

# Conjoncture économique mensuelle des vins de Loire

## Vignoble de la Touraine Situation à fin juillet 2024



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

Document édité par le Pôle Prospective - Service Économie et Études

Antoine FRANÇOIS : [a.francois@vinsdeloire.f](mailto:a.francois@vinsdeloire.f) 02.47.60.55.14  
Fanny GAUTIER : [f.gautier@vinsdeloire.f](mailto:f.gautier@vinsdeloire.f) 02.47.60.55.08



## Total AOP du Vignoble de la Touraine

Tous les vins sous AOP produits dans le vignoble de la Touraine sans distinction de couleur

### Évolution sur 12 mois glissants - juillet 2024

**+6,2%**  
variation du stock en hL  
**19**  
mois de stock



Stocks  
totaux

**+19,1%**  
**+62 150 hL**



Volume  
mis en  
marché

**-5,8%**  
**-18 900 hL**



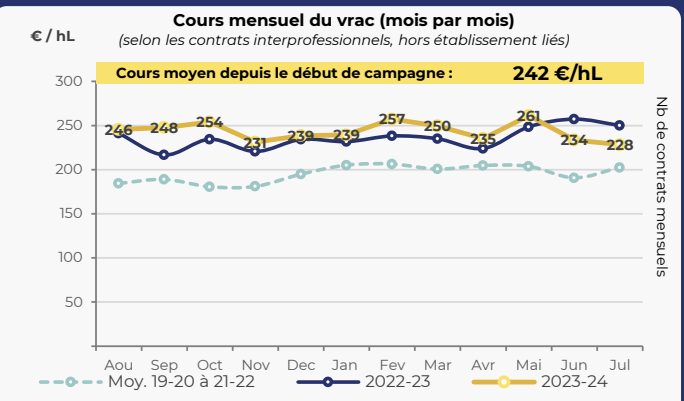
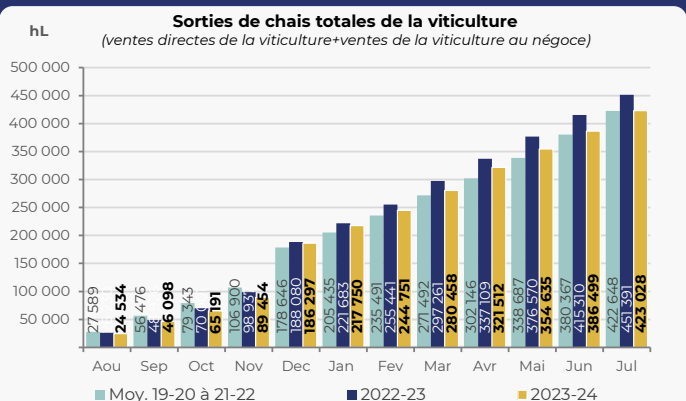
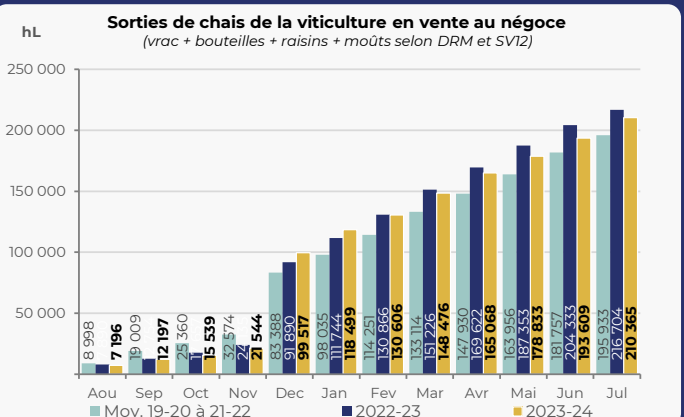
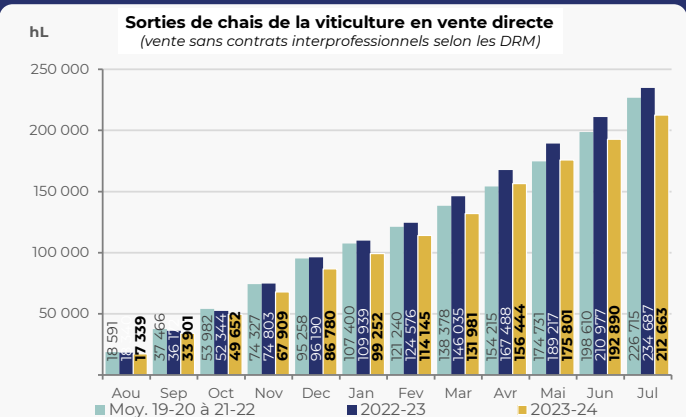
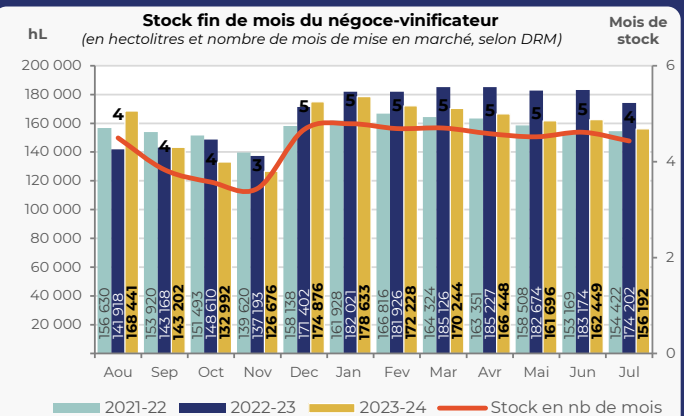
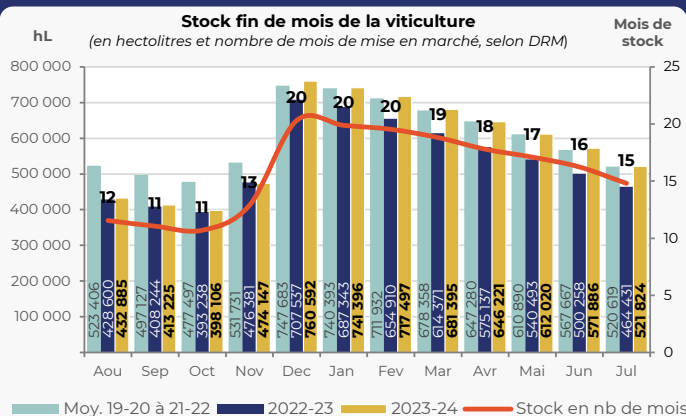
Volume  
ventes  
France

**indisp.**  
**#N/A**



Volume  
ventes  
Export

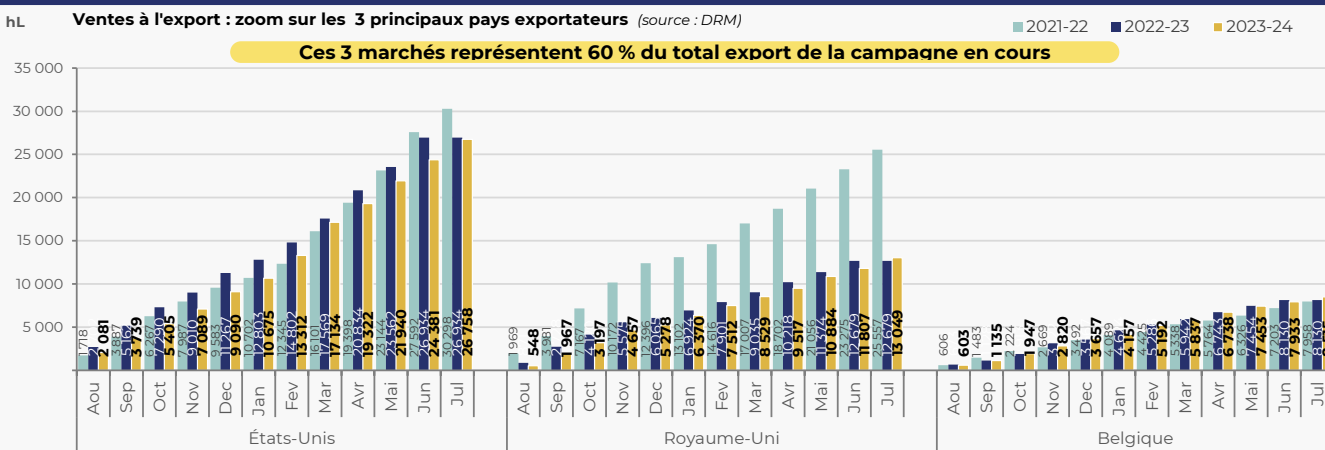
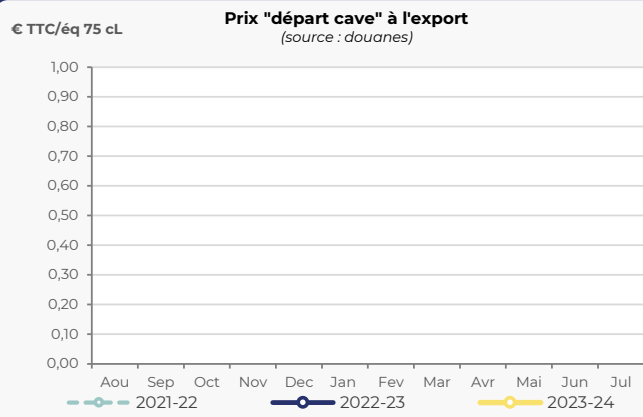
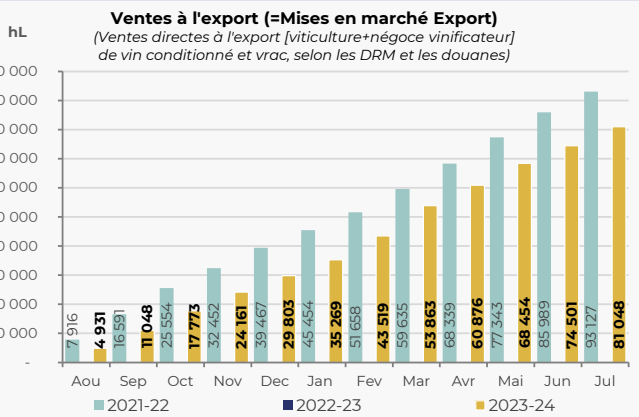
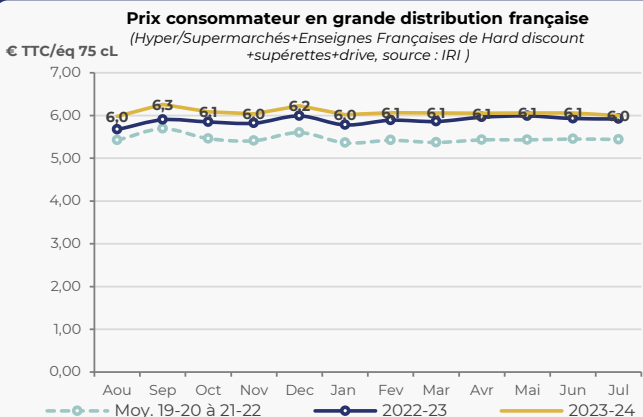
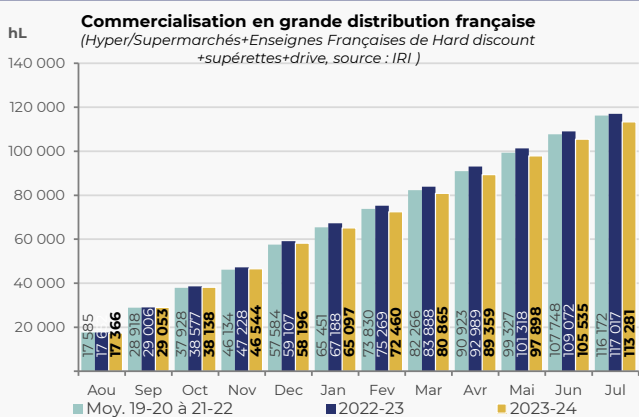
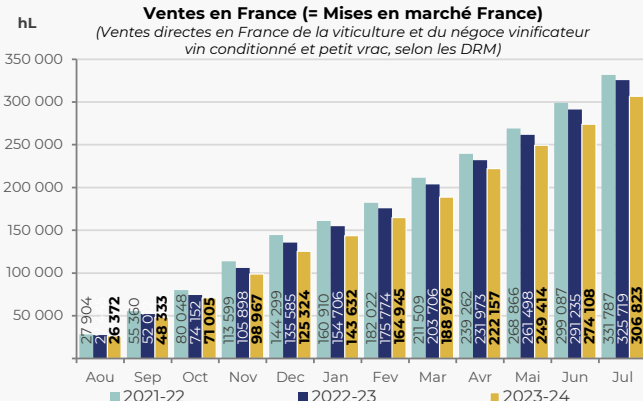
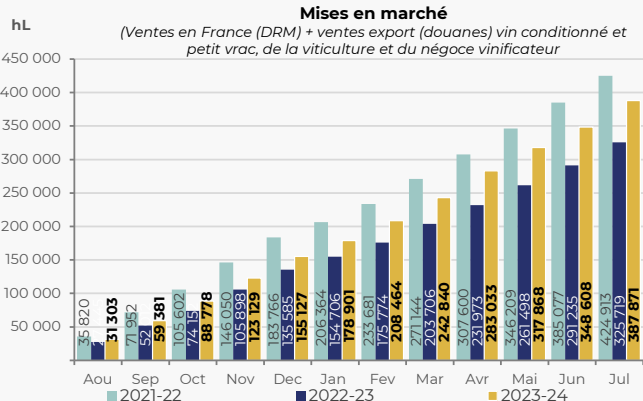
### Données économiques - production



## Total AOP du Vignoble de la Touraine

Tous les vins sous AOP produits dans le vignoble de la Touraine sans distinction de couleur

### Données économiques - commercialisation



### Évolution sur 12 mois glissants - juillet 2024

**+19,6%**  
variation du stock en hL  
**15**  
mois de stock



Stocks  
totaux

**-3,0%**  
**-4 640 hL**



Volume  
mis en  
marché

**-0,5%**  
**-360 hL**



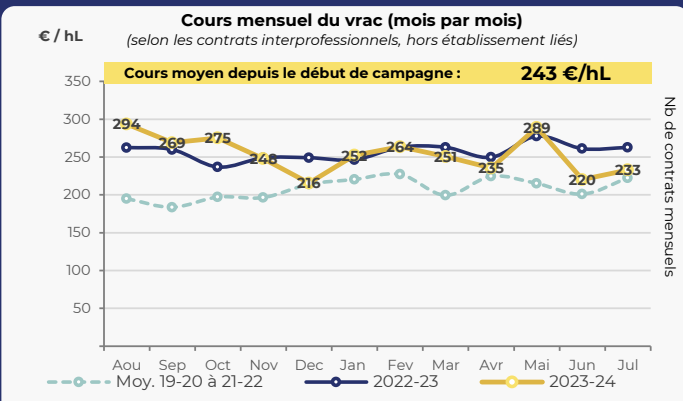
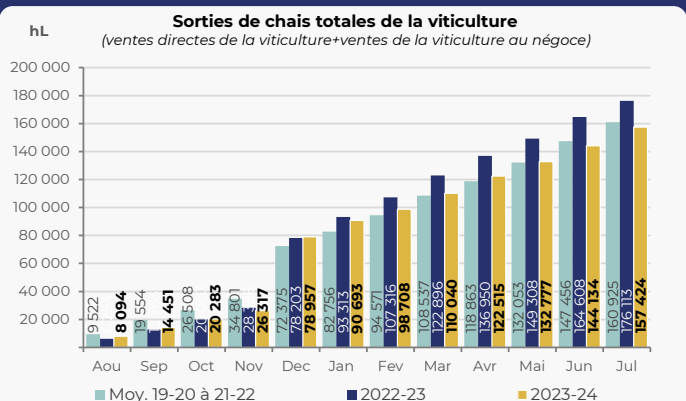
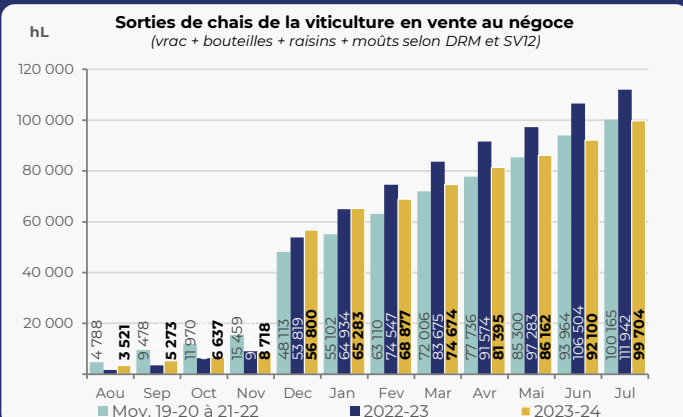
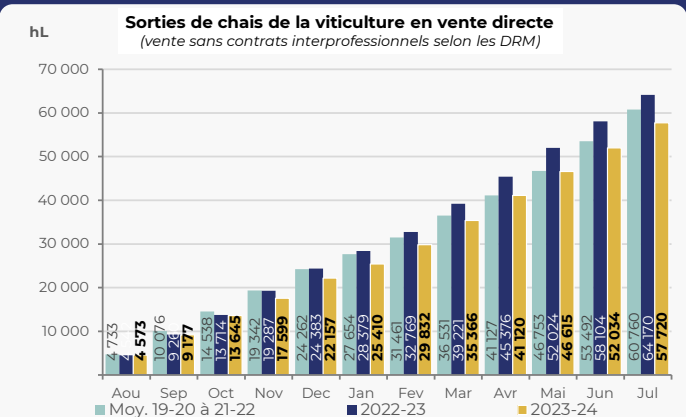
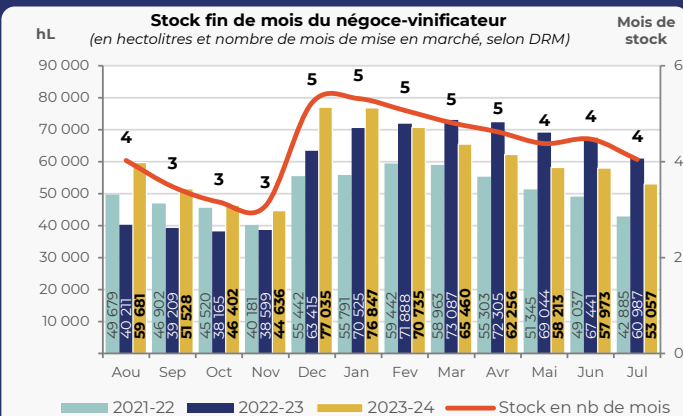
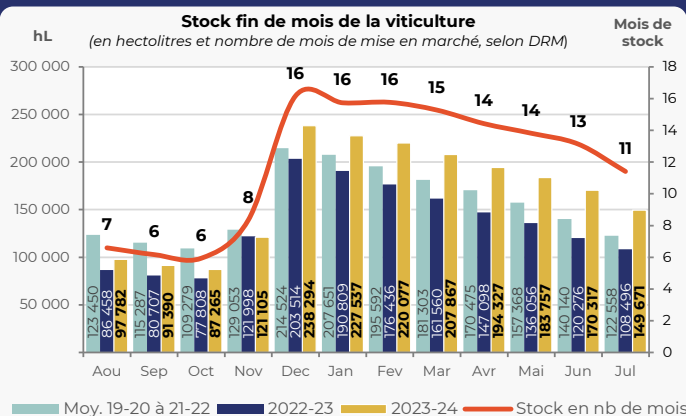
Volume  
ventes  
France

**-5,6%**  
**-4 270 hL**

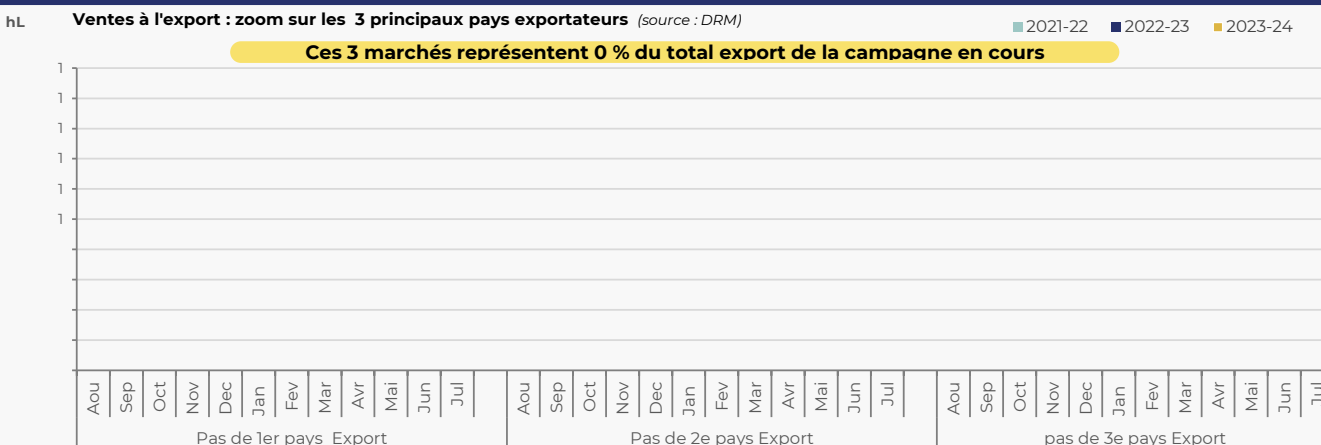
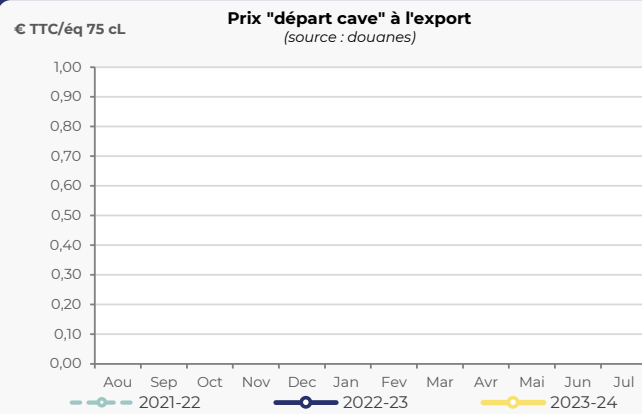
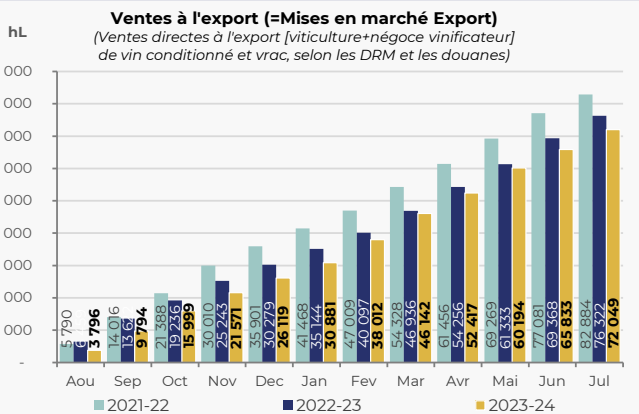
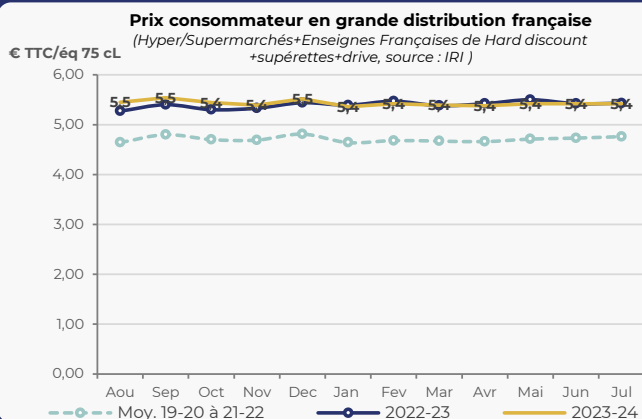
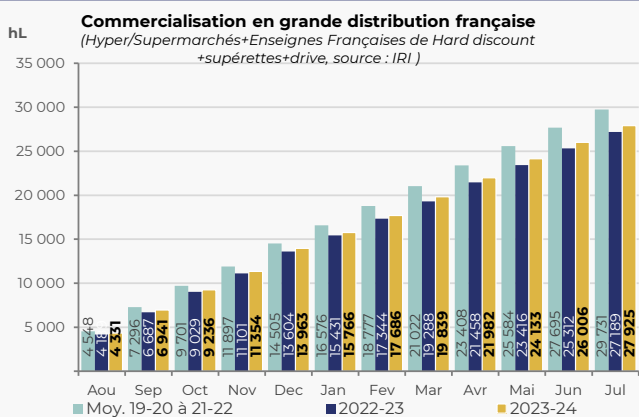
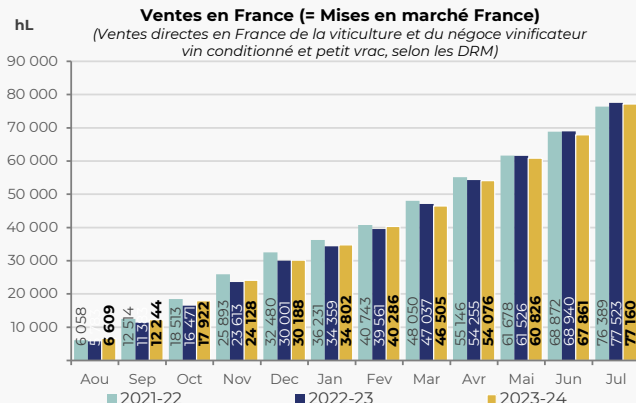
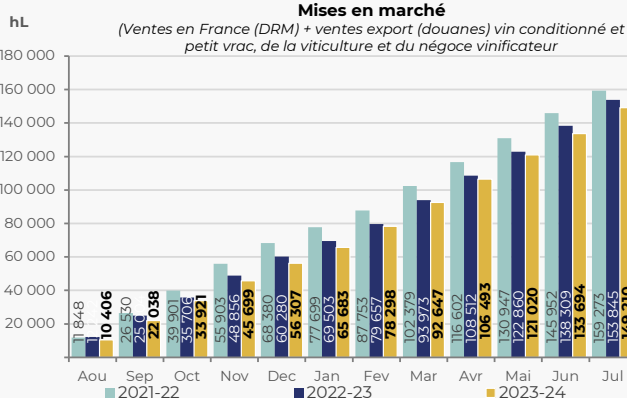


Volume  
ventes  
Export

### Données économiques - production



### Données économiques - commercialisation



### Évolution sur 12 mois glissants - juillet 2024

**+10,5%**  
variation du stock en hL  
**14**  
mois de stock



**Stocks totaux**

**-10,9%**  
**-2 360 hL**



**Volume mis en marché**

**-11,1%**  
**-1 990 hL**



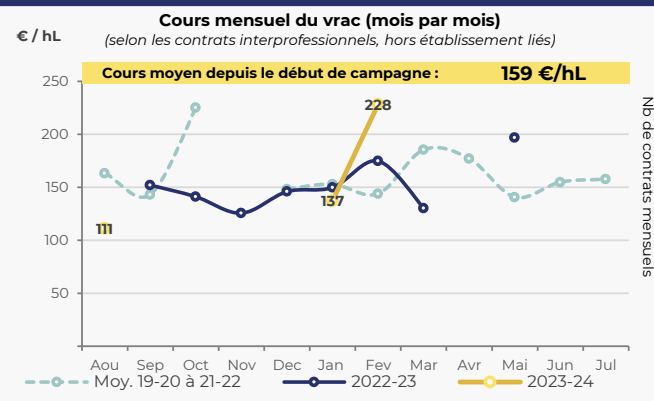
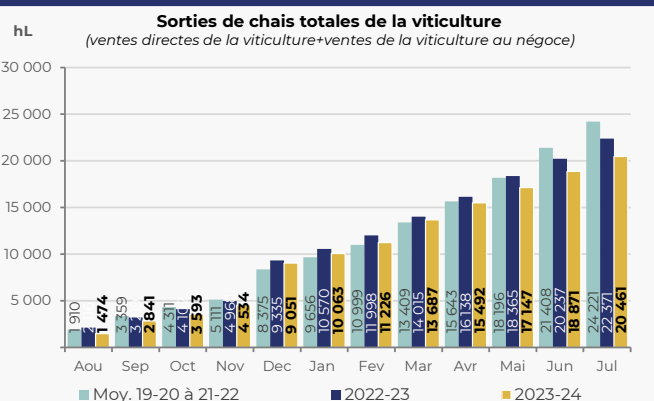
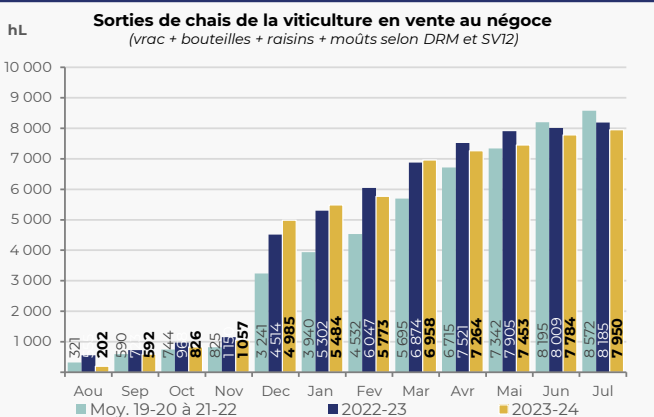
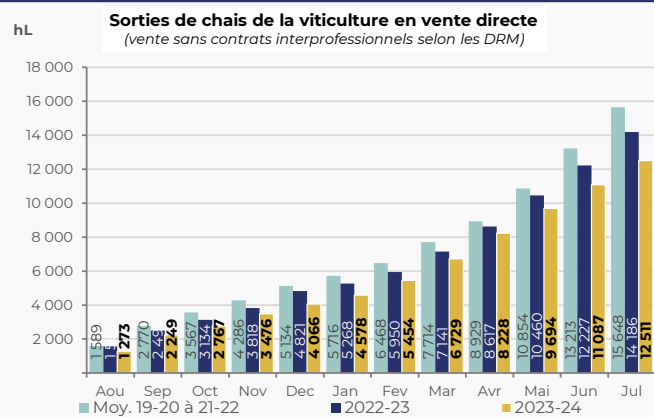
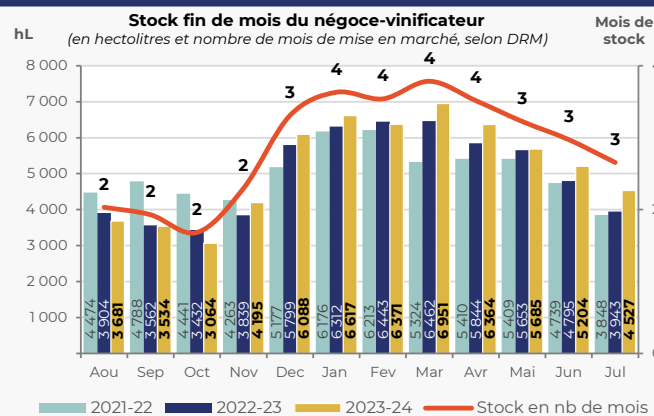
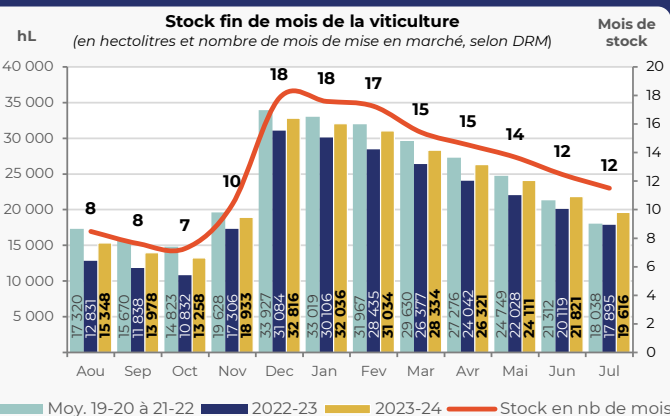
**Volume ventes France**

**-10,2%**  
**-380 hL**

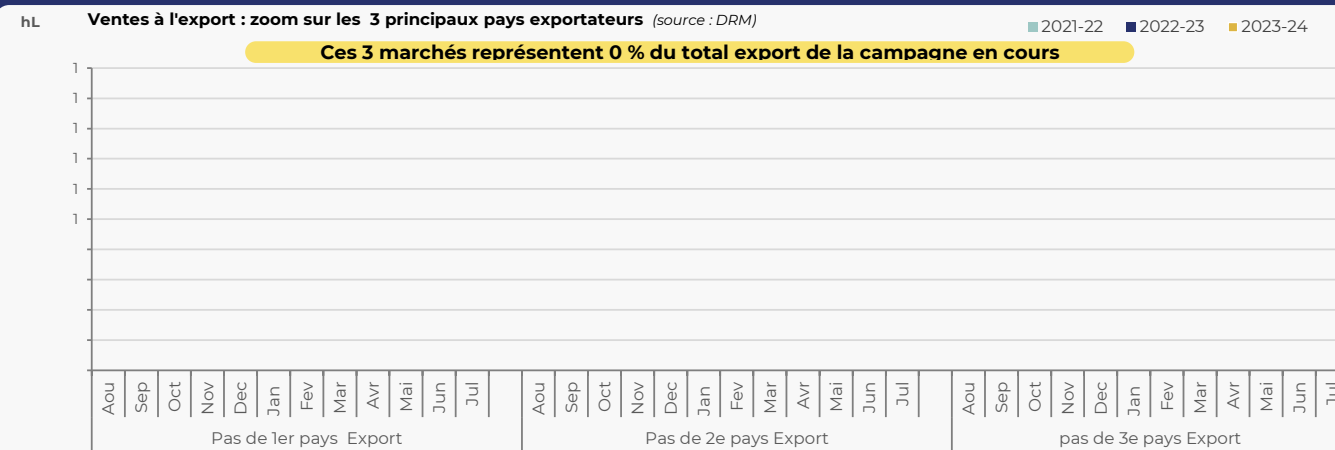
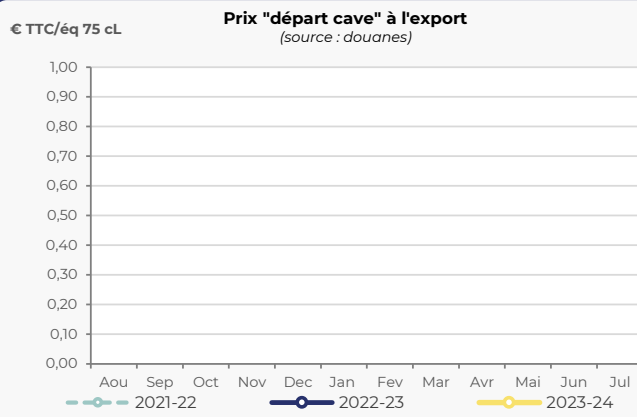
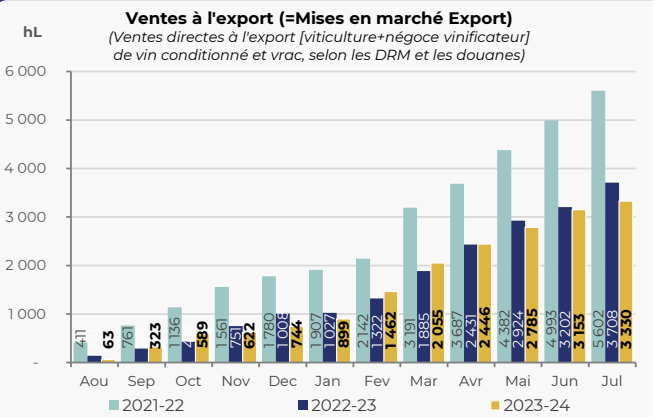
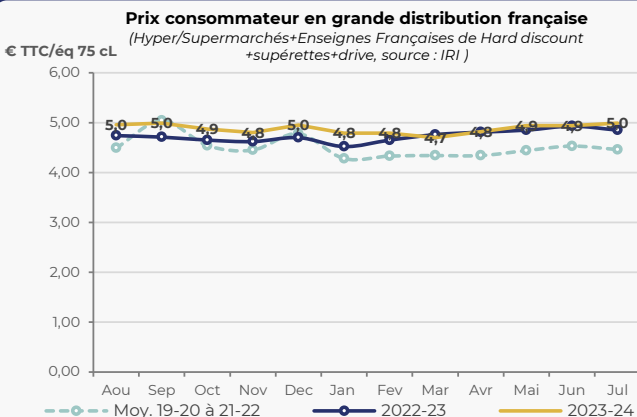
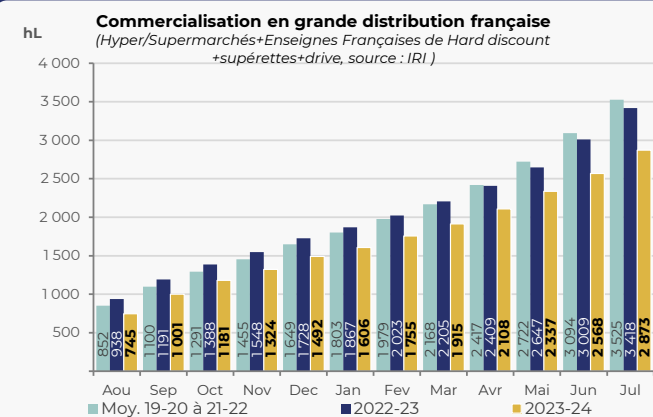
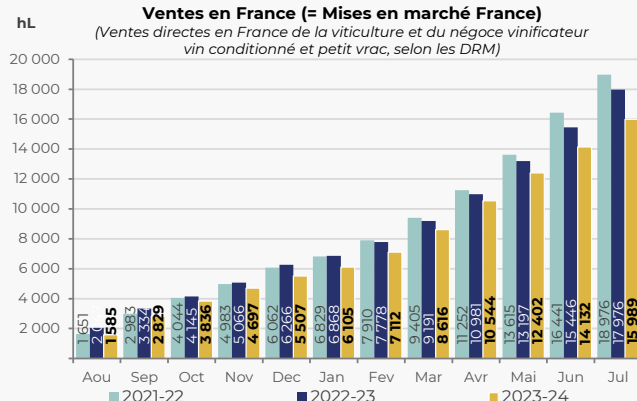
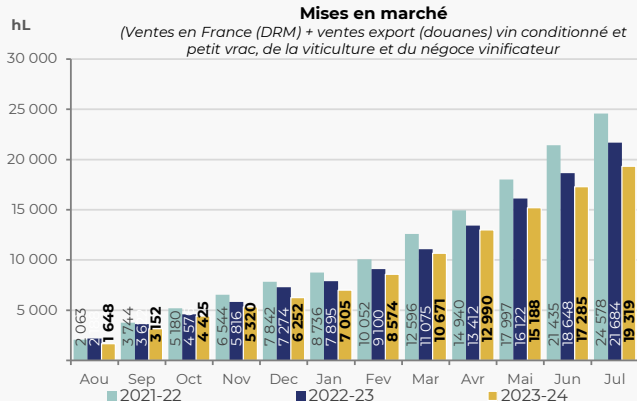


**Volume ventes Export**

### Données économiques - production



### Données économiques - commercialisation





### Évolution sur 12 mois glissants - juillet 2024

**+1,7%**  
variation du stock en hL  
**18**  
mois de stock



**Stocks totaux**

**-12,4%**  
**-20 570 hL**



**Volume mis en marché**

**-12,7%**  
**-19 330 hL**



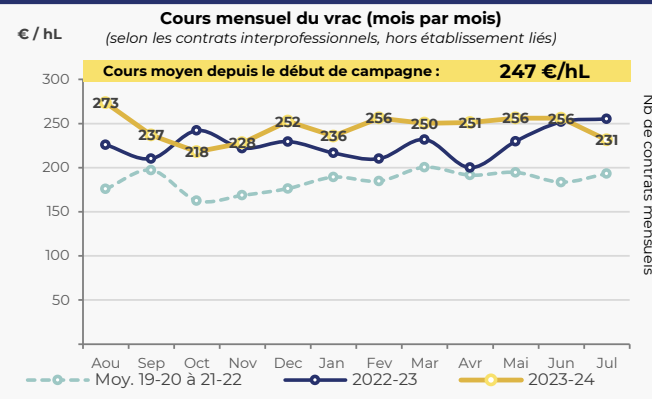
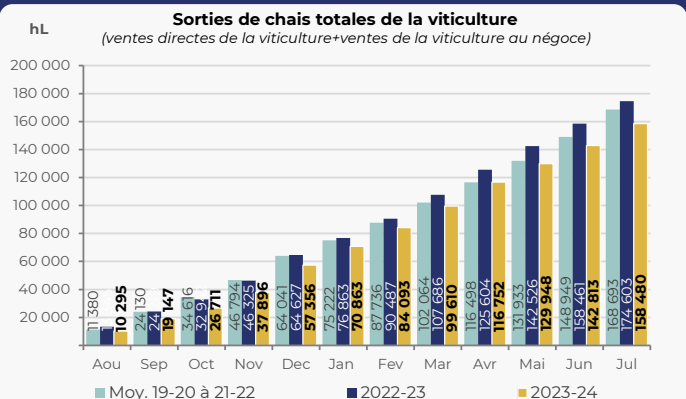
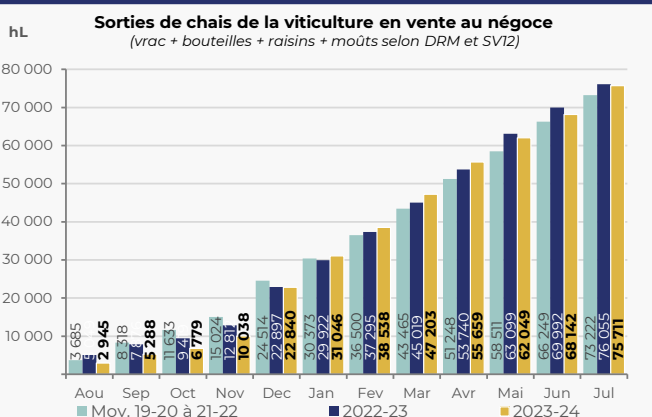
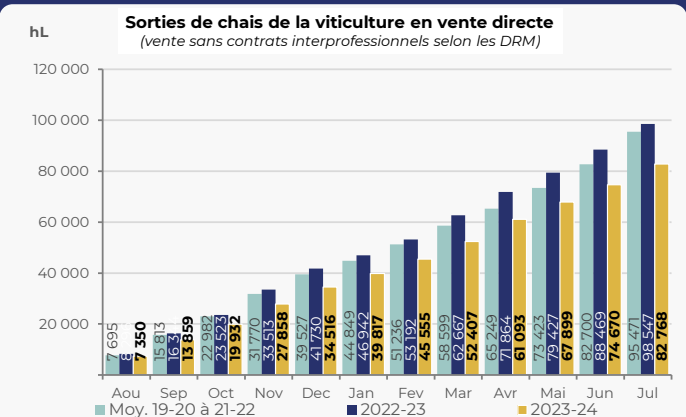
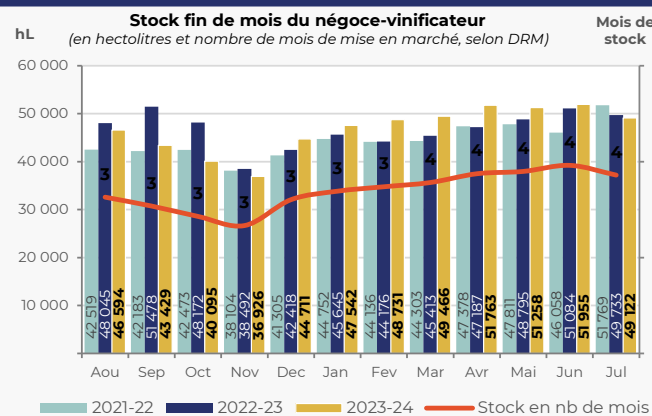
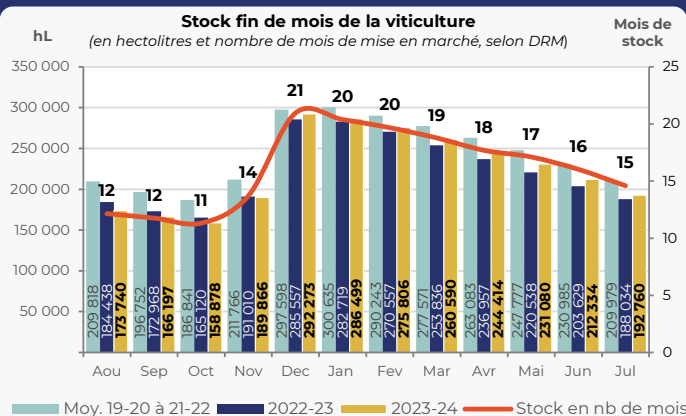
**Volume ventes France**

**-8,8%**  
**-1 240 hL**

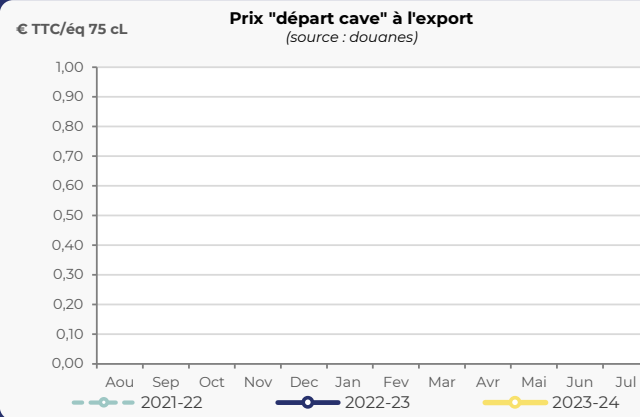
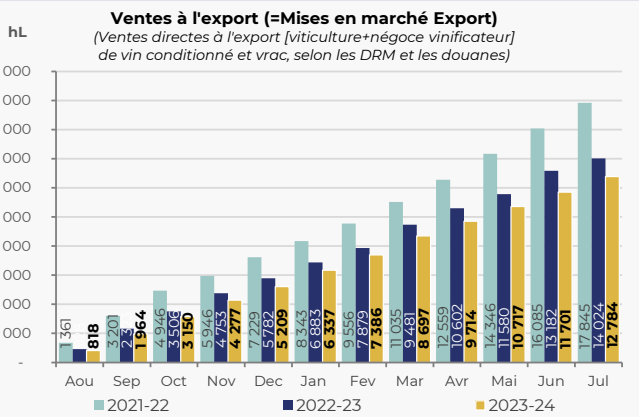
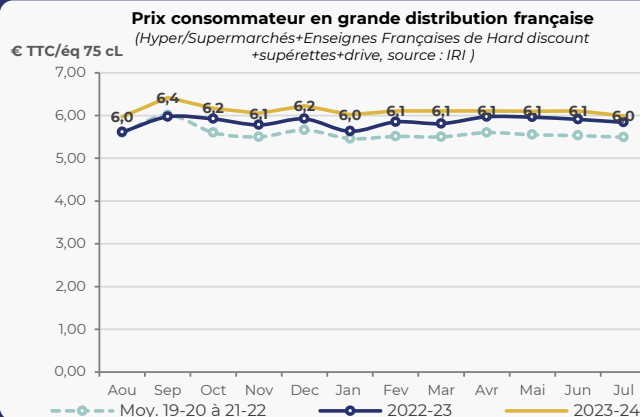
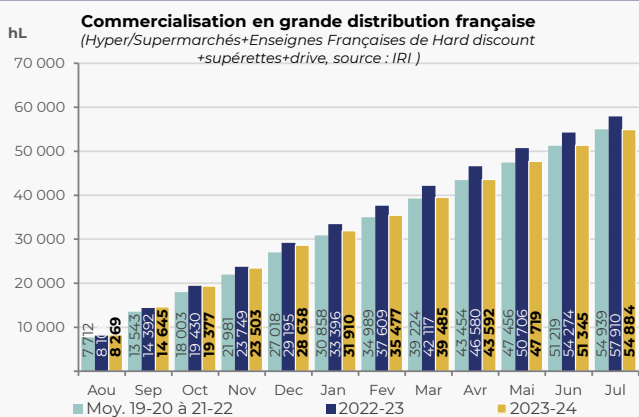
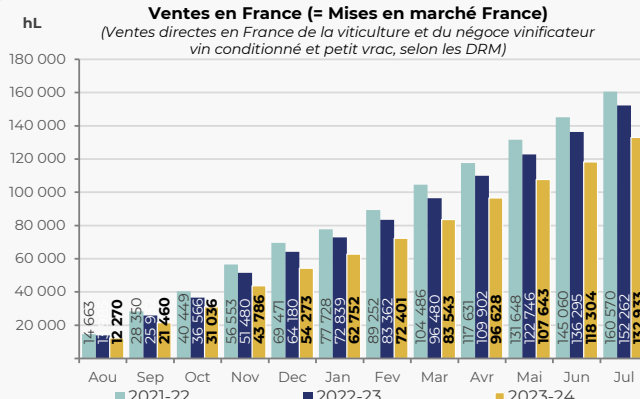
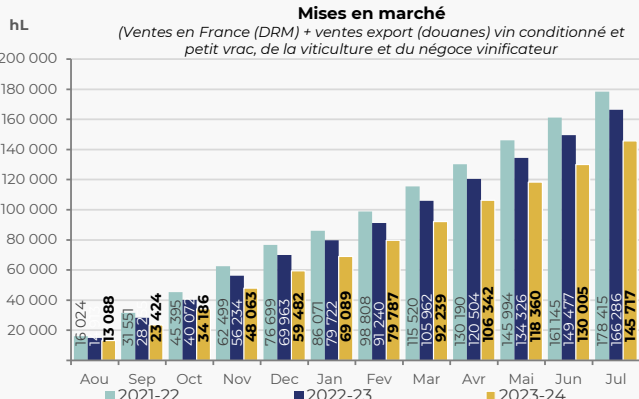


**Volume ventes Export**

### Données économiques - production



### Données économiques - commercialisation



### Évolution sur 12 mois glissants - juillet 2024

**-0,1%**  
variation du stock en hL  
**29**  
mois de stock



**Stocks totaux**

**+3,2%**  
**+2 650 hL**



**Volume mis en marché**

**+3,6%**  
**+2 780 hL**



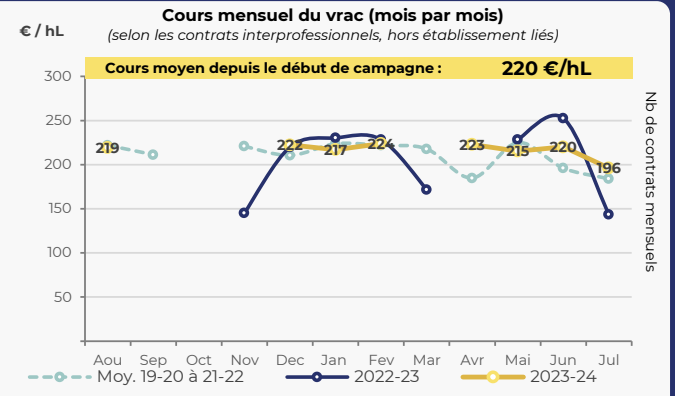
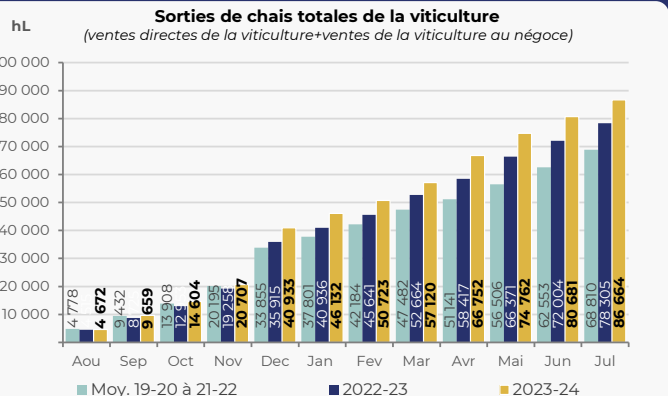
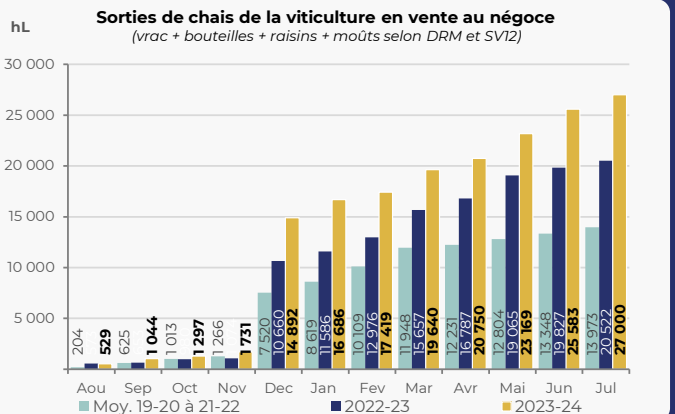
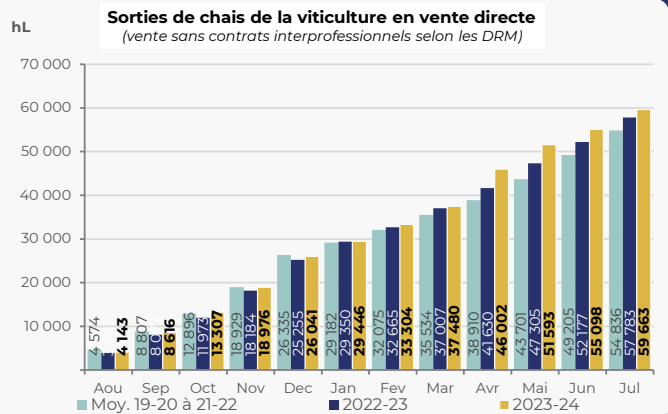
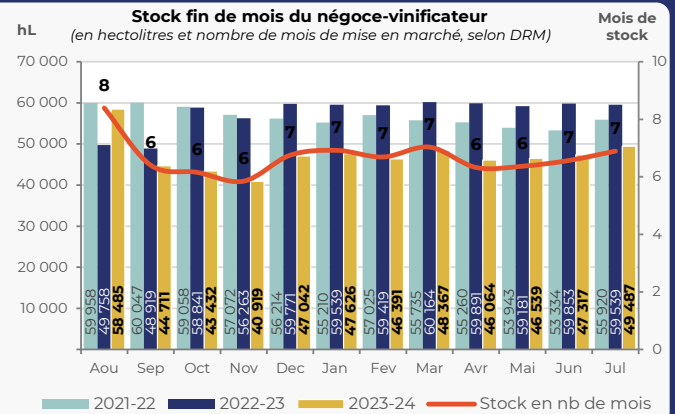
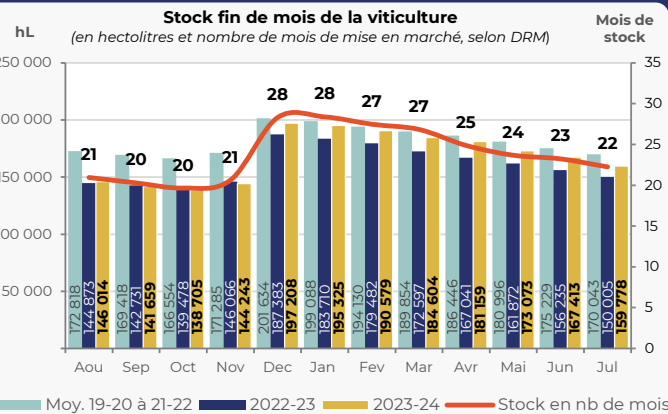
**Volume ventes France**

**-2,5%**  
**-140 hL**



**Volume ventes Export**

### Données économiques - production



### Données économiques - commercialisation

