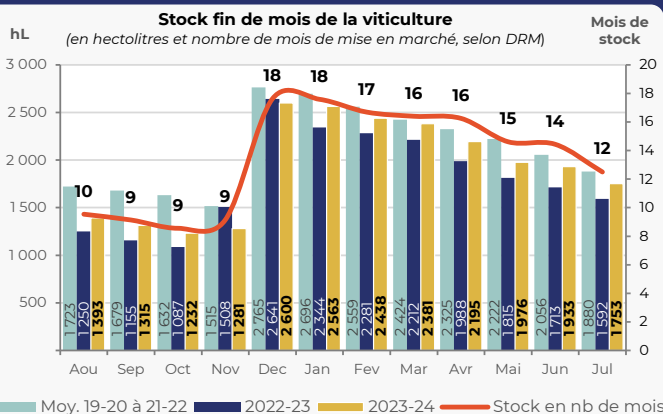
Volume
ventes
France

-2,4%
-10 hL



Volume
ventes
Export

Données économiques - production

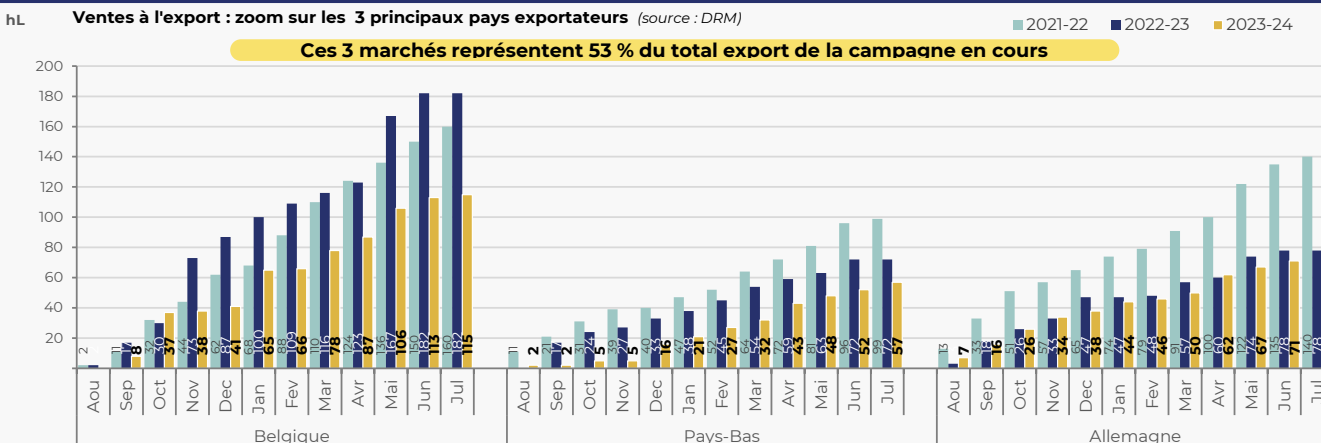
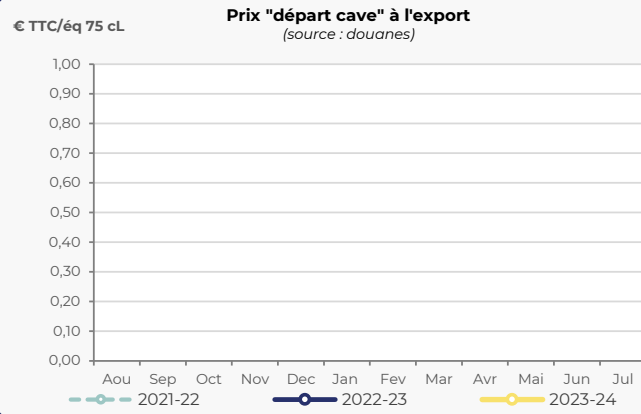
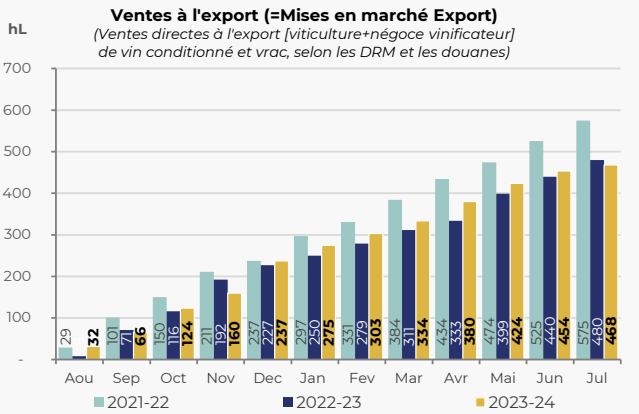
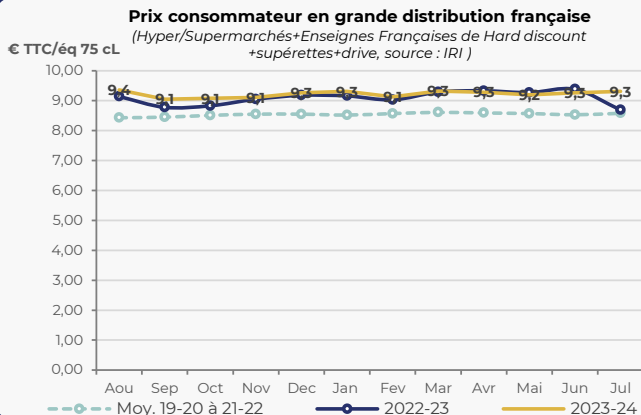
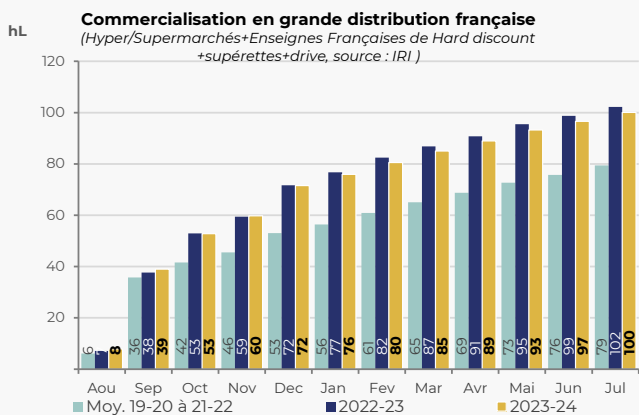
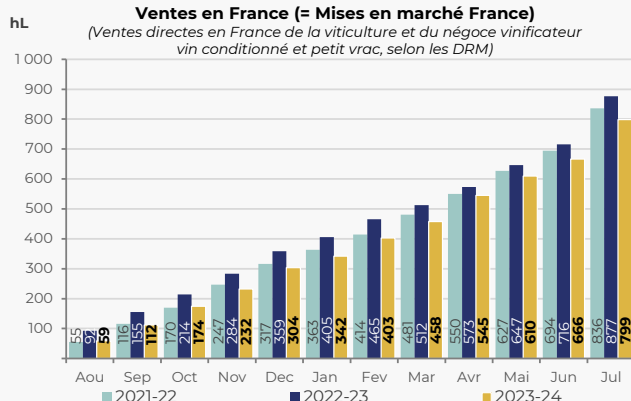
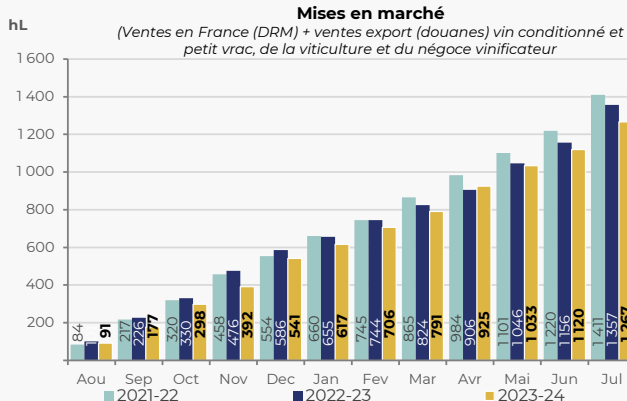


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Total de l'AOP "Touraine-Amboise"

Touraine Amboise Blanc, Rouge et Rosé

Évolution sur 12 mois glissants - juillet 2024

+6,0%
variation du stock en hL
25
mois de stock



Stocks
totaux

-0,5%
-10 hL



Volume
mis en
marché

-3,7%
-100 hL



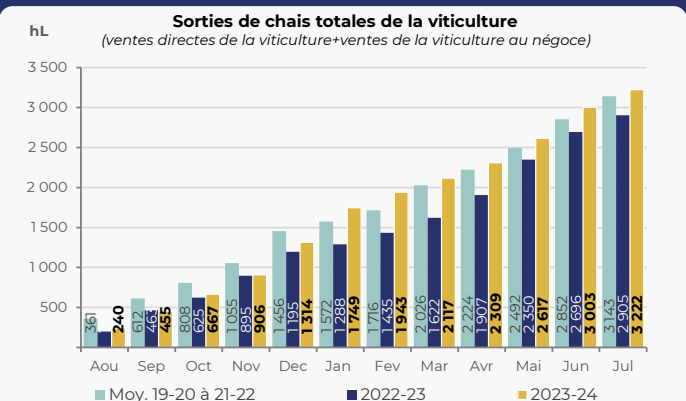
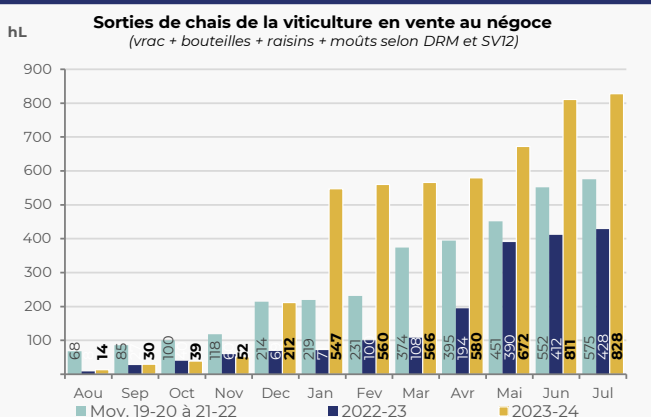
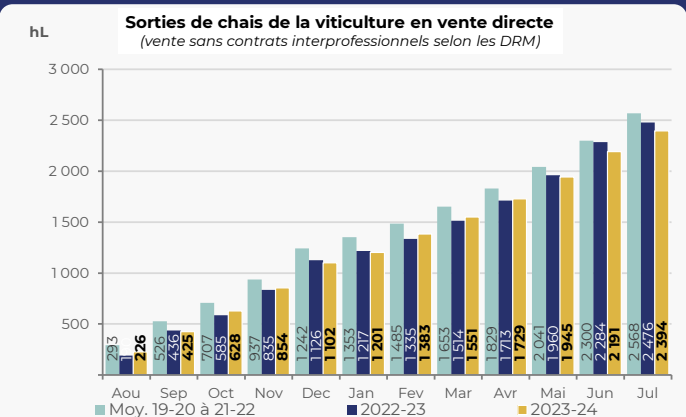
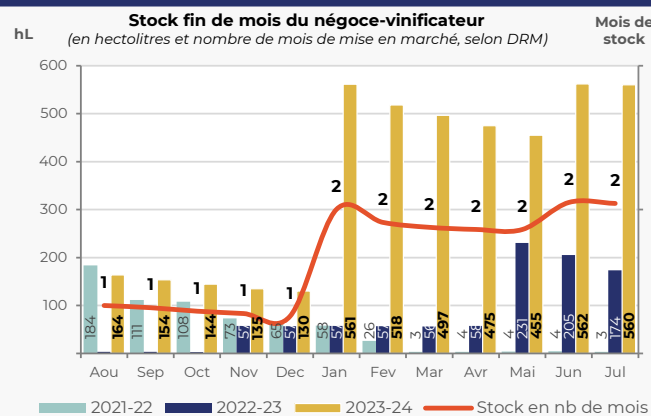
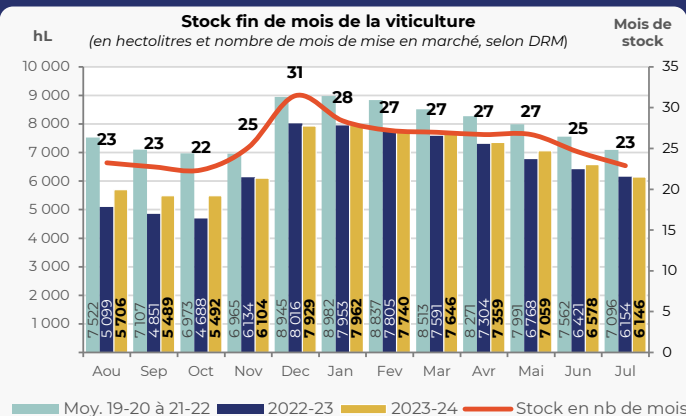
Volume
ventes
France

+39,1%
+80 hL



Volume
ventes
Export

Données économiques - production



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

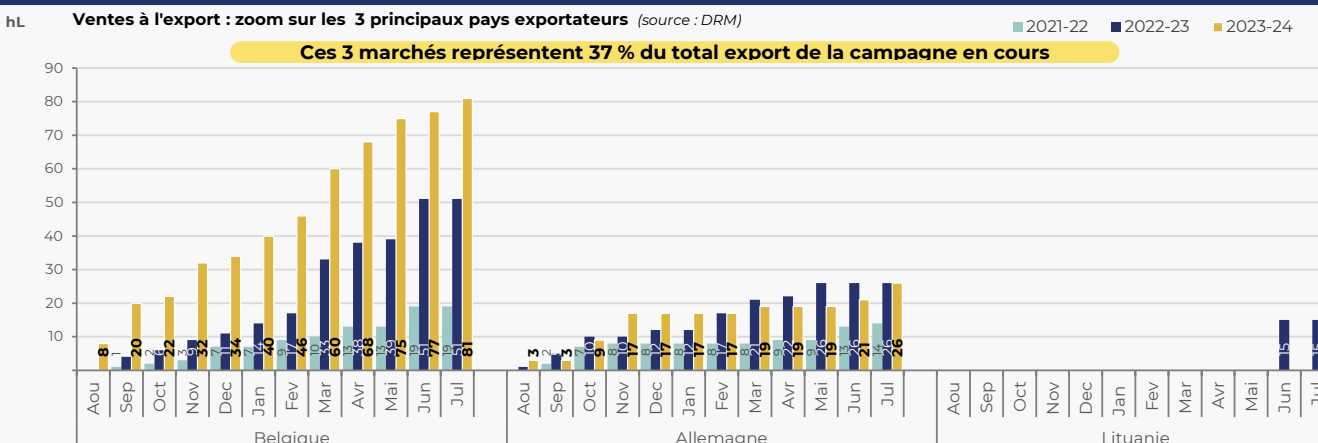
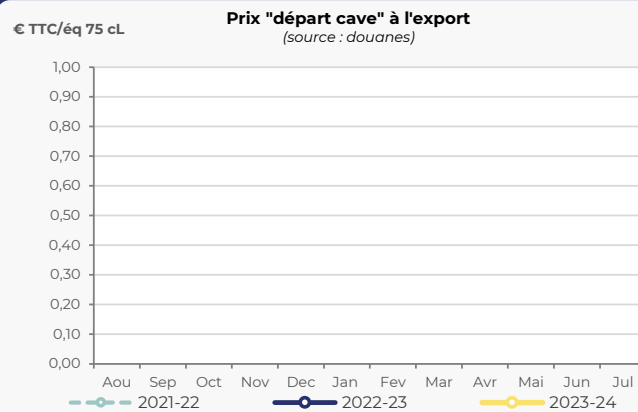
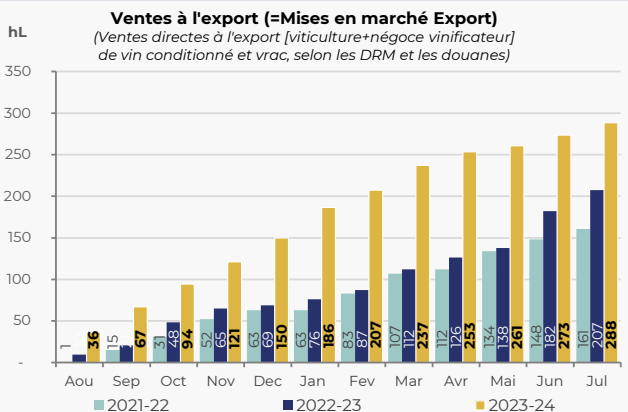
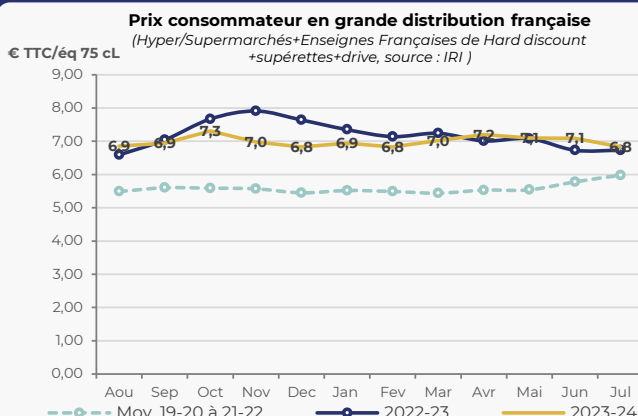
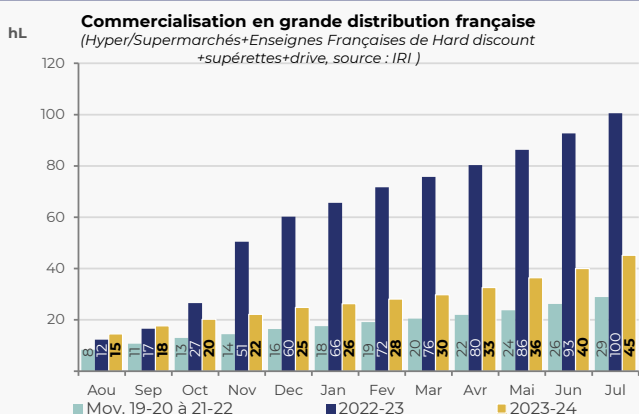
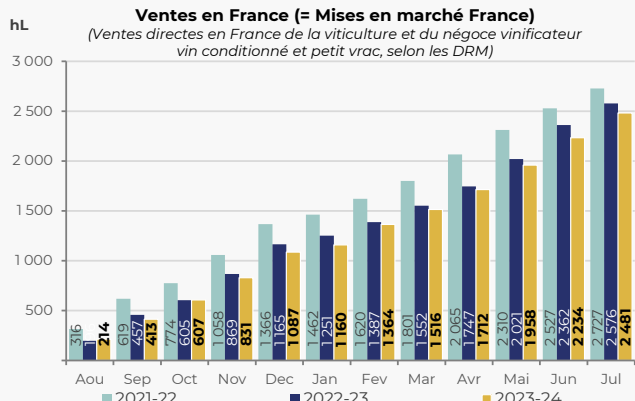
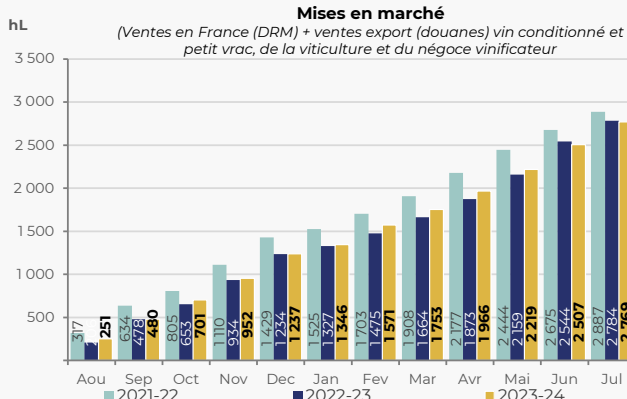
Aucune donnée de cours du vrac

Nb de contrats mensuels

Total de l'AOP "Touraine-Amboise"

Touraine Amboise Blanc, Rouge et Rosé

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+4,2%
variation du stock en hL
22
mois de stock



Stocks
totaux

+14,2%
+180 hL



Volume
mis en
marché

+12,0%
+130 hL



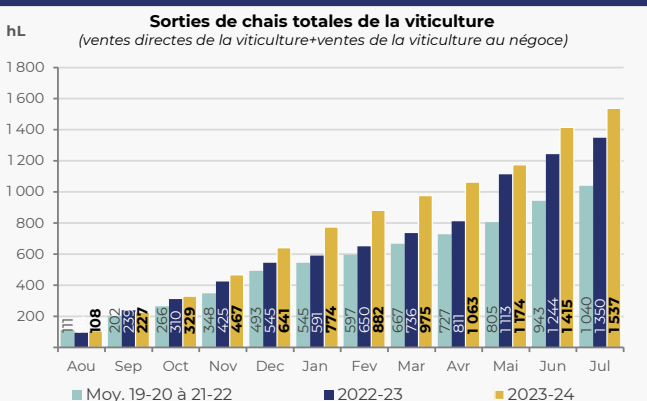
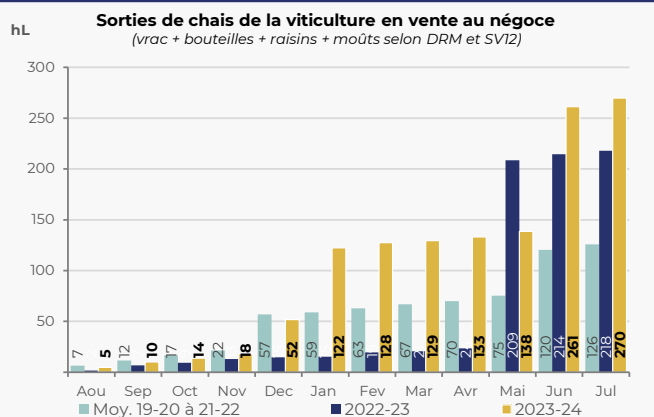
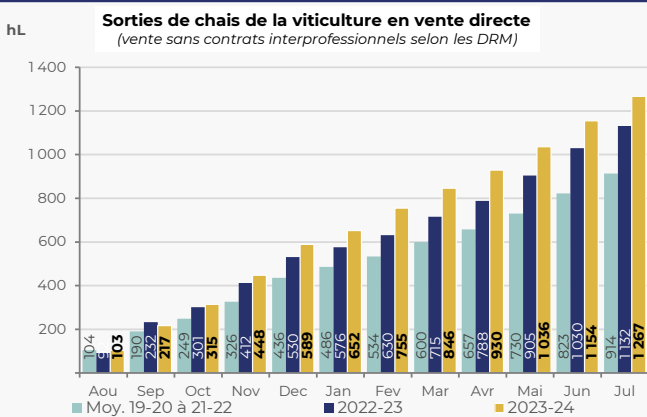
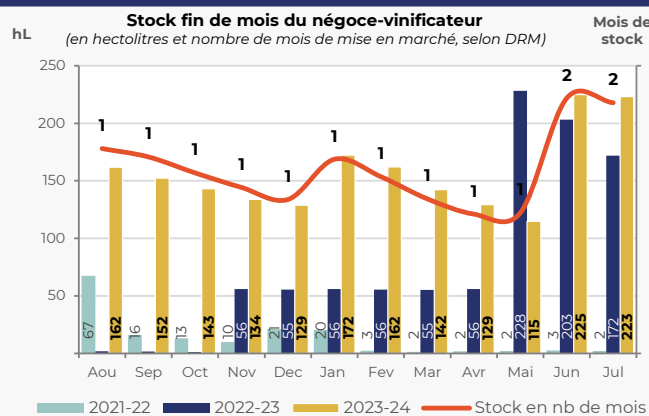
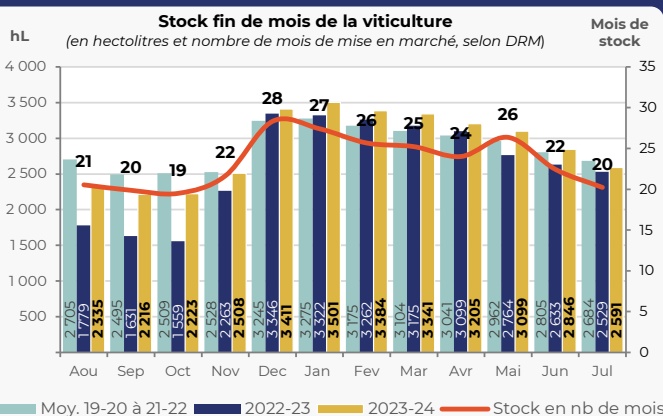
Volume
ventes
France

+31,0%
+40 hL



Volume
ventes
Export

Données économiques - production

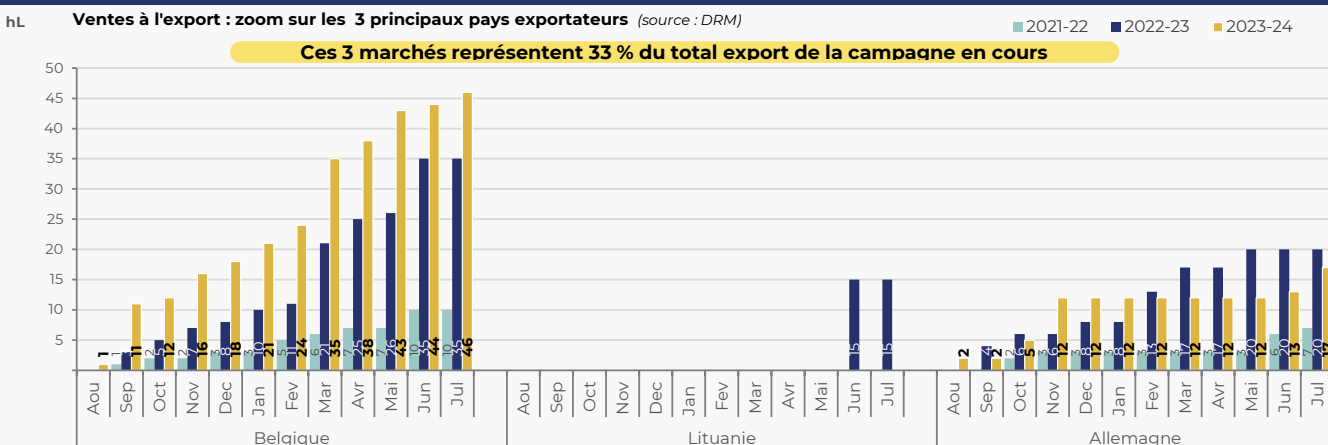
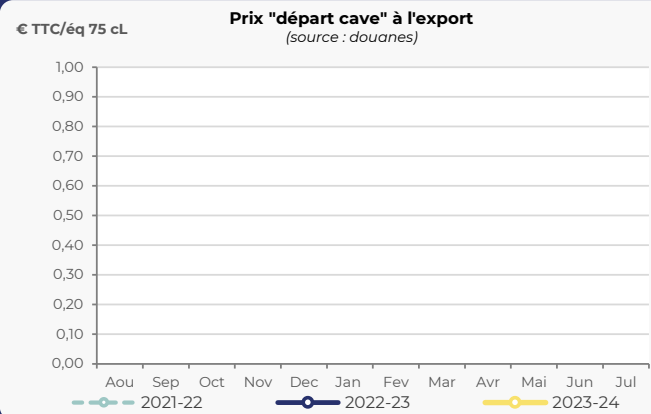
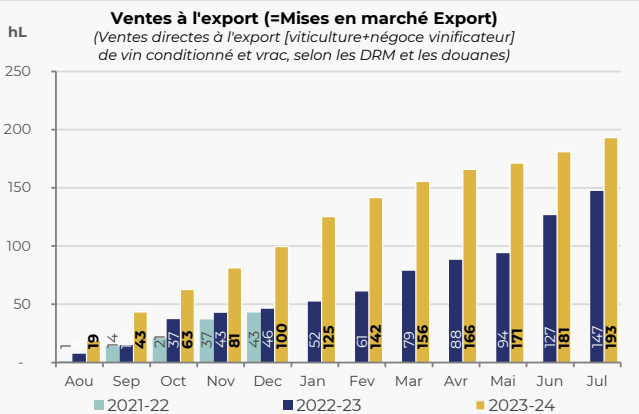
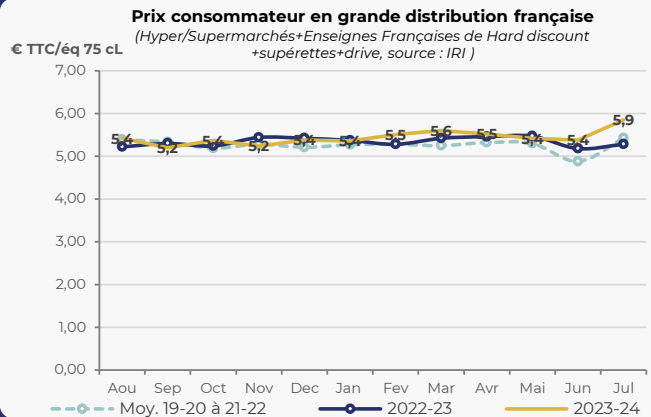
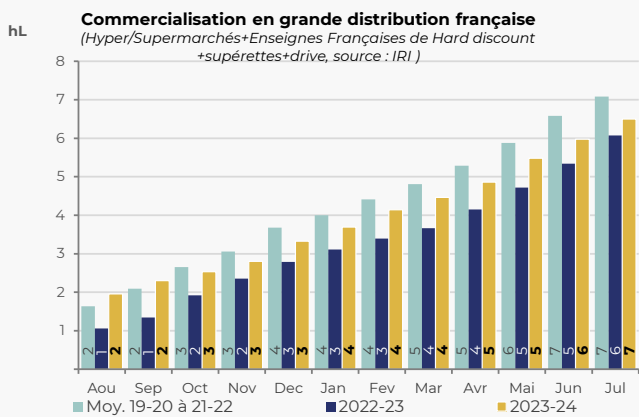
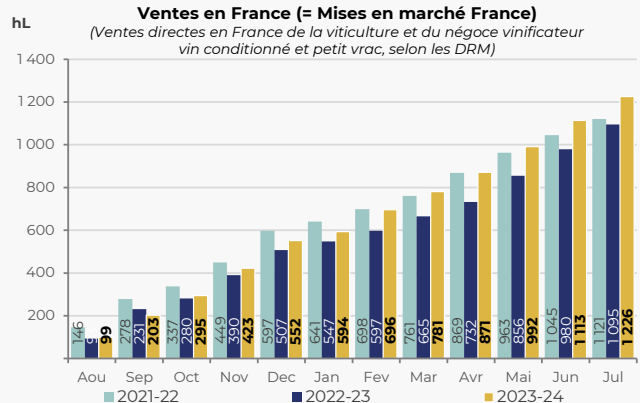
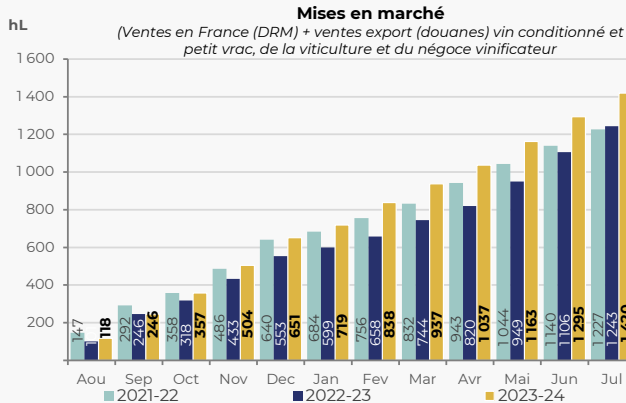


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+9,1%
variation du stock en hL
29
mois de stock



Stocks totaux

-12,9%
-170 hL



Volume mis en marché

-16,0%
-200 hL



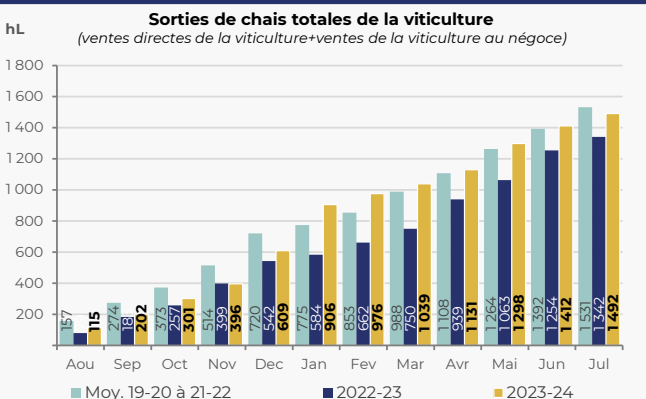
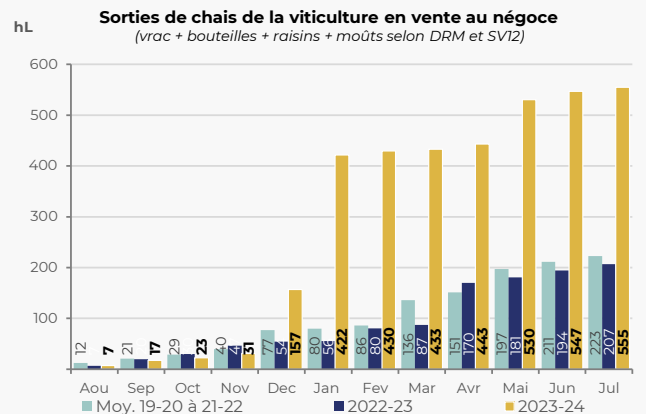
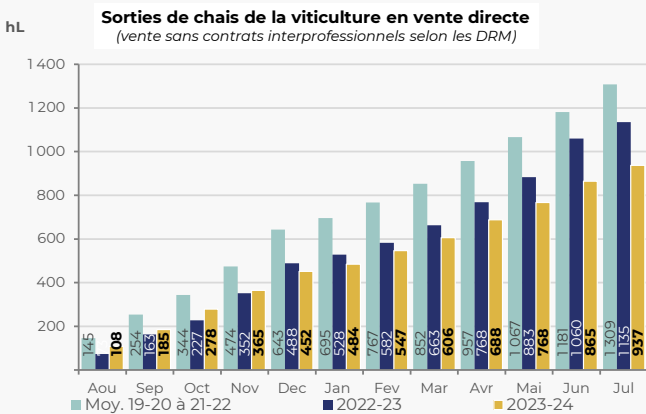
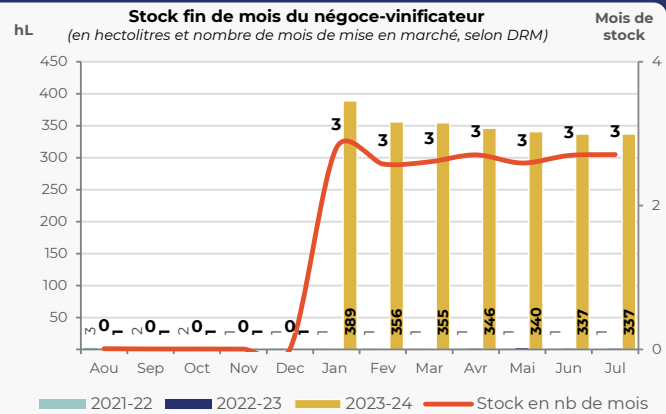
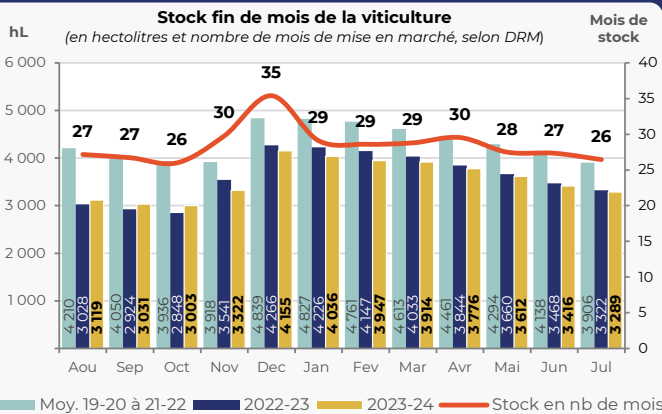
Volume ventes France

+53,3%
+30 hL



Volume ventes Export

Données économiques - production

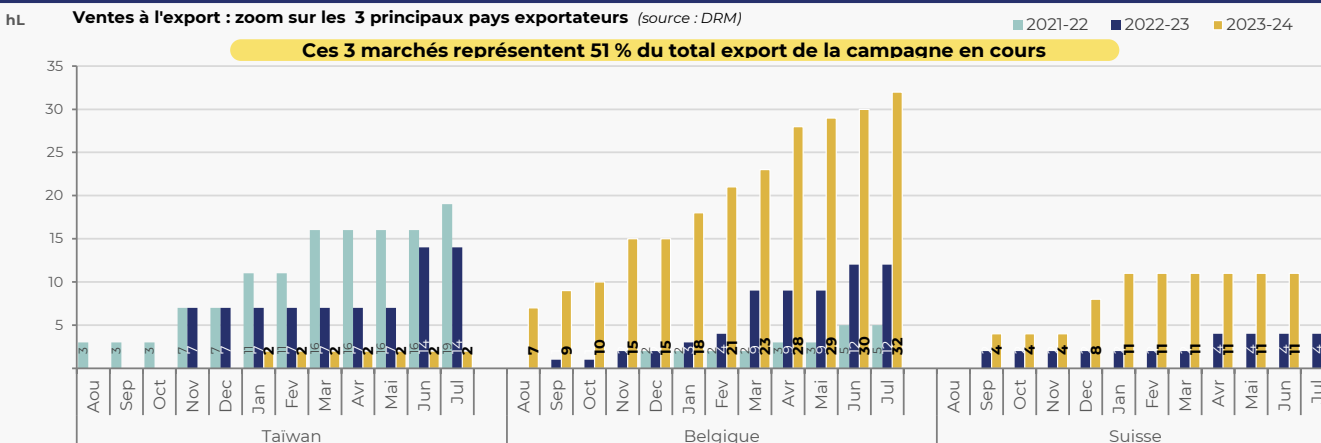
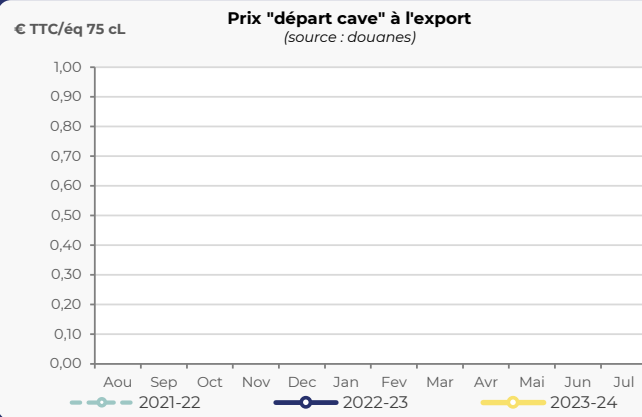
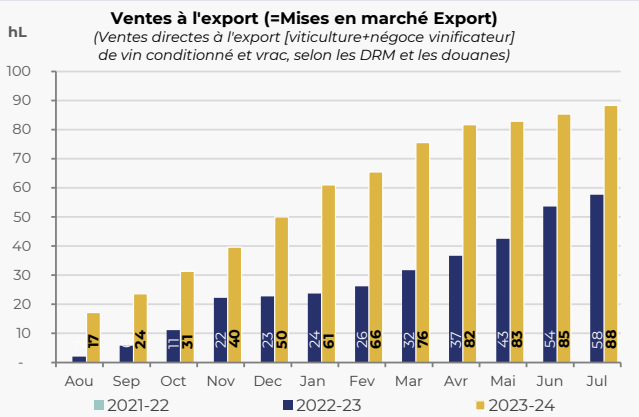
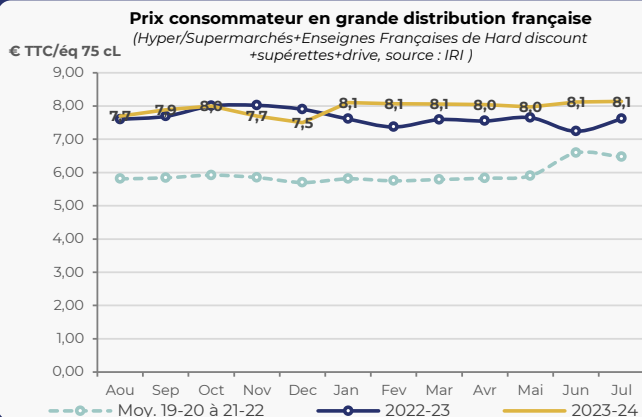
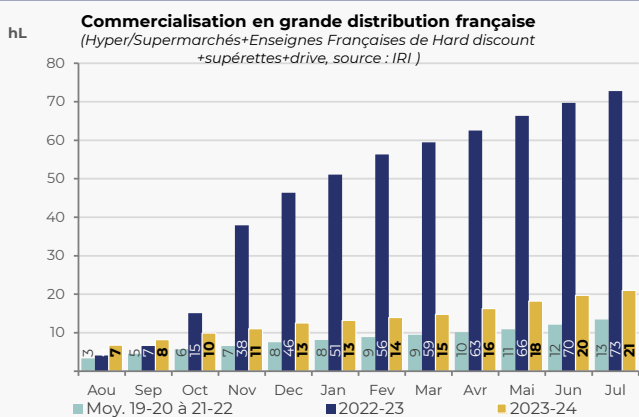
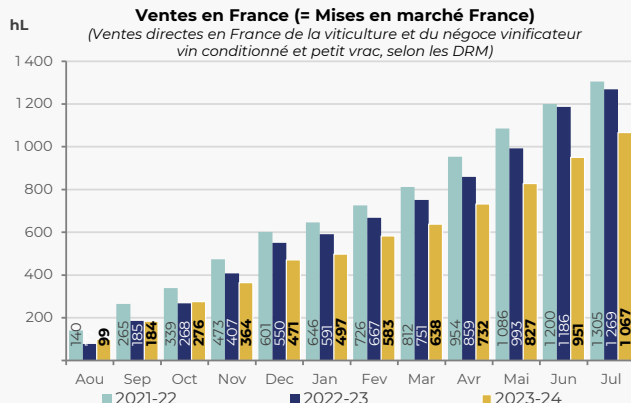
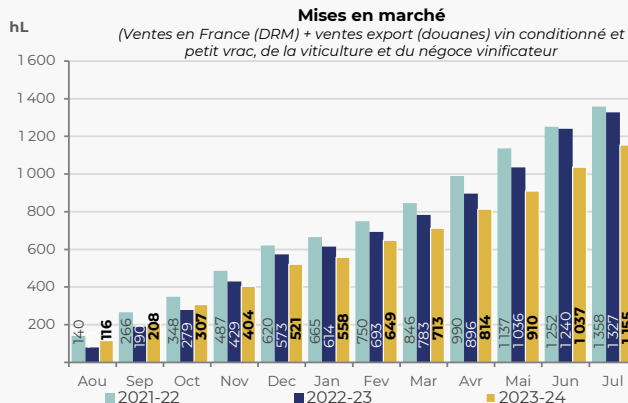


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

-12,3%
variation du stock en hL
16
mois de stock



Stocks totaux

-9,0%
-20 hL



Volume mis en marché

-11,2%
-20 hL



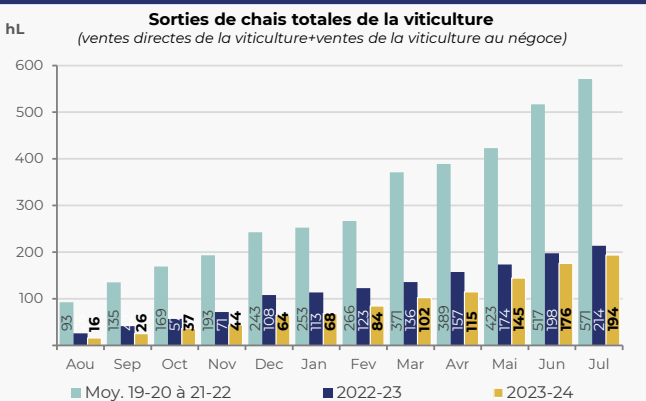
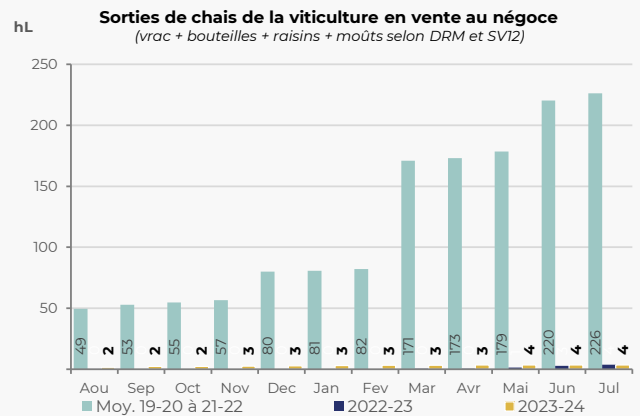
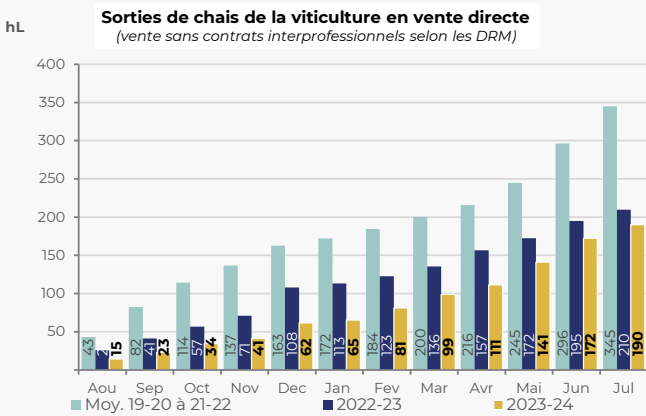
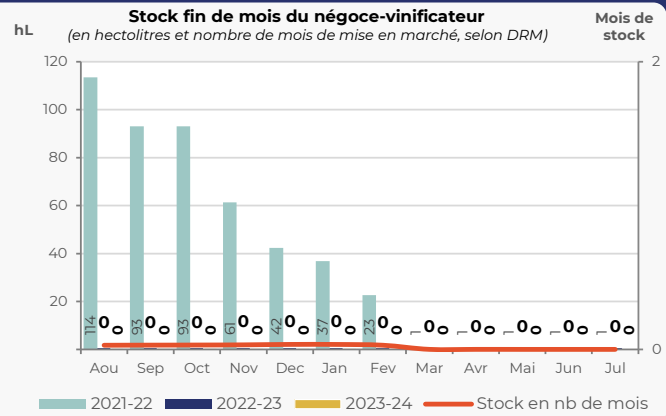
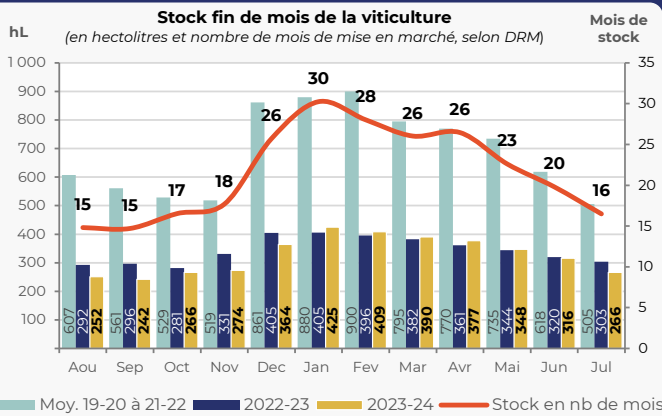
Volume ventes France

indisp.
#N/A



Volume ventes Export

Données économiques - production

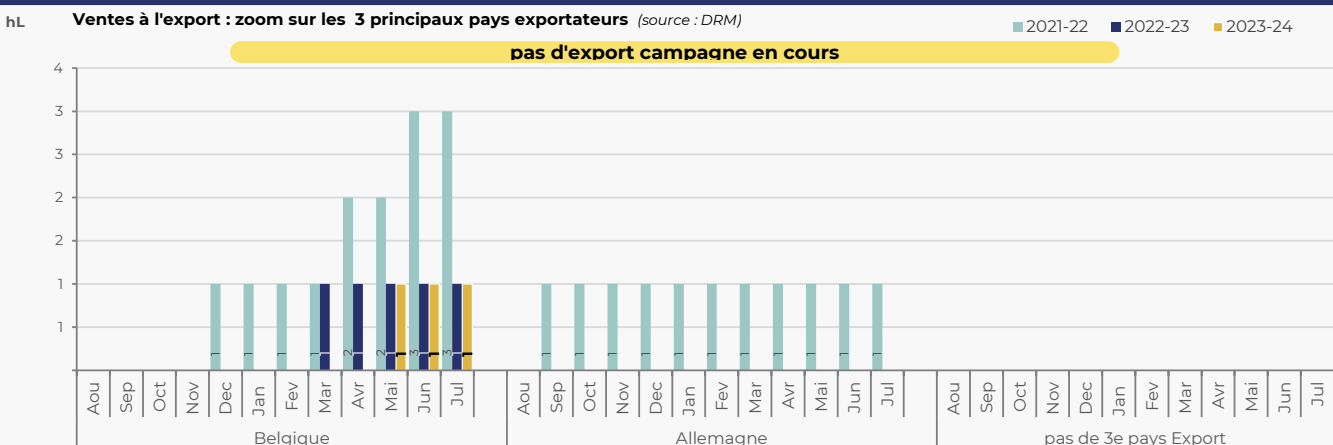
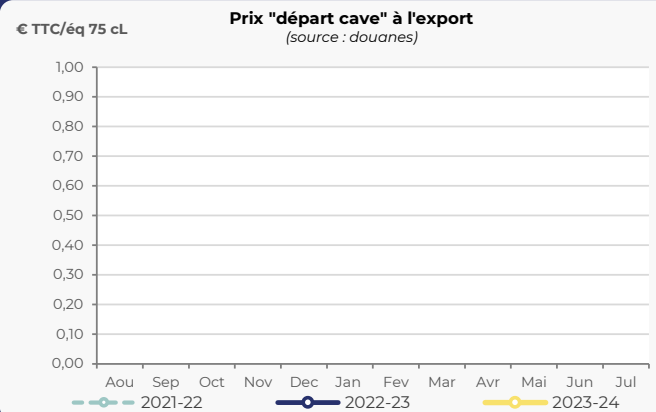
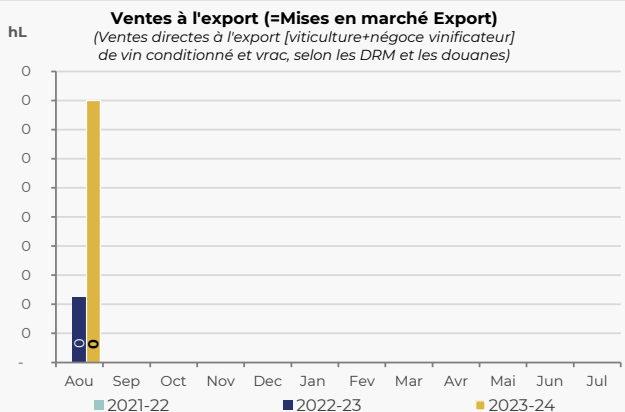
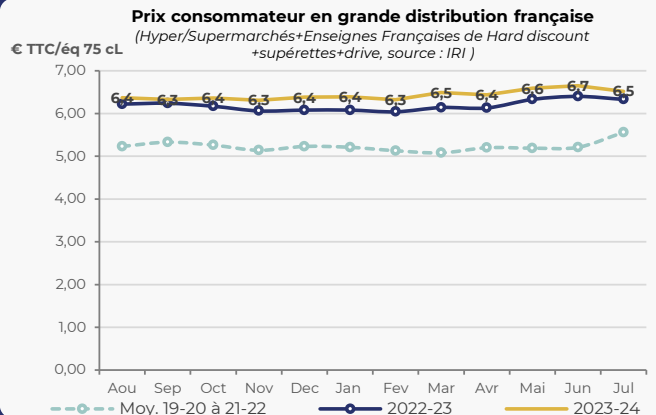
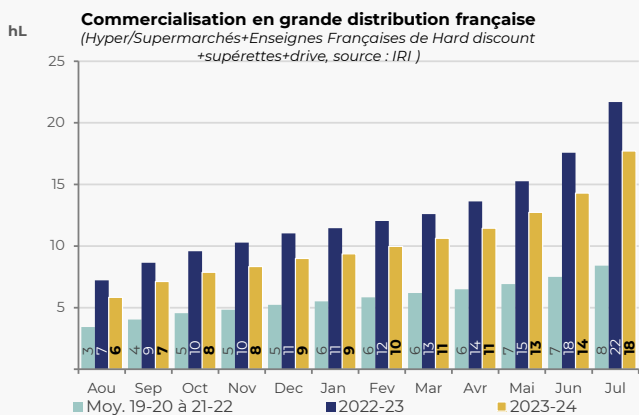
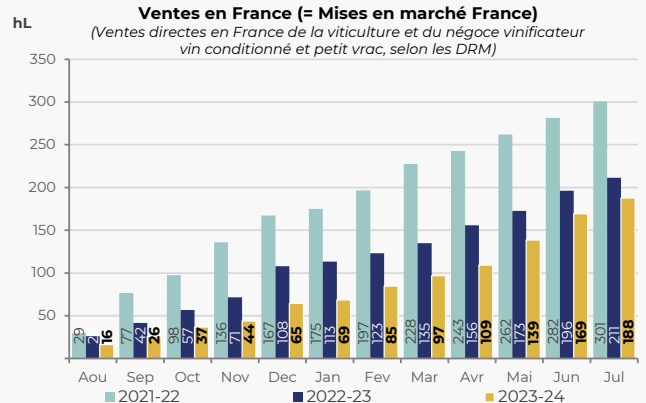
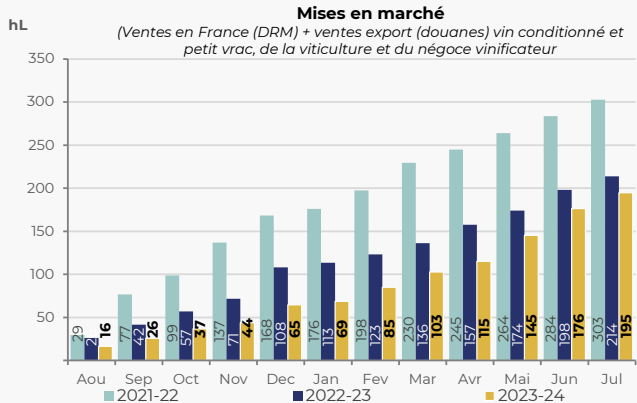


Cours moyen depuis le début de campagne : indisponible

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Total de l'AOP "Azay-Le-Rideau"

Touraine Azay-Le-Rideau Blanc et Rosé

Évolution sur 12 mois glissants - juillet 2024

-39,4%
variation du stock en hL
30
mois de stock



Stocks
totaux

-51,5%
-410 hL



Volume
mis en
marché

-55,8%
-390 hL



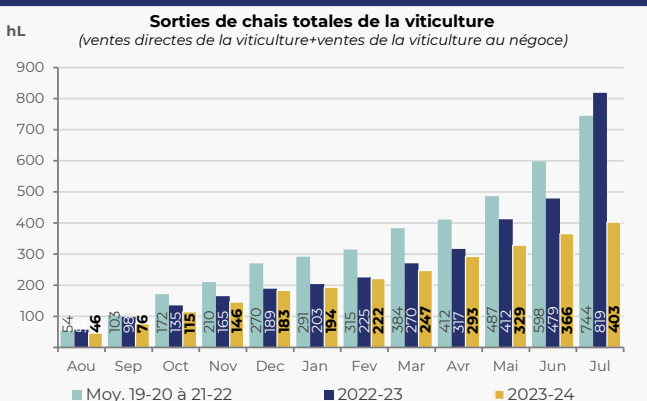
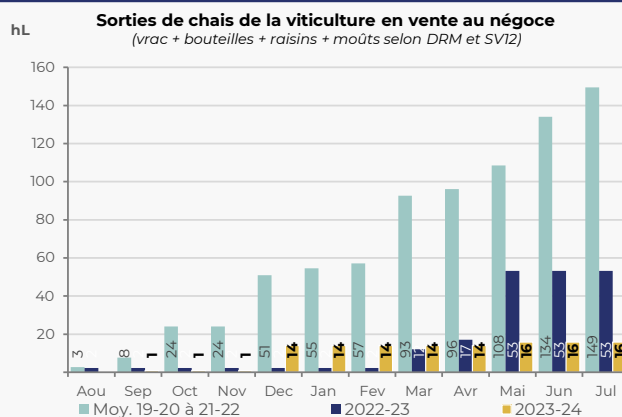
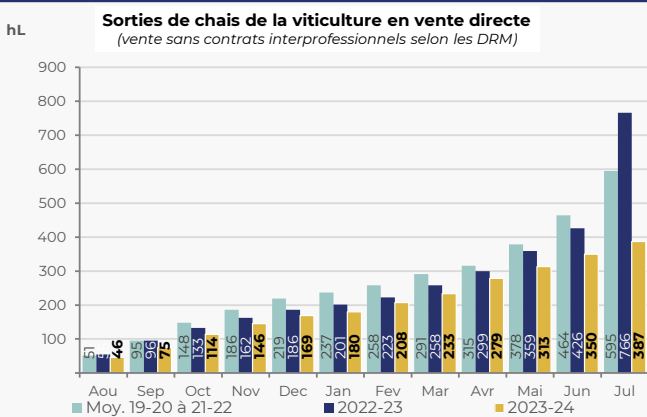
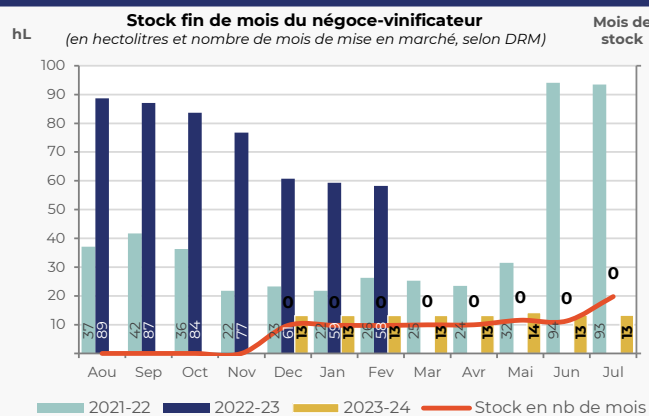
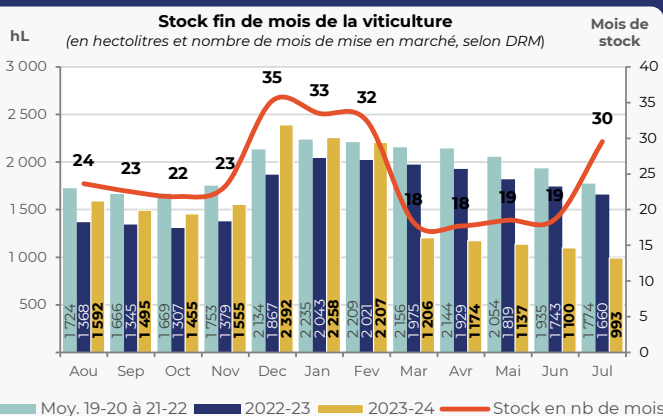
Volume
ventes
France

-23,9%
-30 hL



Volume
ventes
Export

Données économiques - production



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

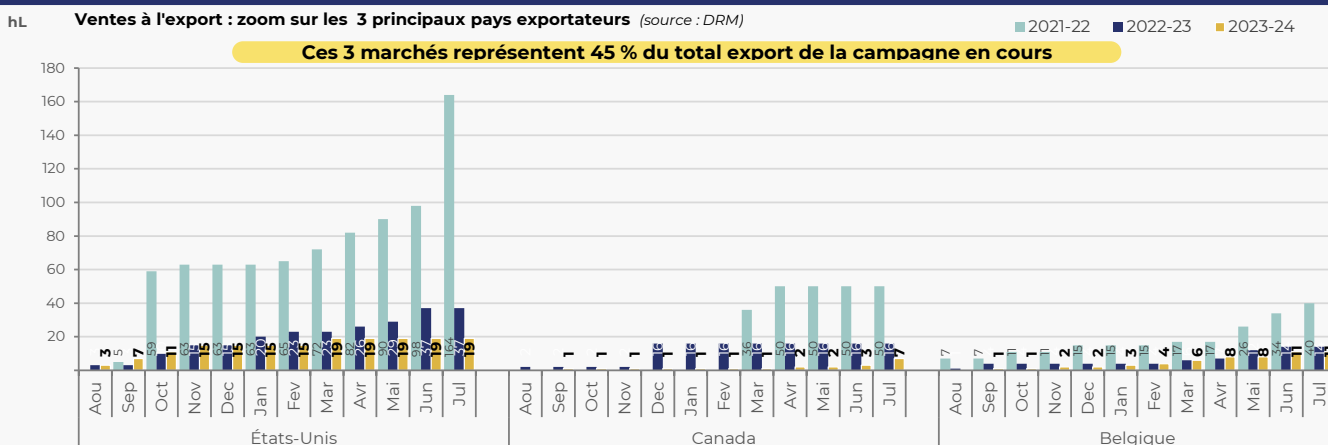
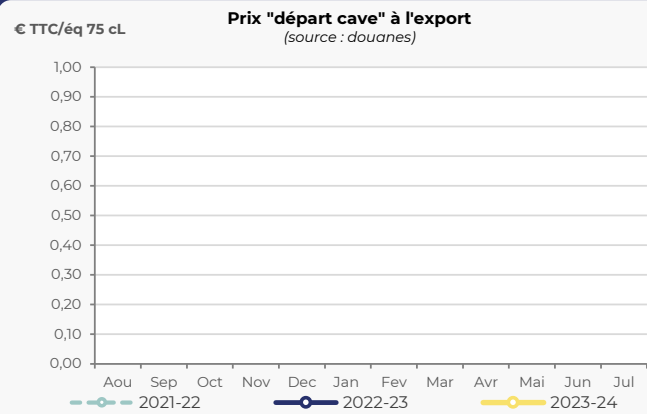
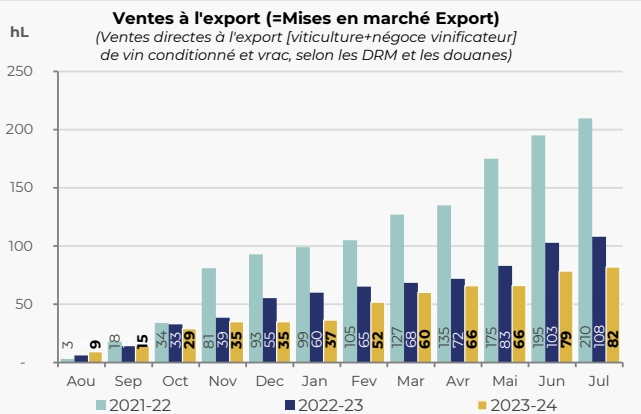
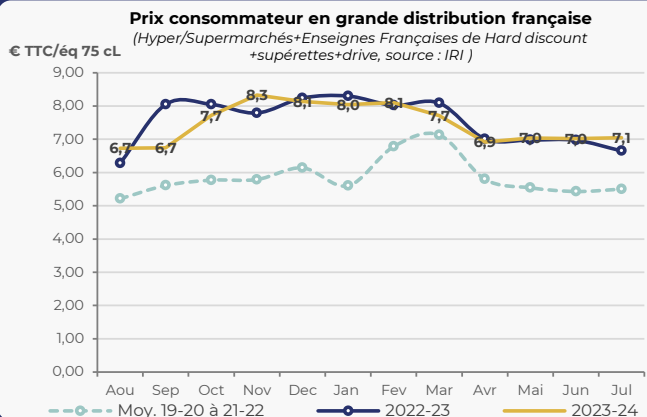
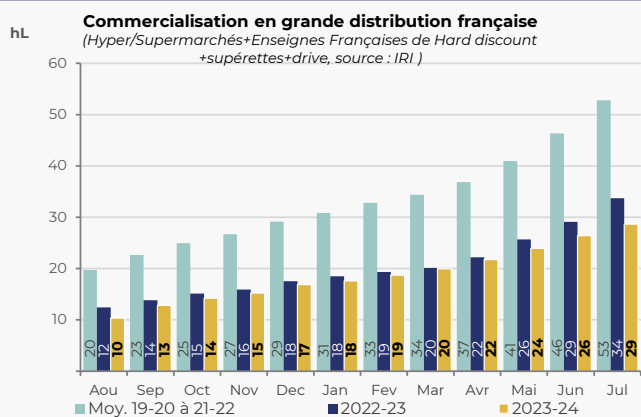
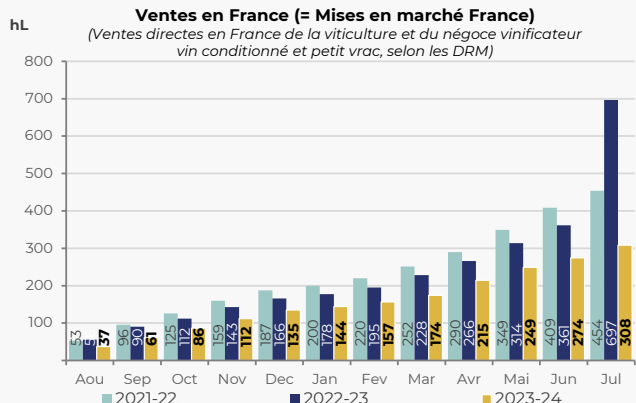
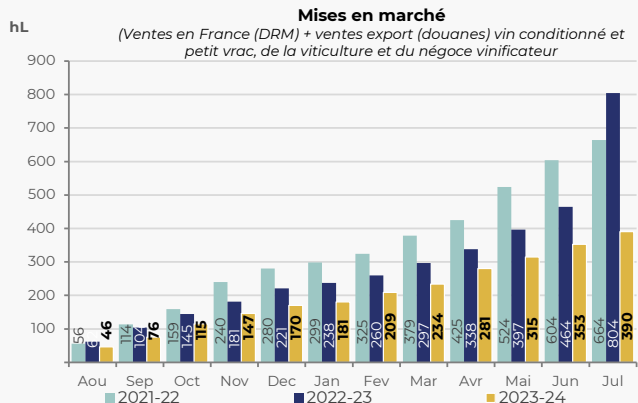
Aucune donnée de cours du vrac

Nb de contrats mensuels

Total de l'AOP "Azay-Le-Rideau"

Touraine Azay-Le-Rideau Blanc et Rosé

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

-49,2%
variation du stock en hL
32
mois de stock



Stocks
totaux

-56,9%
-370 hL



Volume
mis en
marché

-63,5%
-360 hL



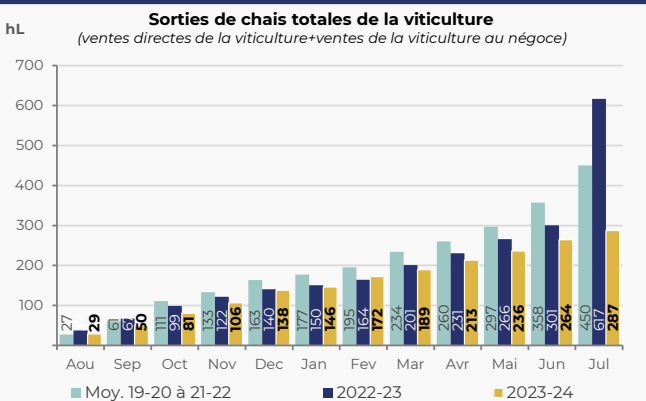
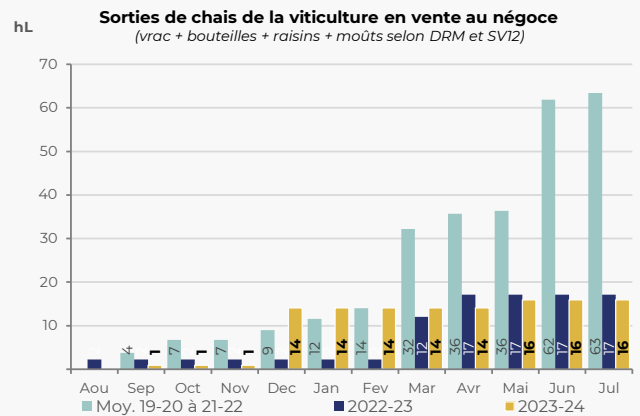
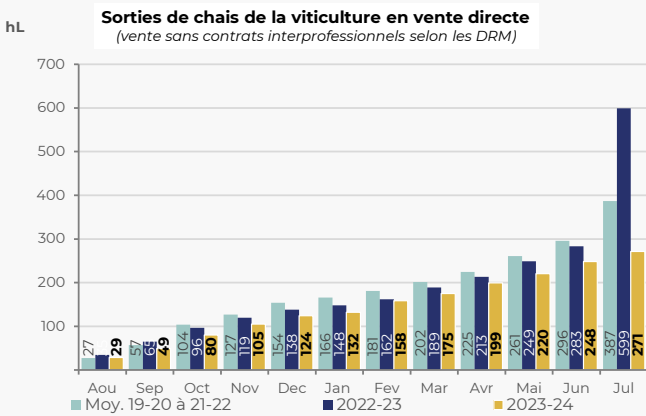
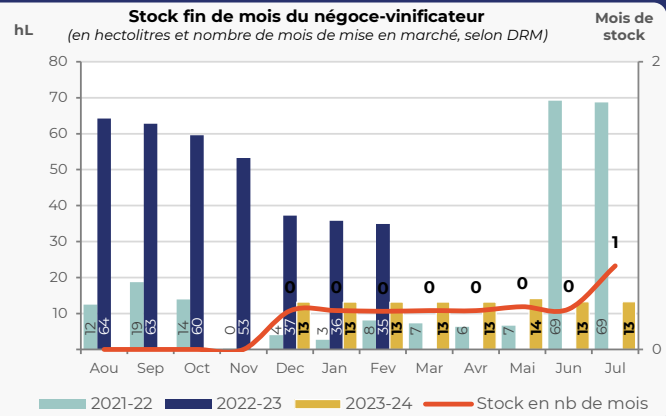
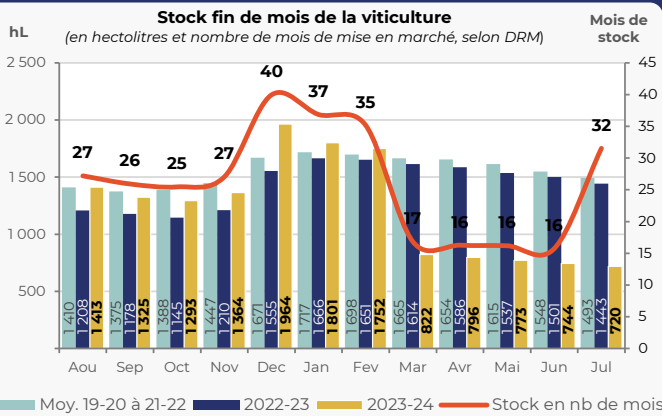
Volume
ventes
France

indisp.
#N/A



Volume
ventes
Export

Données économiques - production

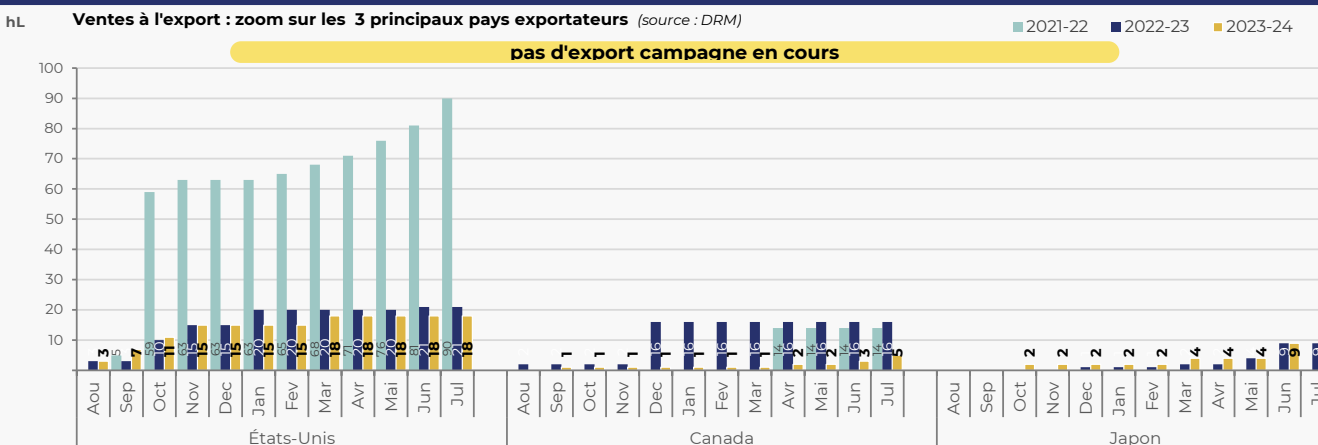
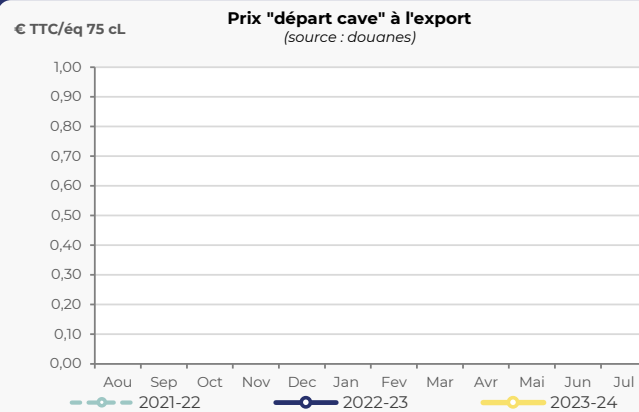
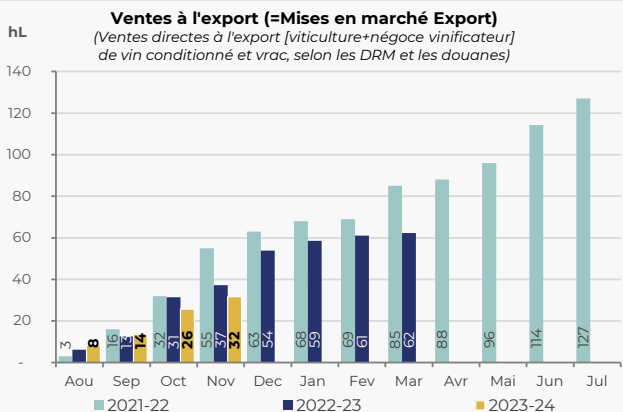
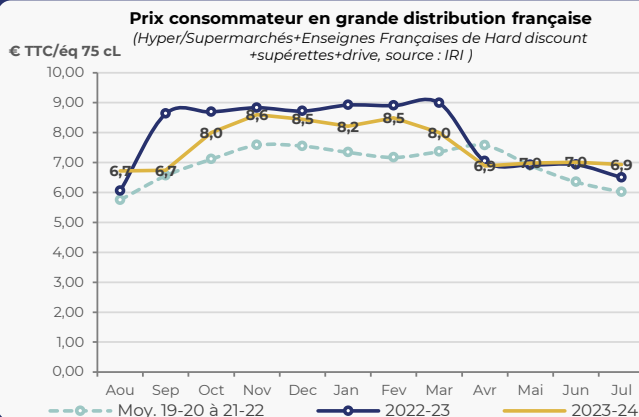
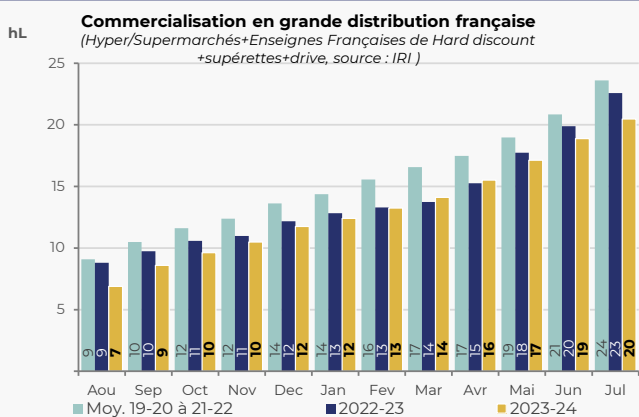
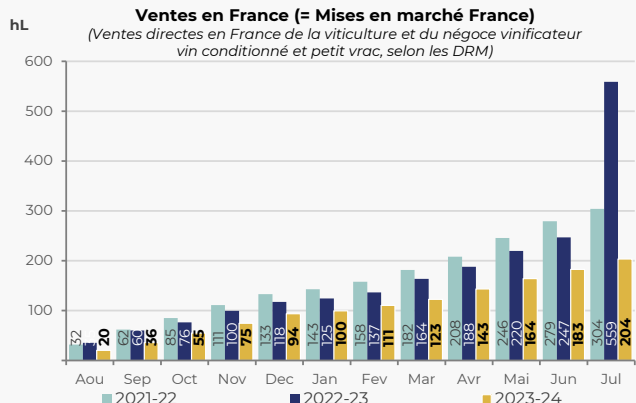
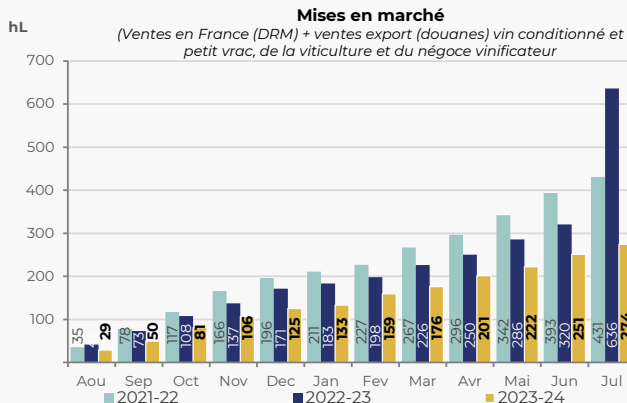


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+25,5%
variation du stock en hL
28
mois de stock



Stocks
totaux

-31,0%
-50 hL



Volume
mis en
marché

-24,2%
-40 hL



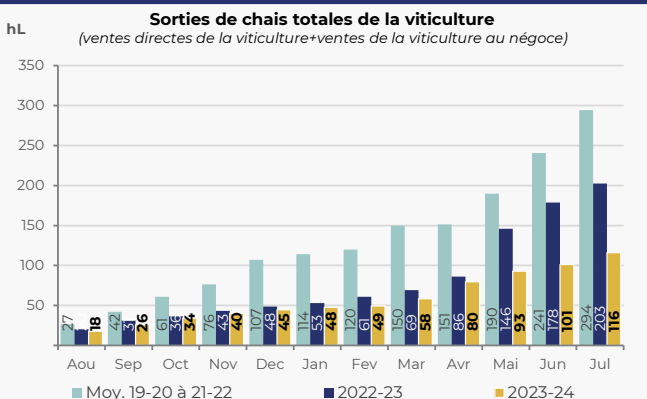
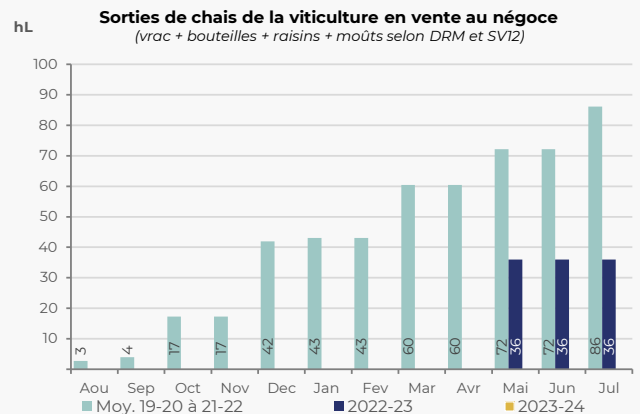
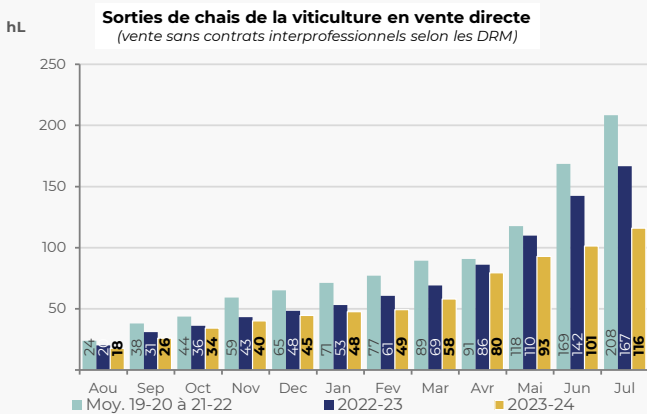
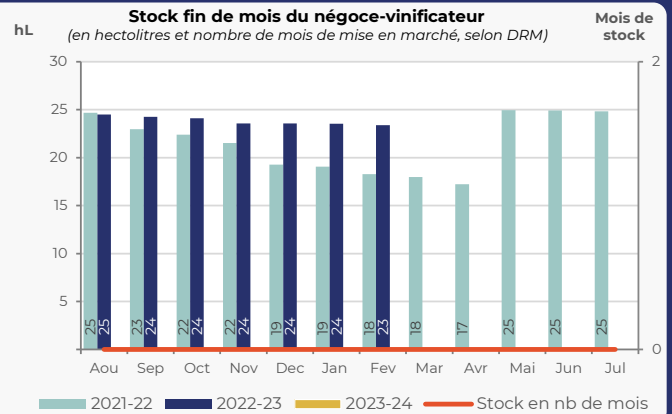
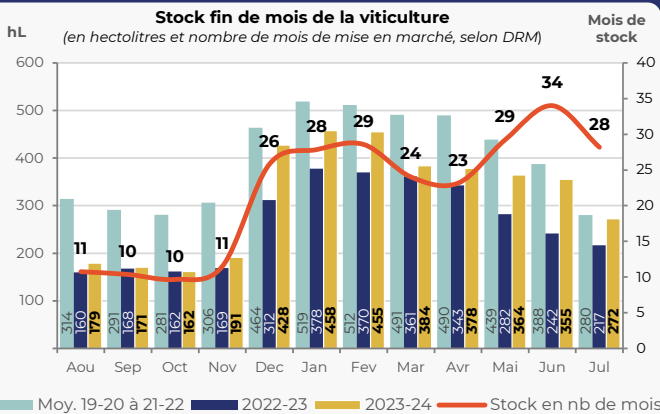
Volume
ventes
France

indisp.
#N/A



Volume
ventes
Export

Données économiques - production

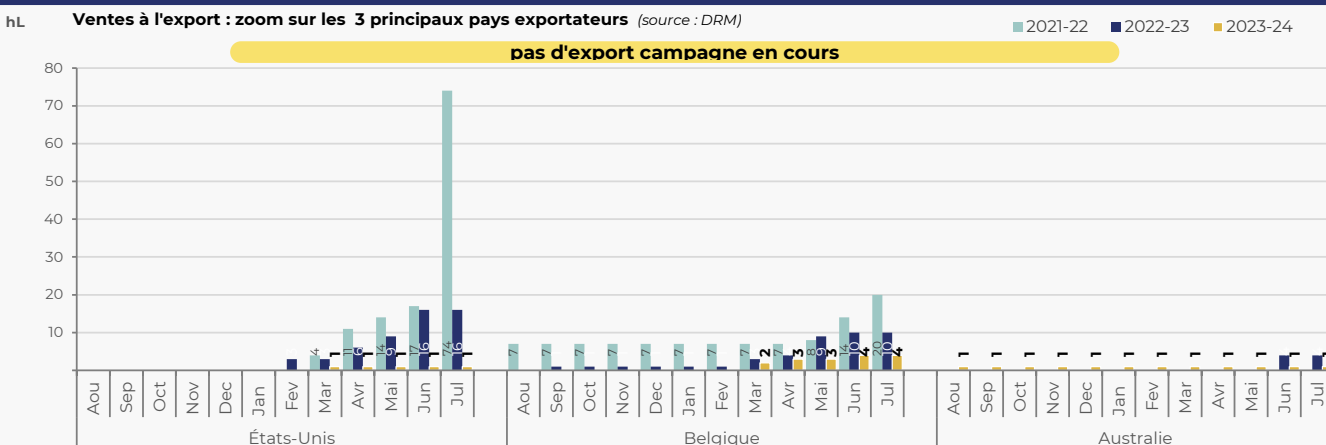
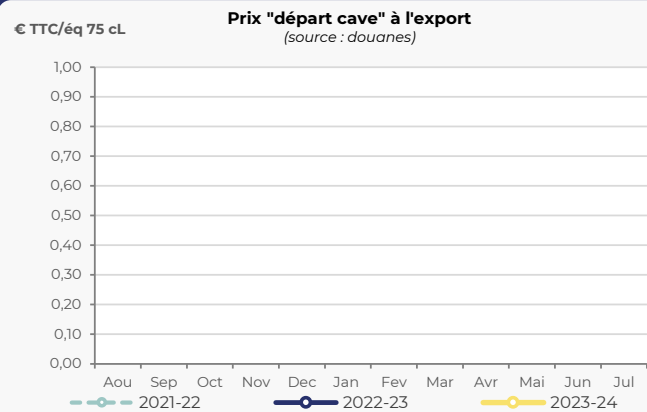
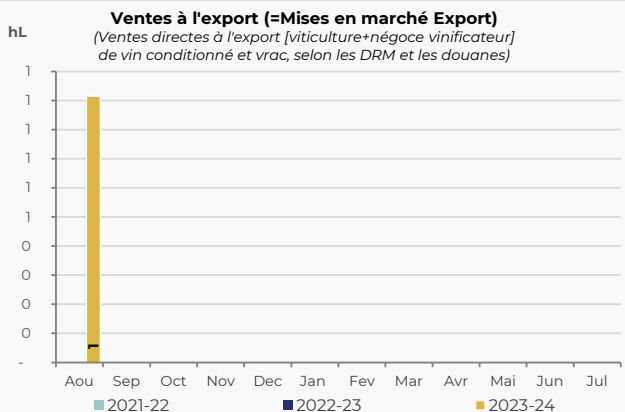
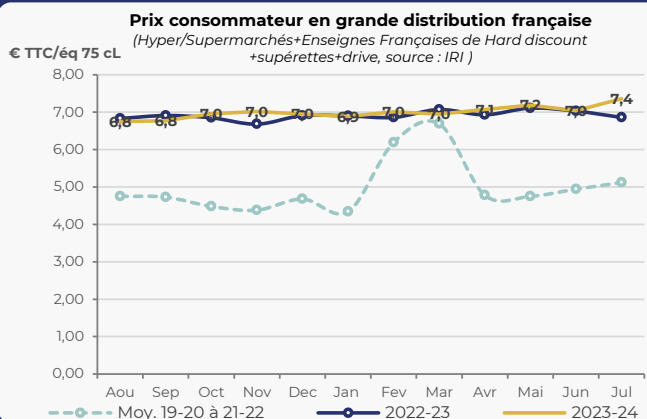
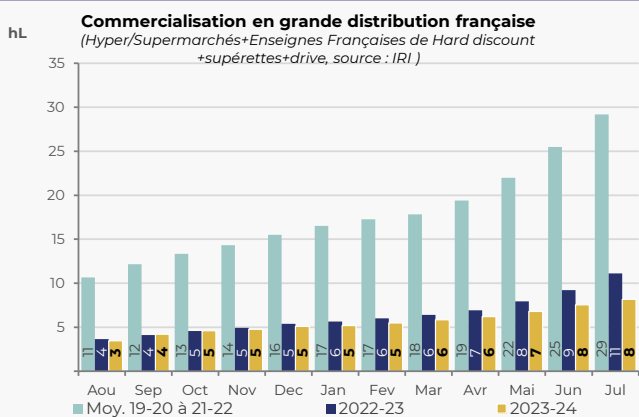
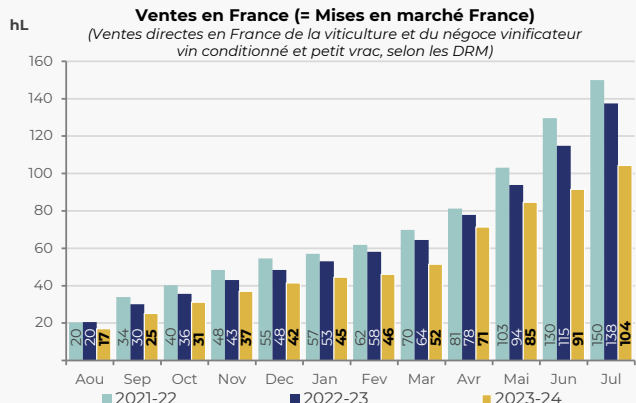
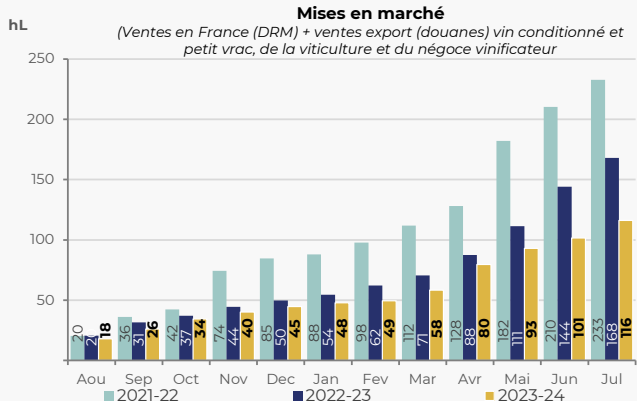


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Total de l'AOP "Touraine-Mesland"

Touraine Mesland Blanc, Rouge et Rosé

Évolution sur 12 mois glissants - juillet 2024

+9,3%
variation du stock en hL
23
mois de stock



Stocks
totaux

-3,4%
-80 hL



Volume
mis en
marché

-3,3%
-80 hL



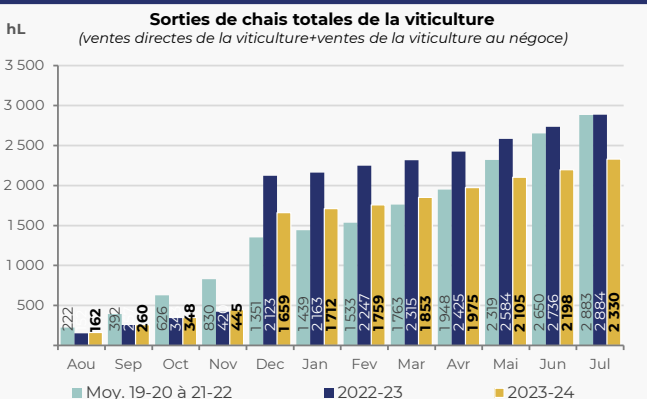
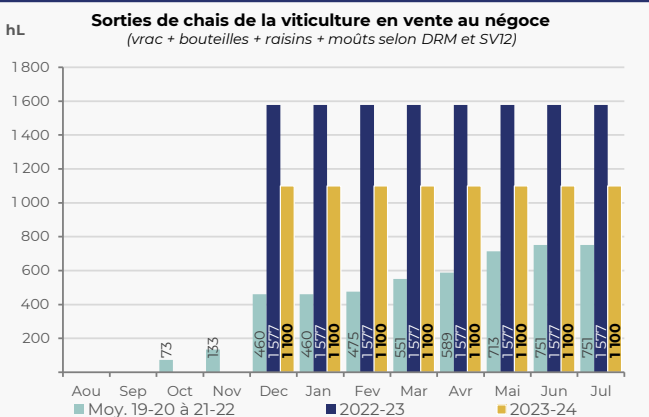
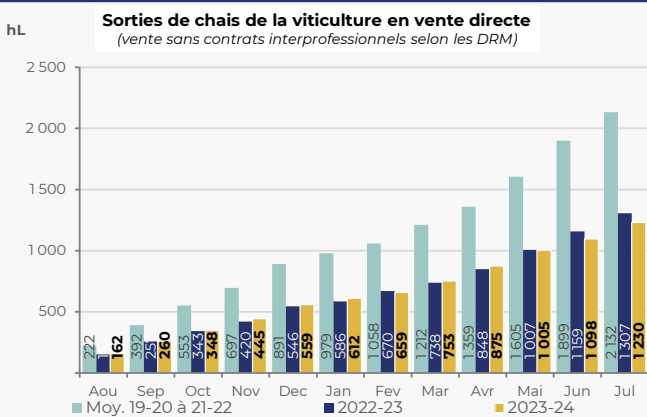
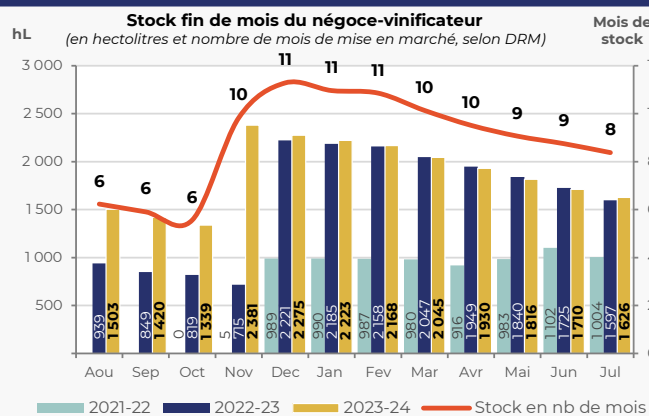
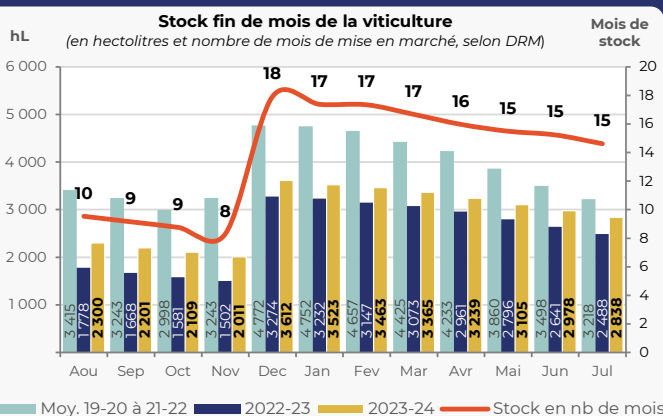
Volume
ventes
France

indisp.
#N/A



Volume
ventes
Export

Données économiques - production



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

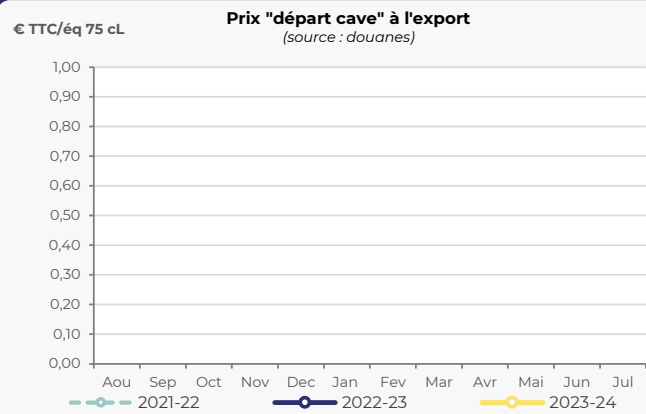
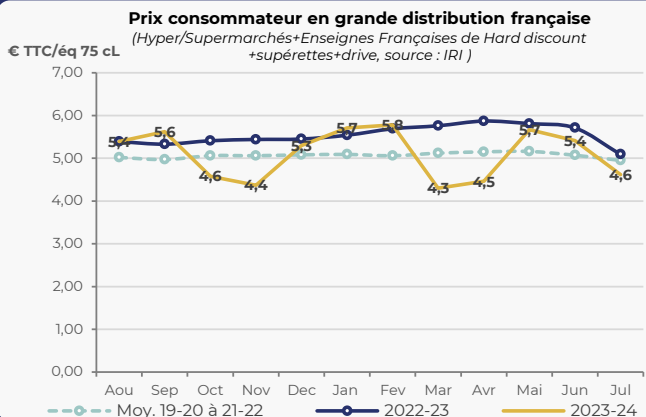
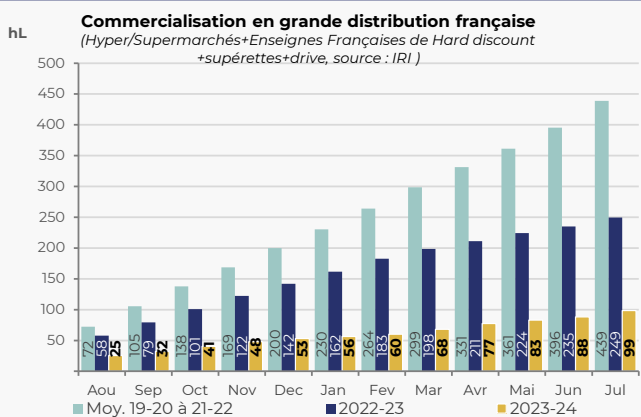
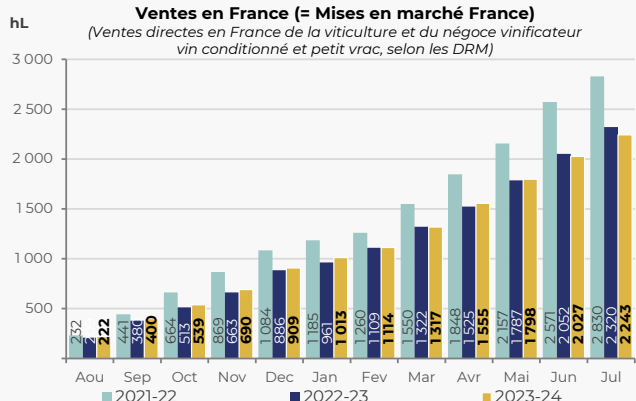
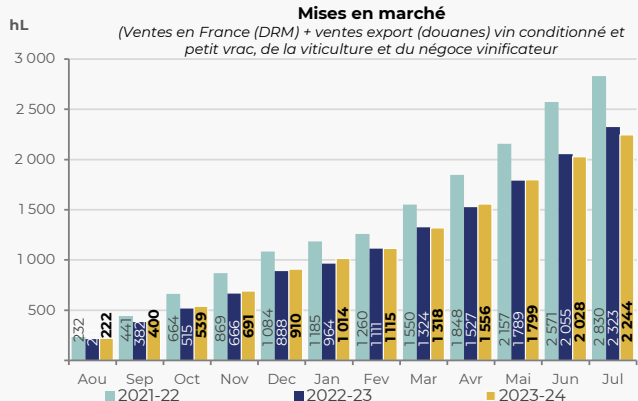
Aucune donnée de cours du vrac

Nb de contrats mensuels

Total de l'AOP "Touraine-Mesland"

Touraine Mesland Blanc, Rouge et Rosé

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+28,3%
variation du stock en hL
14
mois de stock



Stocks
totaux

+16,3%
+40 hL



Volume
mis en
marché

+16,3%
+40 hL



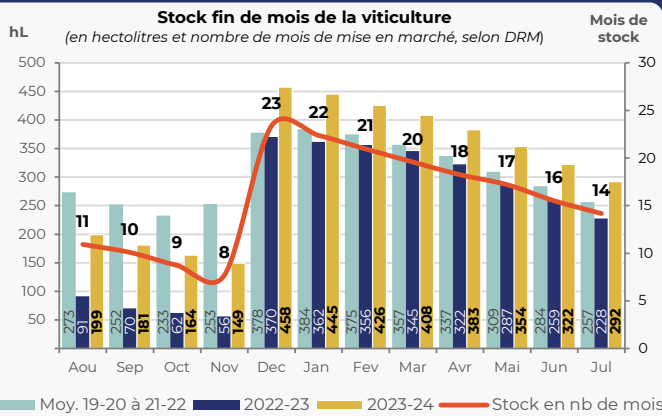
Volume
ventes
France

indisp.
#N/A

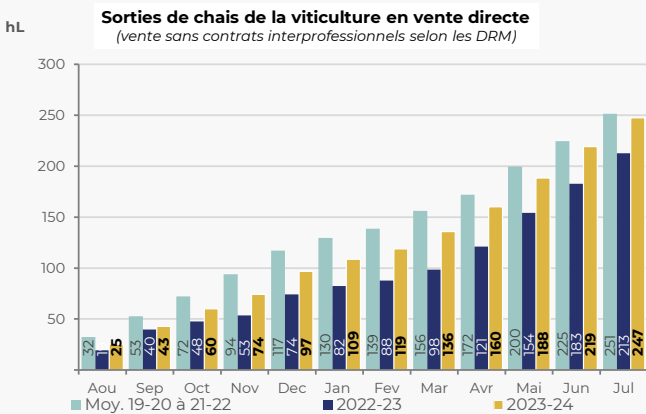


Volume
ventes
Export

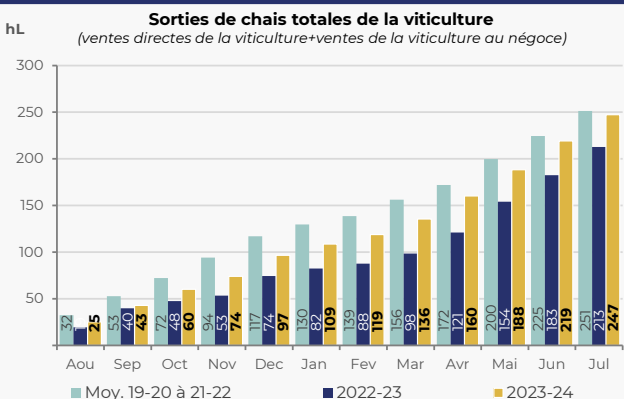
Données économiques - production



Aucune donnée de stock négoce



Aucune donnée de vente au négoce

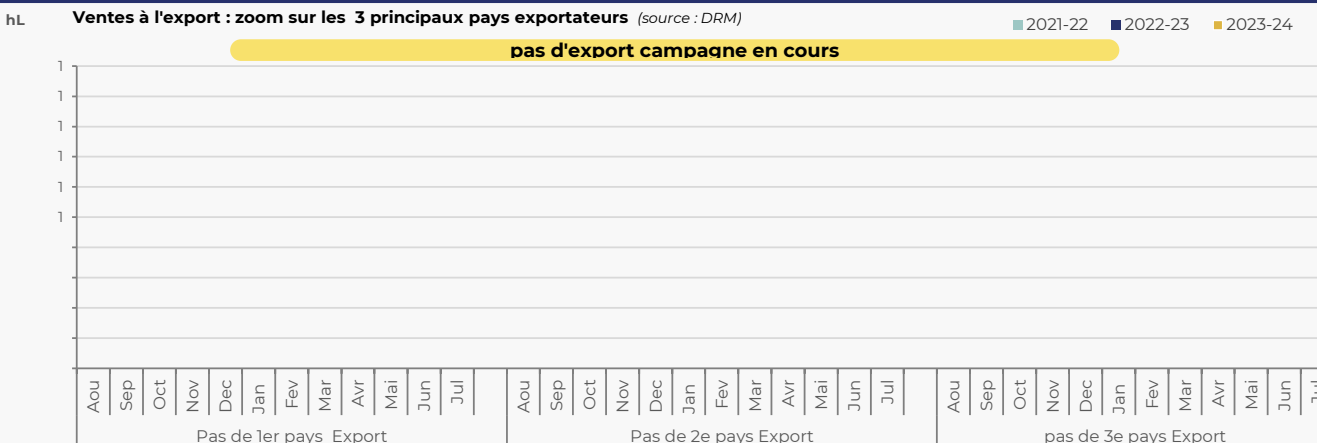
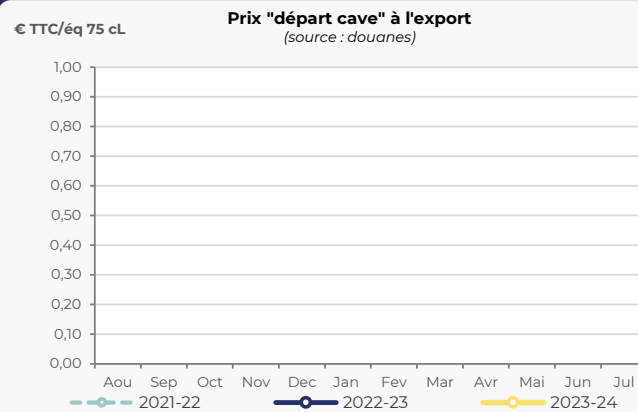
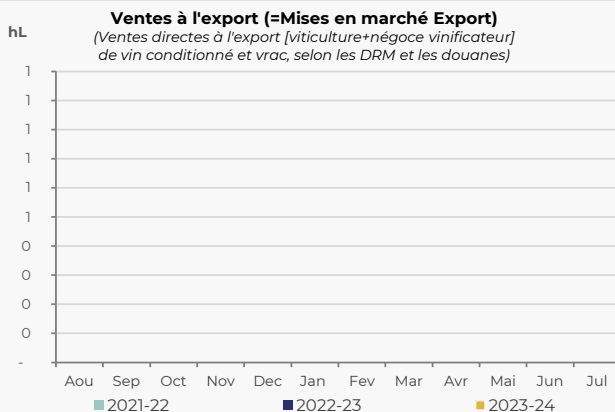
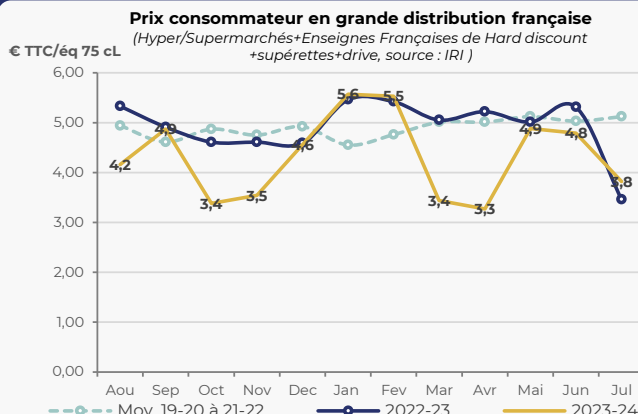
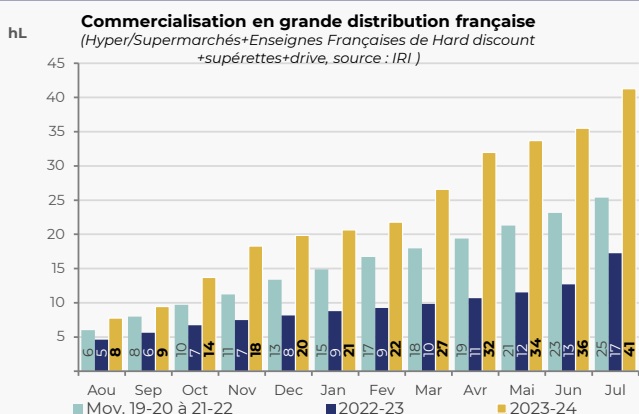
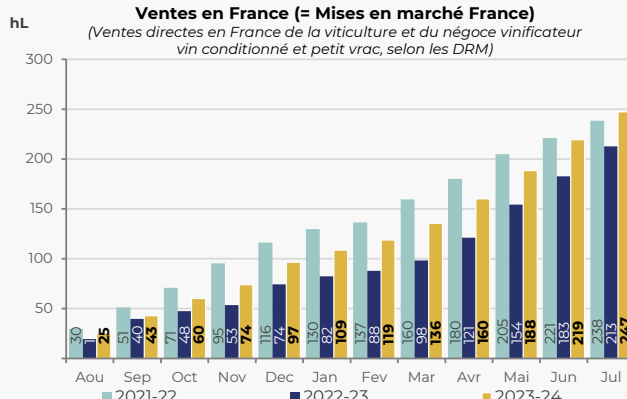
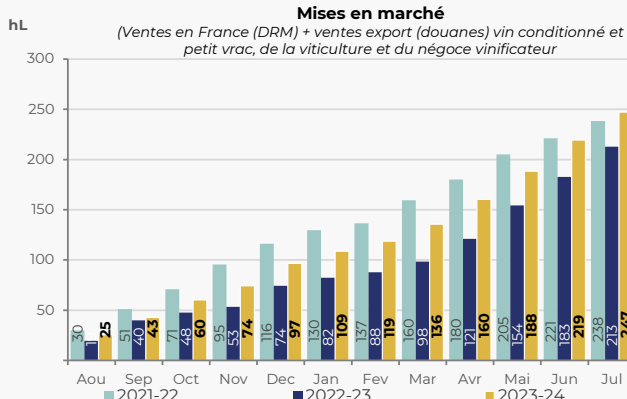


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+7,9%
variation du stock en hL
39
mois de stock



Stocks totaux

-4,9%
-50 hL



Volume mis en marché

-4,7%
-50 hL



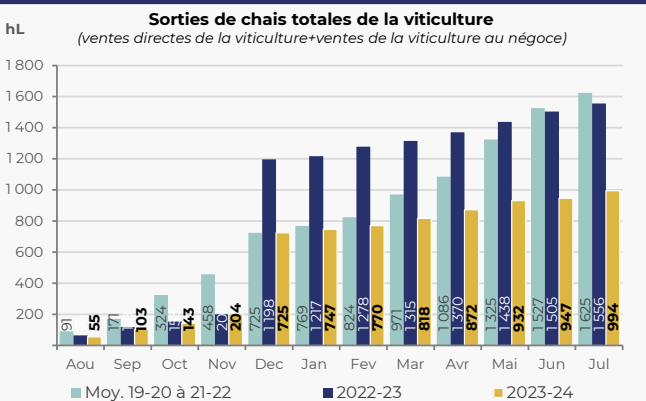
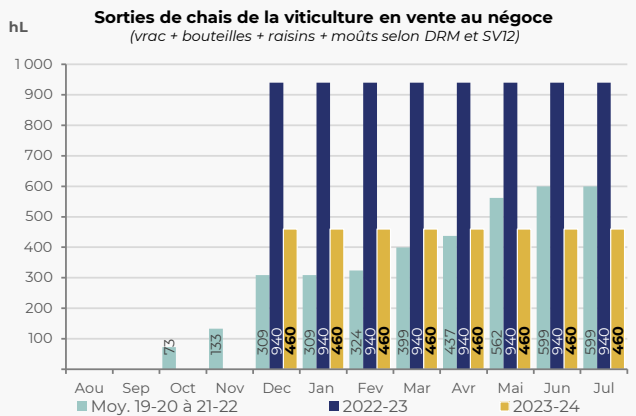
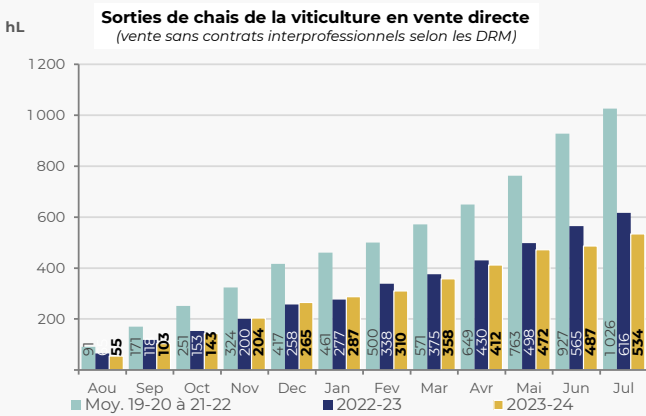
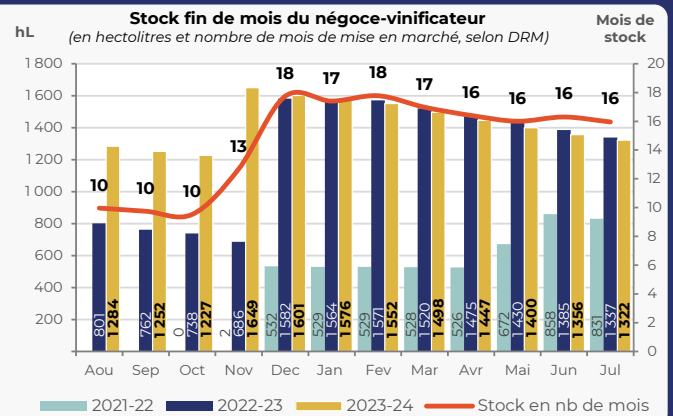
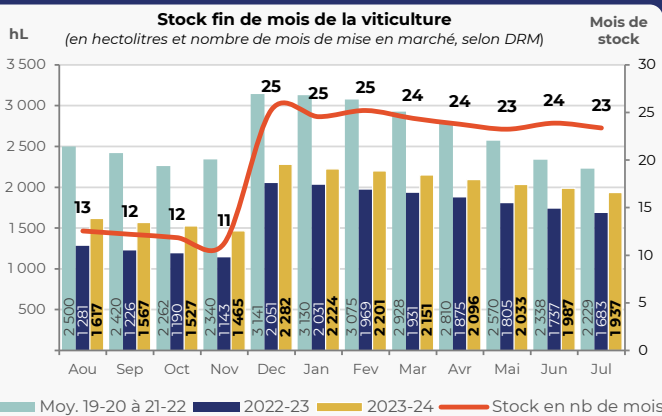
Volume ventes France

indisp.
#N/A



Volume ventes Export

Données économiques - production

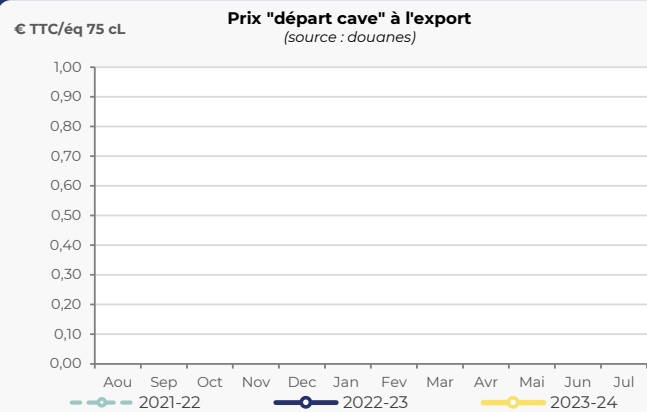
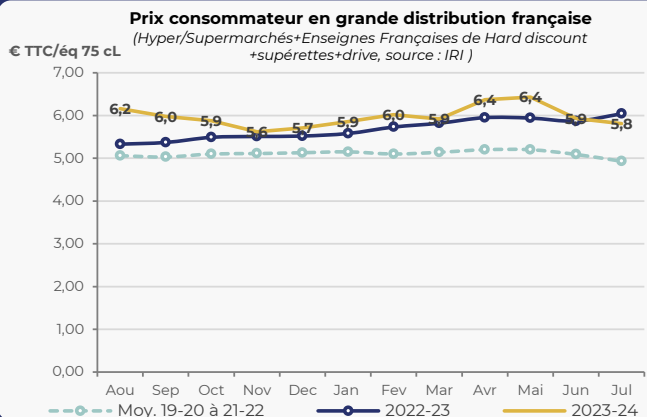
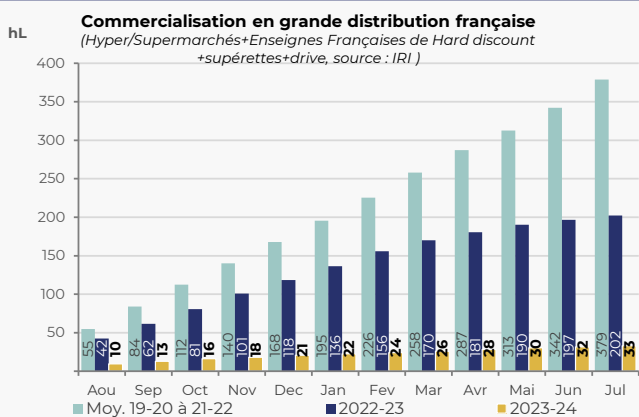
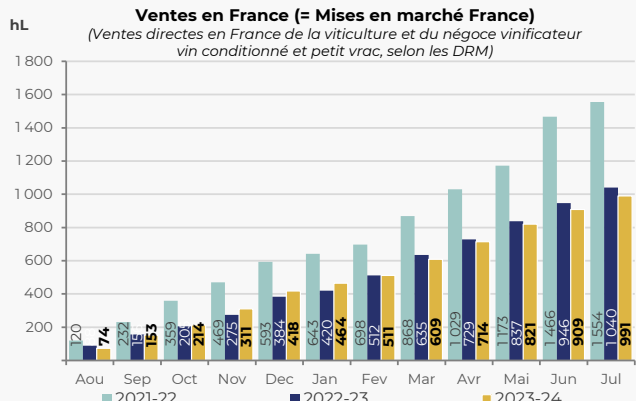
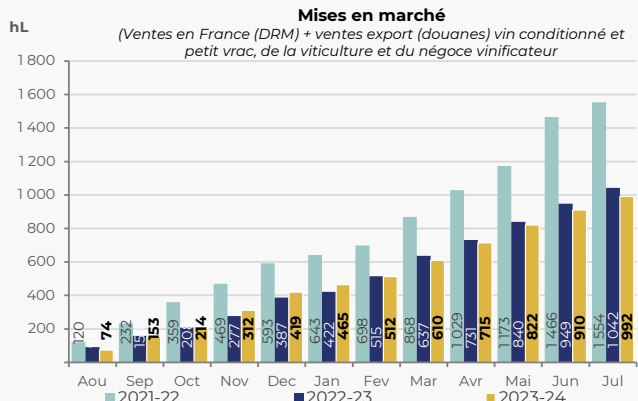


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+9,3%
variation du stock en hL
10
mois de stock



Stocks totaux

-5,9%
-60 hL



Volume mis en marché

-5,9%
-60 hL



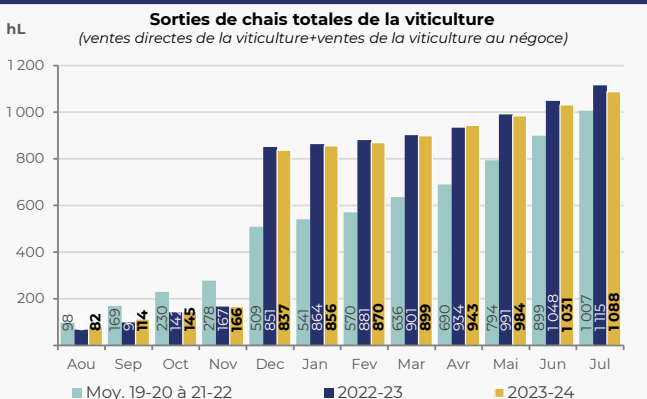
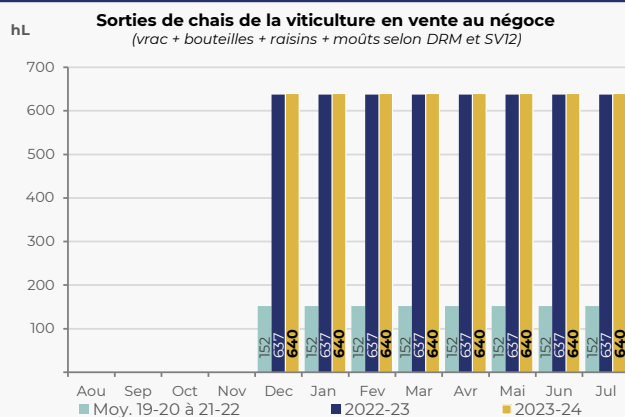
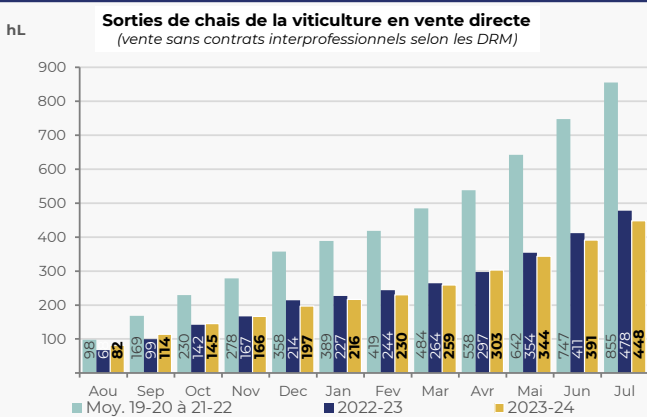
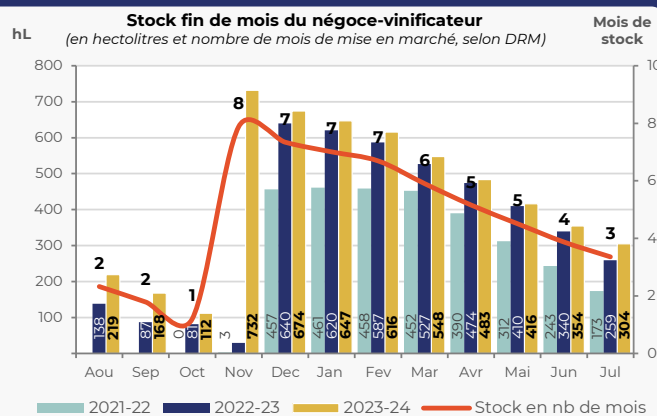
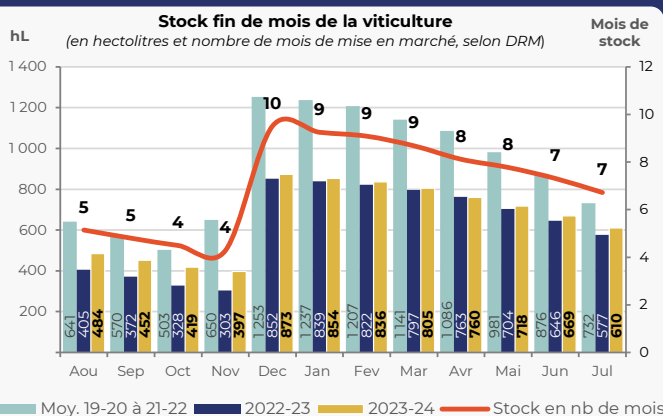
Volume ventes France

indisp.
#N/A



Volume ventes Export

Données économiques - production

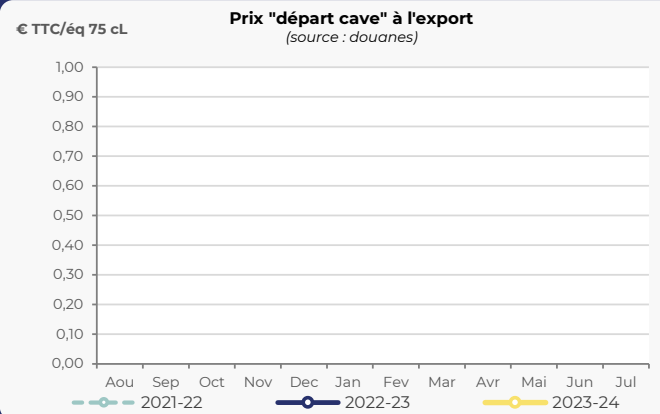
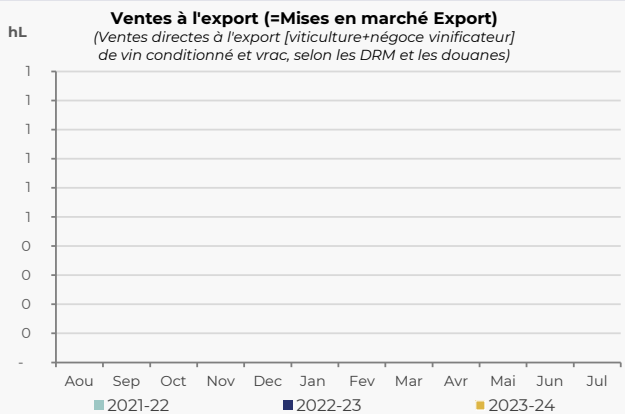
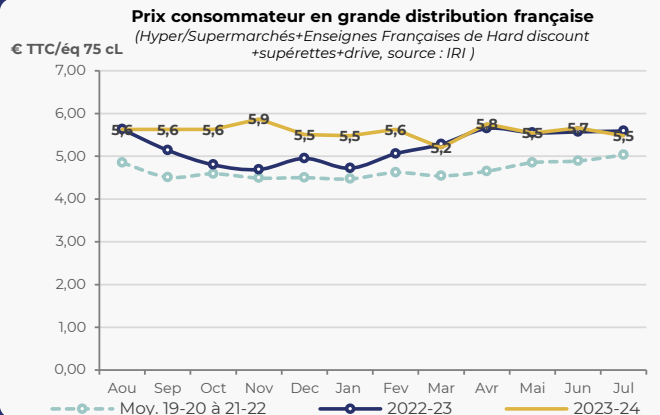
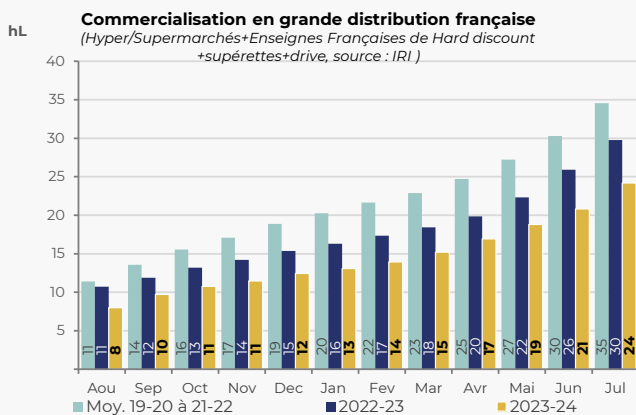
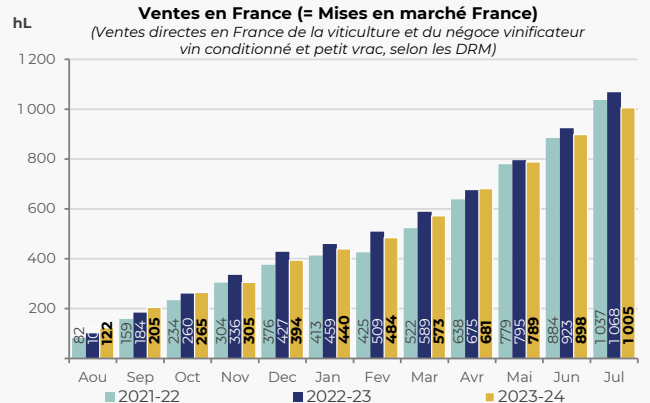
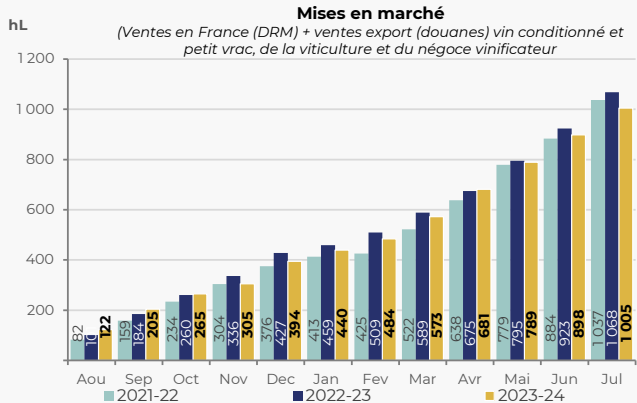


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

Données économiques - commercialisation



Total de l'AOP "Touraine-Chenonceaux"

Touraine Chenonceaux Blanc et Rouge

Évolution sur 12 mois glissants - juillet 2024

+28,0%
variation du stock en hL
27
mois de stock



Stocks totaux

-8,8%
-450 hL



Volume mis en marché

-5,0%
-190 hL



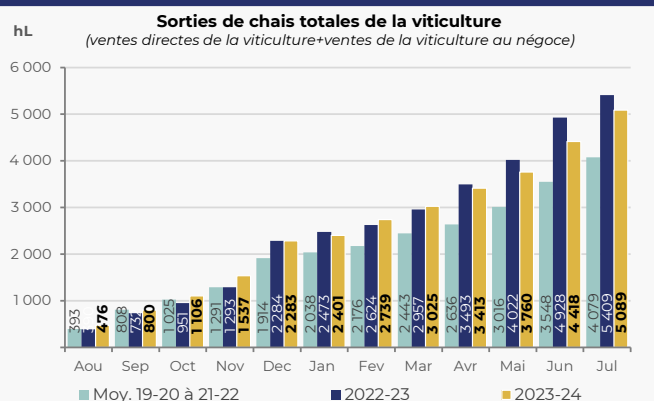
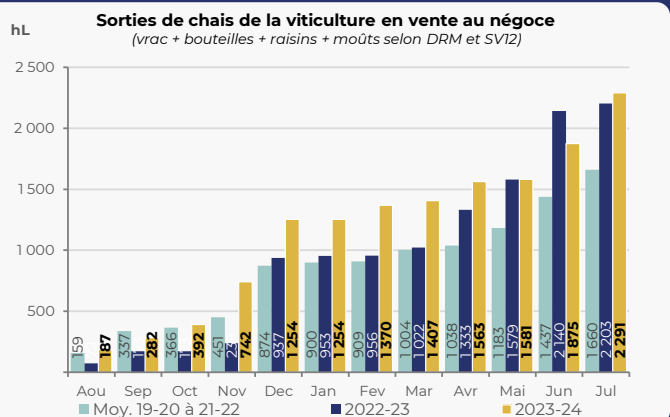
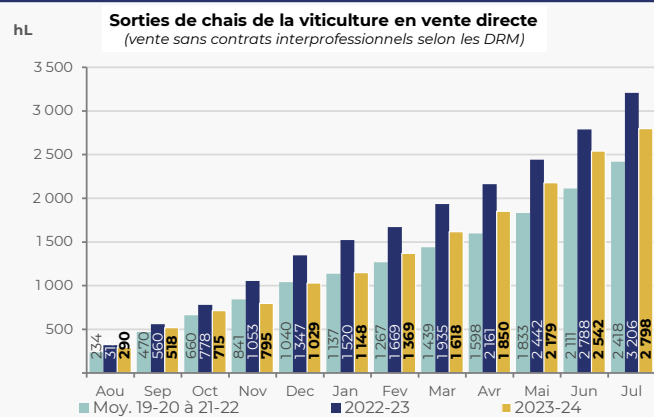
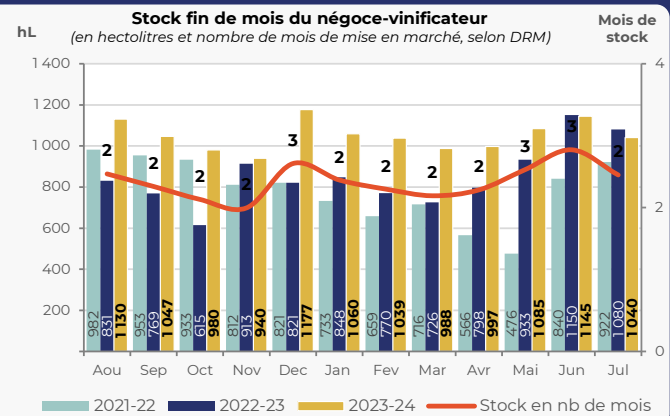
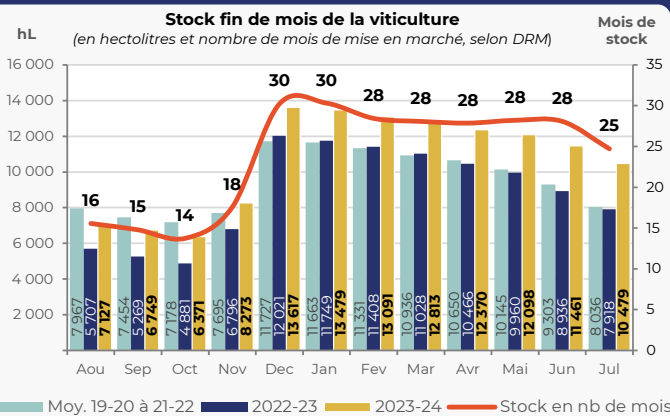
Volume ventes France

-21,4%
-250 hL



Volume ventes Export

Données économiques - production



Cours moyen depuis le début de campagne : **379 €/hL**

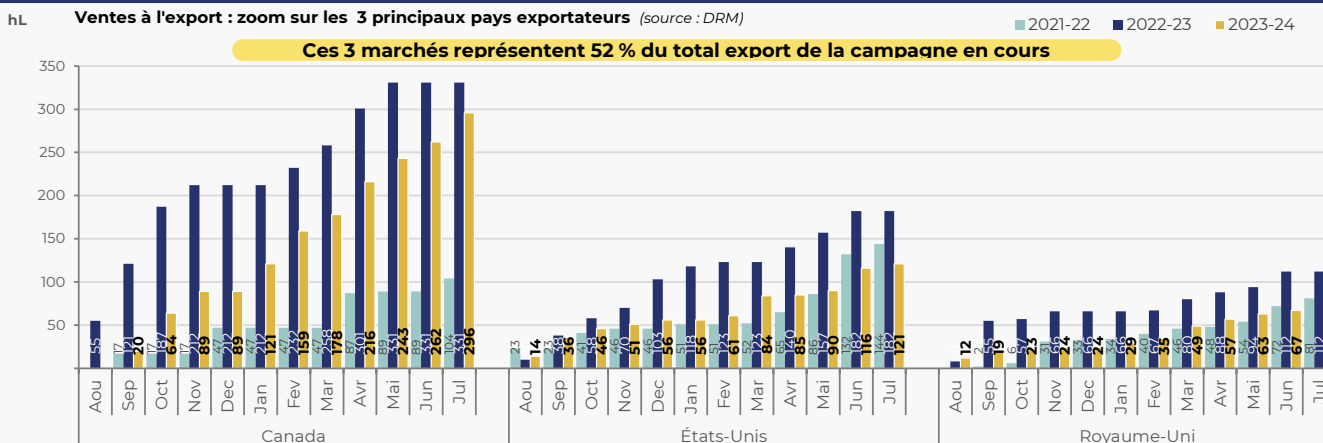
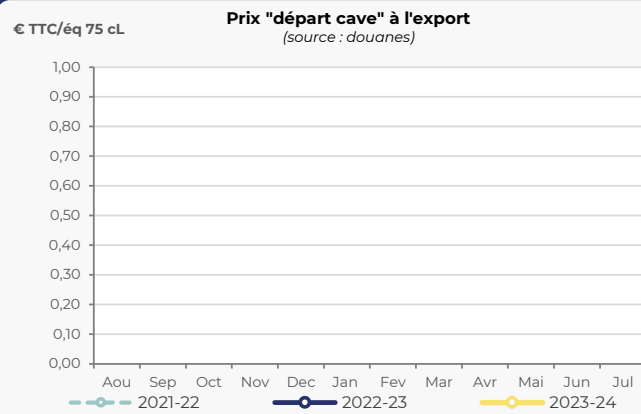
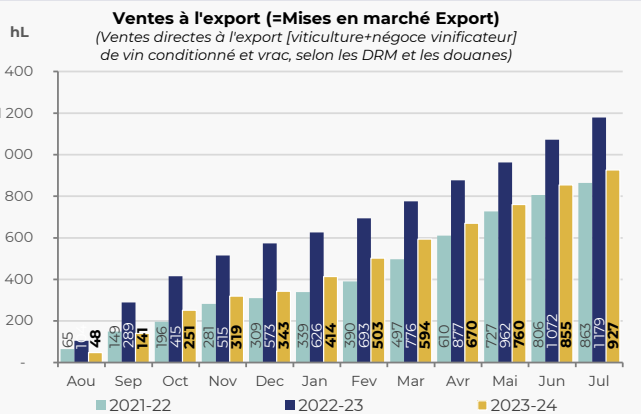
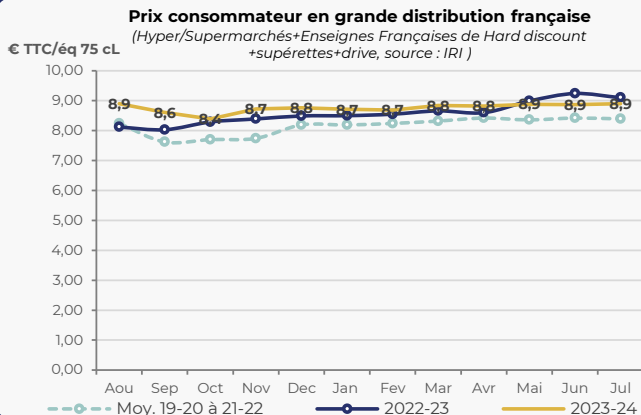
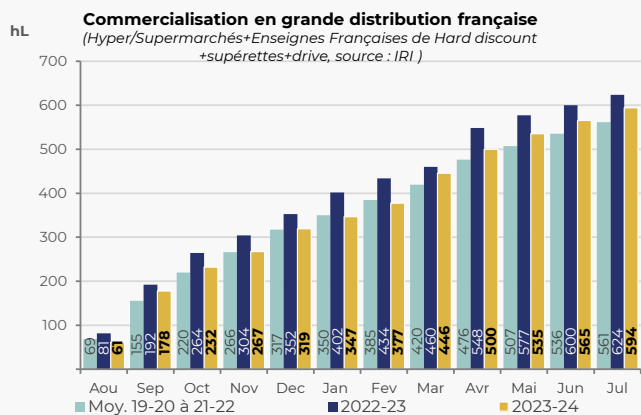
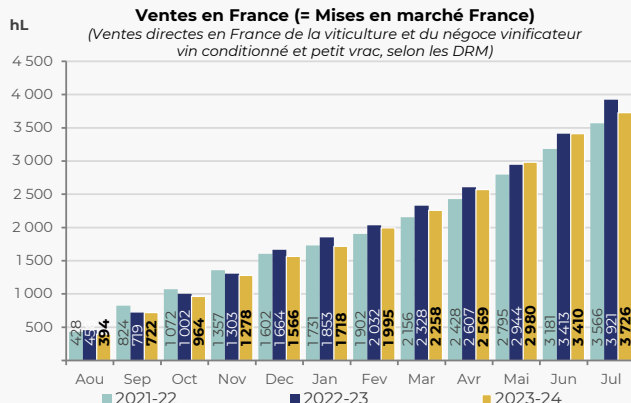
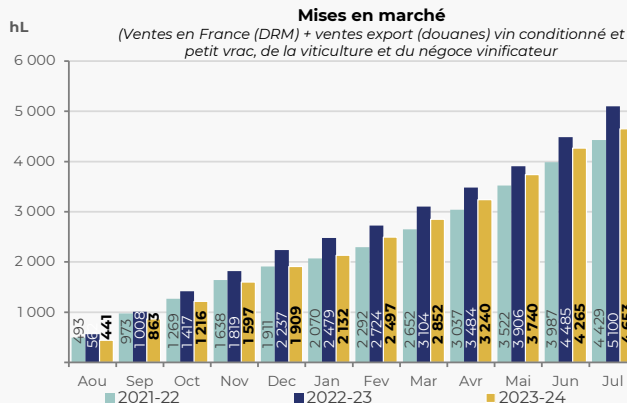
Aucune donnée de cours du vrac

Nb de contrats mensuels

Total de l'AOP "Touraine-Chenonceaux"

Touraine Chenonceaux Blanc et Rouge

Données économiques - commercialisation



Évolution sur 12 mois glissants - juillet 2024

+33,4%
variation du stock en hL
24
mois de stock



Stocks
totaux

-11,3%
-480 hL



Volume
mis en
marché

-6,9%
-210 hL



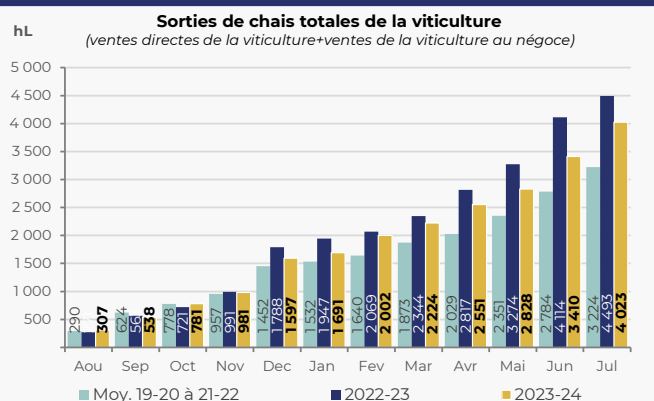
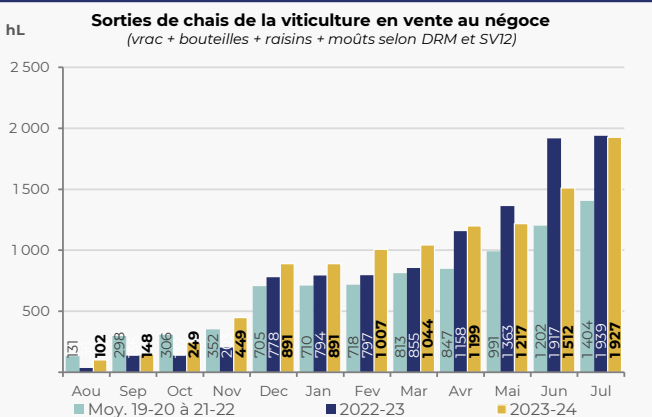
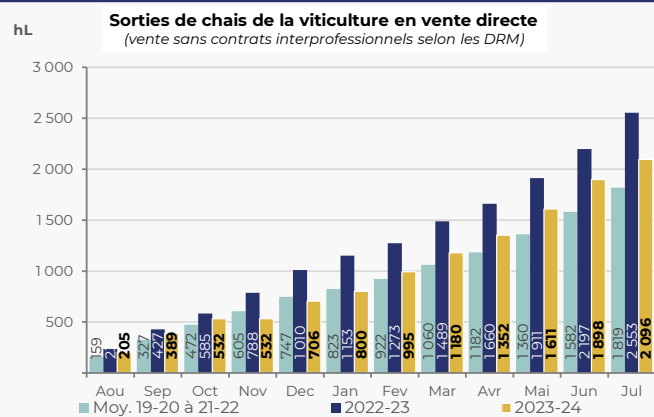
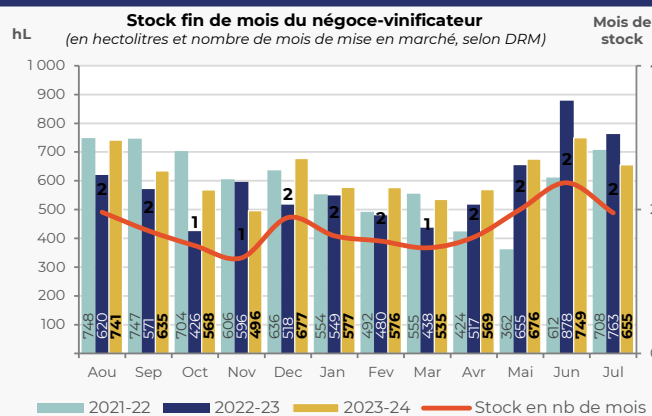
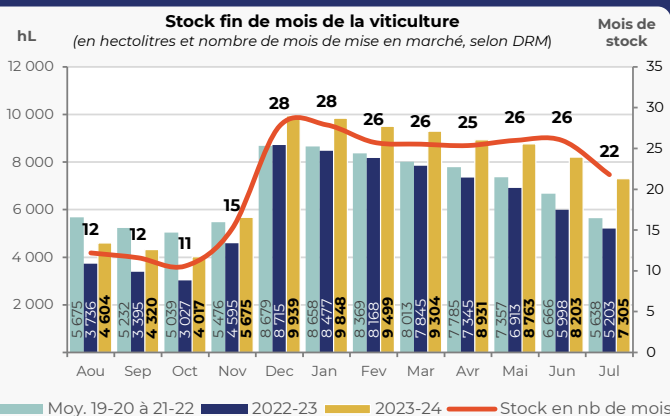
Volume
ventes
France

-23,4%
-270 hL



Volume
ventes
Export

Données économiques - production

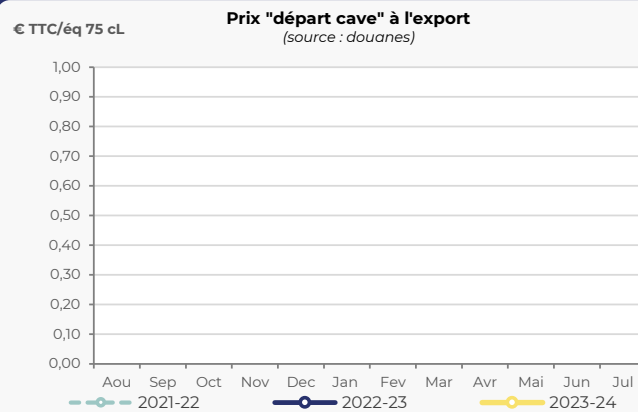
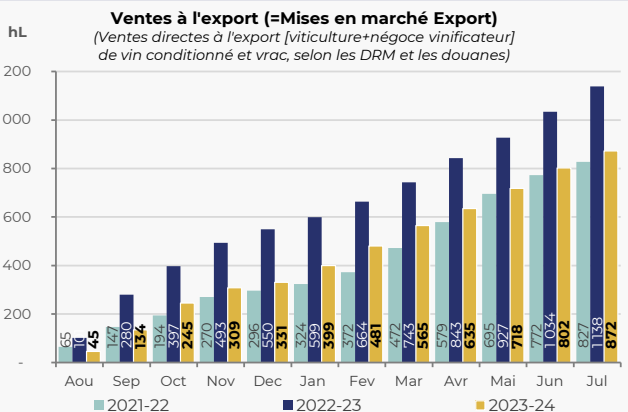
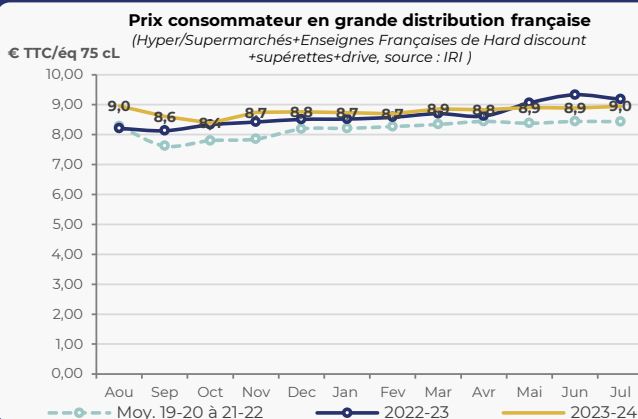
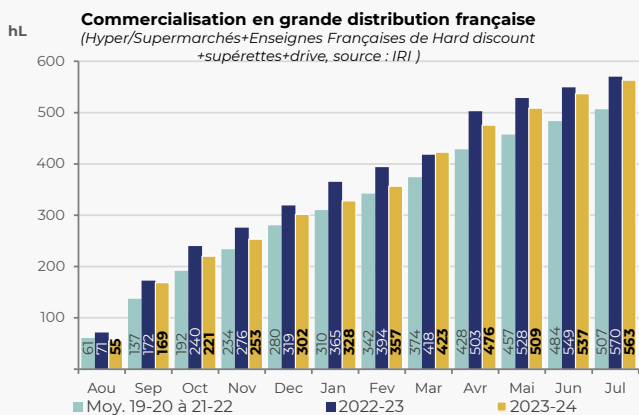
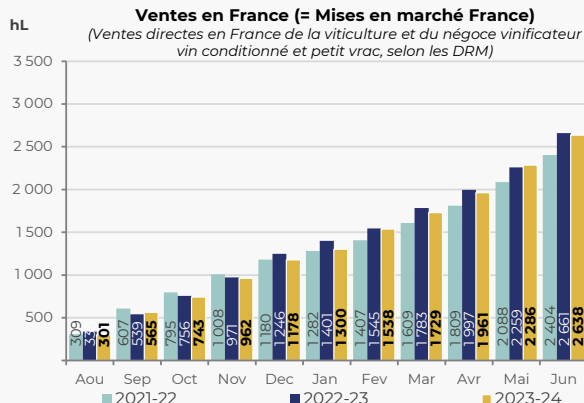
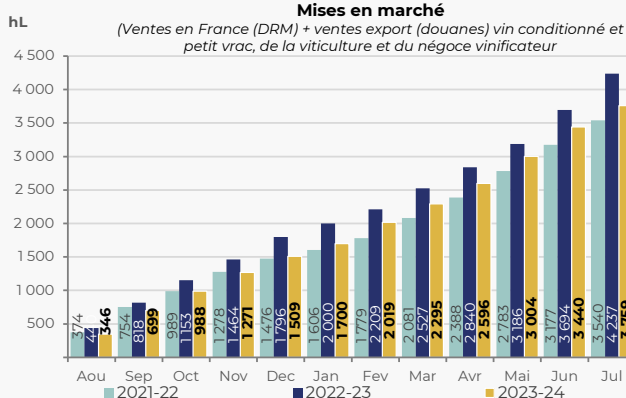


Cours moyen depuis le début de campagne : **377 €/hL**

Aucune donnée de cours du vrac

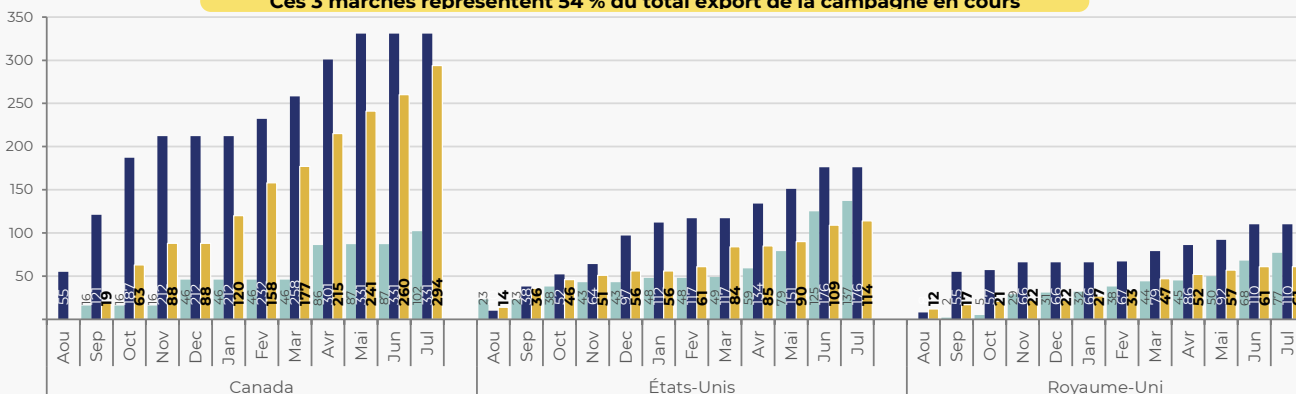
Nb de contrats mensuels

Données économiques - commercialisation



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

Ces 3 marchés représentent 54 % du total export de la campagne en cours



Évolution sur 12 mois glissants - juillet 2024

+17,4%
variation du stock en hL
40
mois de stock



Stocks
totaux

+3,7%
+30 hL



Volume
mis en
marché

+2,2%
+20 hL



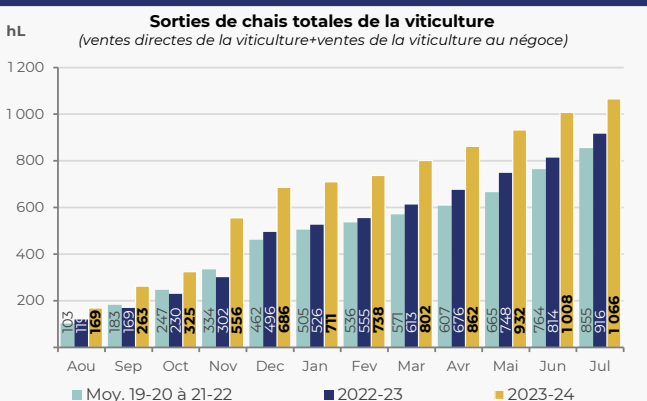
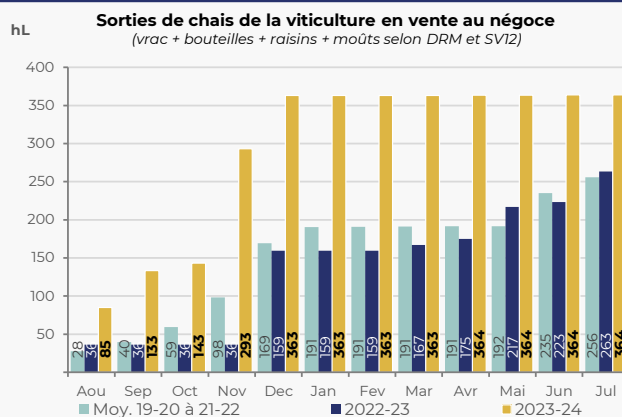
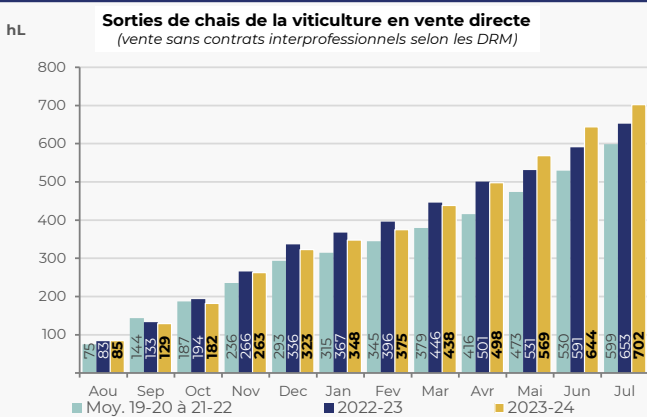
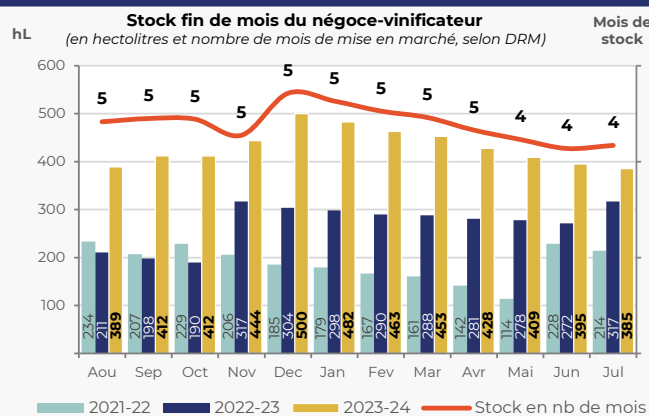
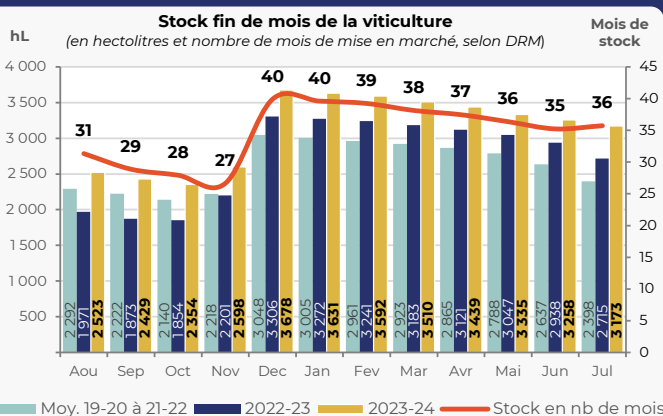
Volume
ventes
France

+33,5%
+10 hL



Volume
ventes
Export

Données économiques - production



Cours moyen depuis le début de campagne : **387 €/hL**

Aucune donnée de cours du vrac

Nbre de contrats mensuels

Données économiques - commercialisation

