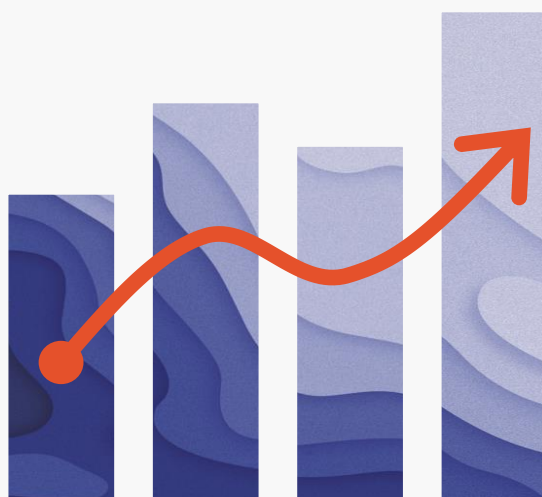


Conjoncture économique annuelle

Fiches éco - 15 ans

Coteaux du Layon

septembre 2024



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

Document édité par le Pôle Prospective - Service Économie et Études

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Fanny GAUTIER : f.gautier@vinsdeloire.f 02.47.60.55.08

FICHE ÉCO 15 ANS

TOTAL DE L'AOP "COTEAUX DU LAYON"

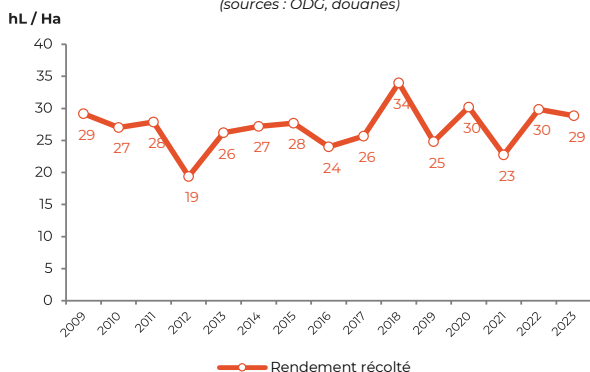
Coteaux du Layon Générique, 1er Cru Chaume et Villages



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

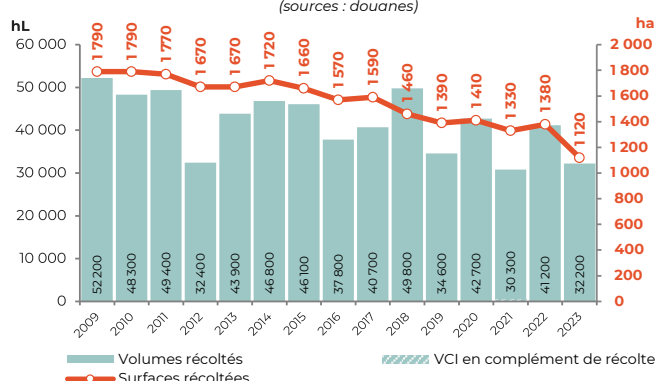
Rendements

(sources : ODG, douanes)



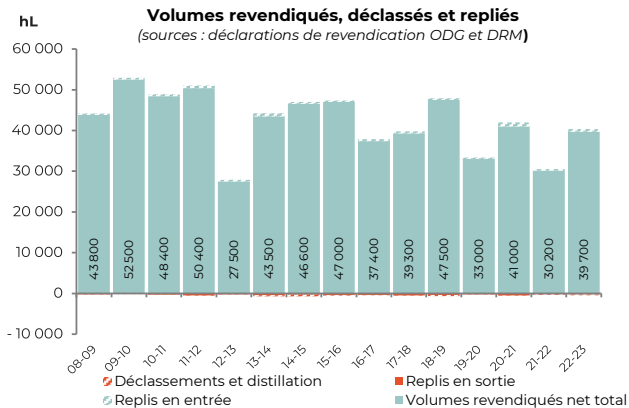
Récoltes : surfaces et volumes

(sources : douanes)



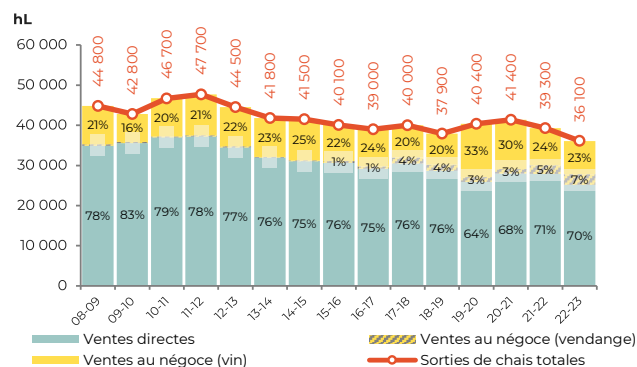
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



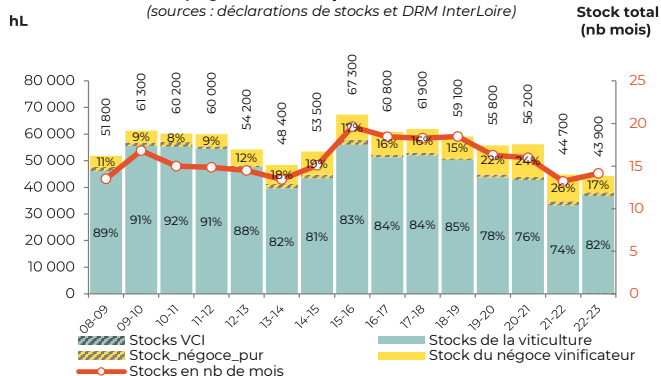
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



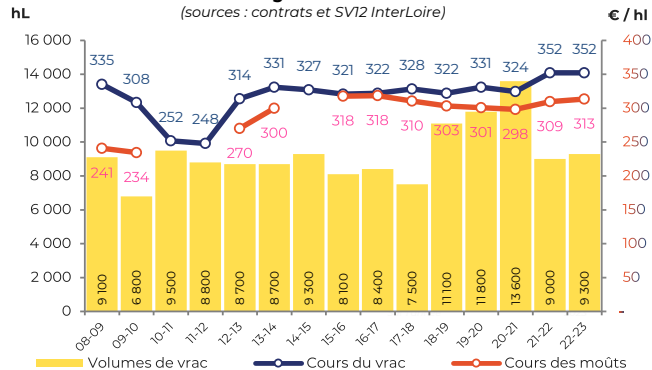
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

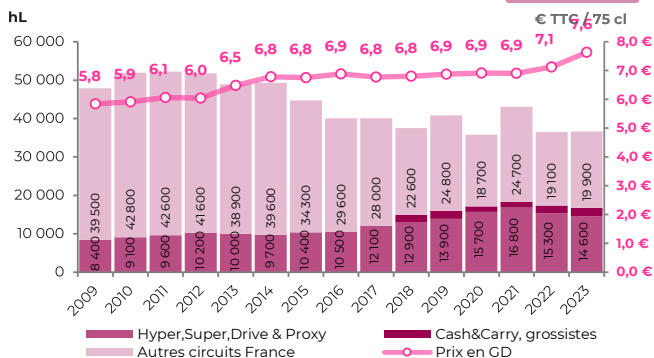
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

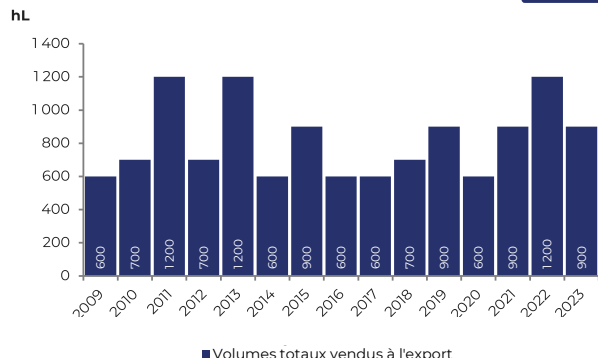
98% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

2% du total sortie de chais Sur l'année 2023

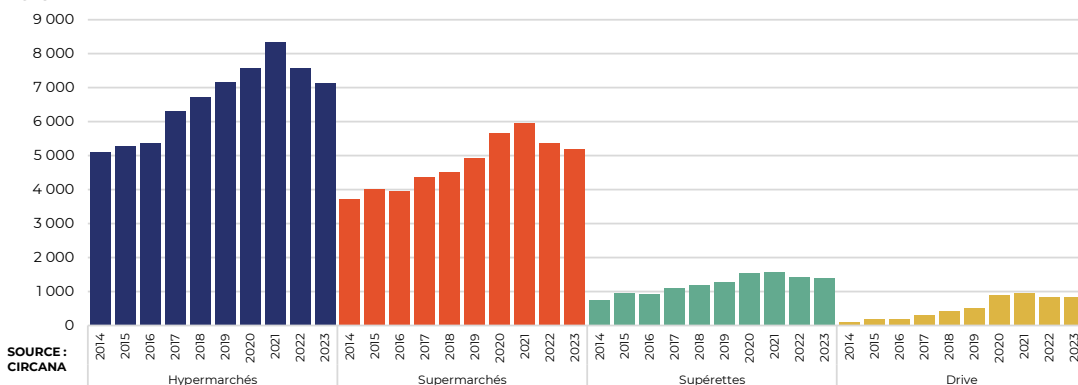




ZOOM SUR LA GRANDE DISTRIBUTION FRANCAISE

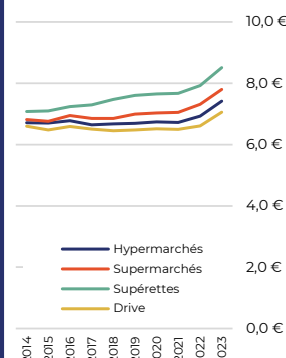
VOLUME hL

CIRCUITS DE DISTRIBUTION



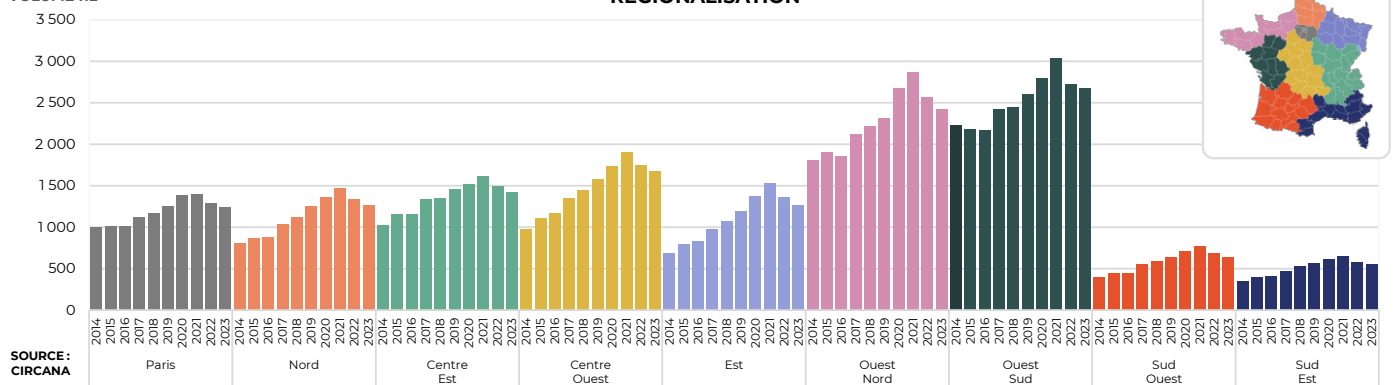
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

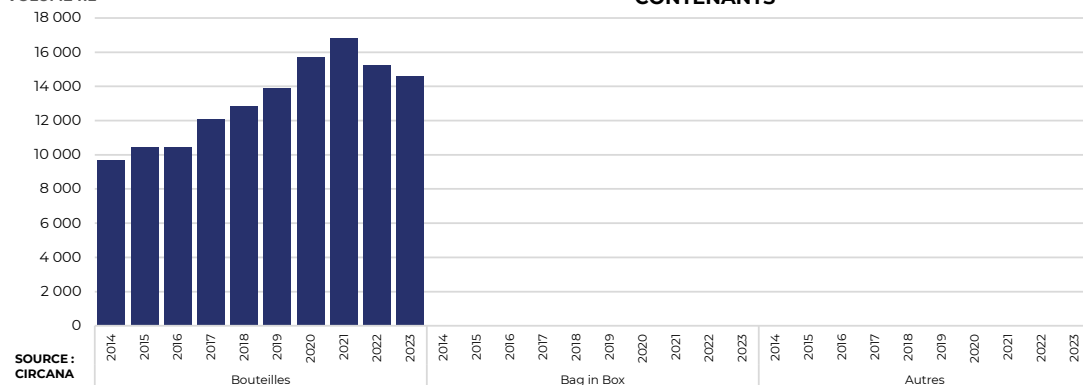
RÉGIONALISATION



SOURCE : CIRCANA

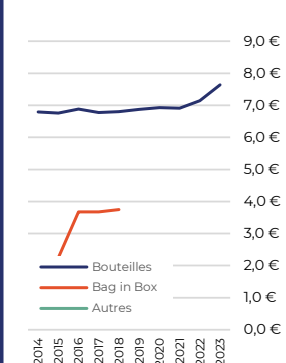
VOLUME hL

CONTENANTS



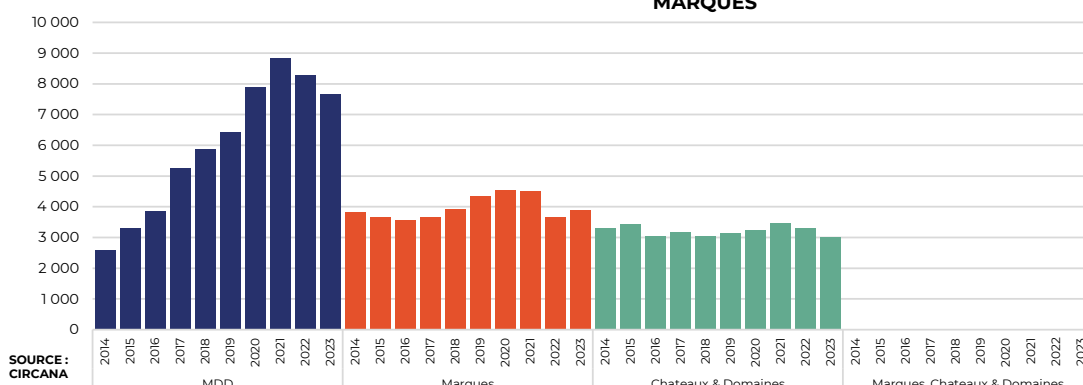
SOURCE : CIRCANA

PRIX TTC / 75 cL



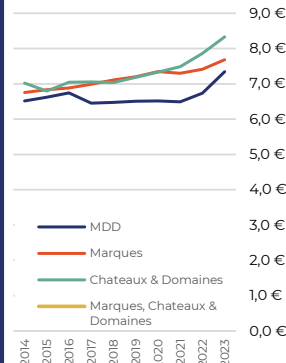
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



TOTAL DE L'AOP "COTEAUX DU LAYON"

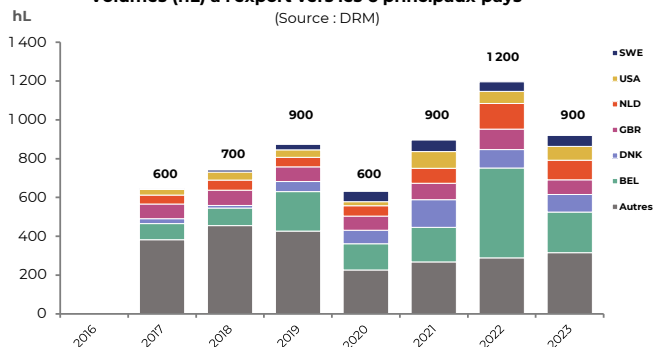
Coteaux du Layon Générique, 1er Cru Chaume et Villages



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

Volumes (hL) à l'export vers les 6 principaux pays

(Source : DRM)

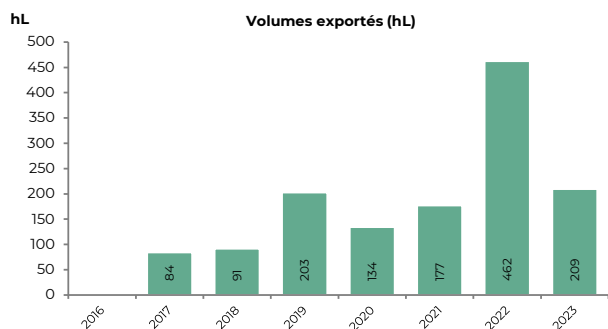


Les données de valeur et de prix ne sont pas disponibles

BEL-Belgique

23% de l'export sur l'année 2023

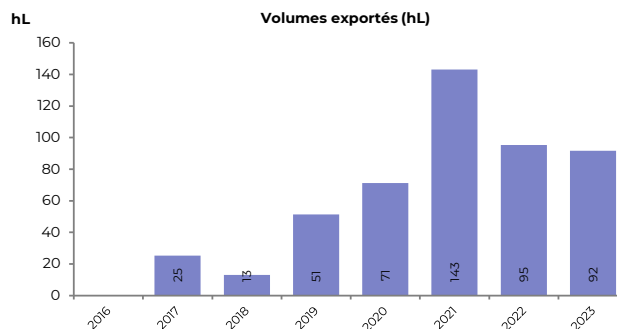
Volumes exportés (hL)



DNK-Danemark

10% de l'export sur l'année 2023

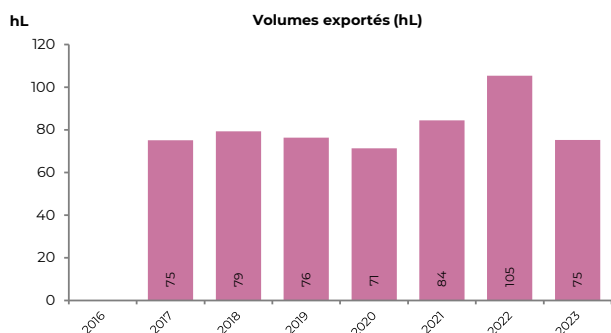
Volumes exportés (hL)



GBR-Royaume-Uni

8% de l'export sur l'année 2023

Volumes exportés (hL)



NLD-Pays-Bas

11% de l'export sur l'année 2023

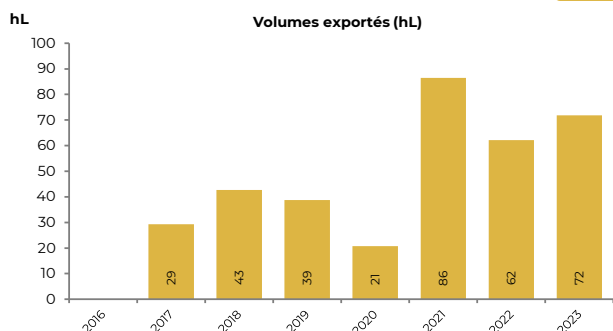
Volumes exportés (hL)



USA-États-Unis

8% de l'export sur l'année 2023

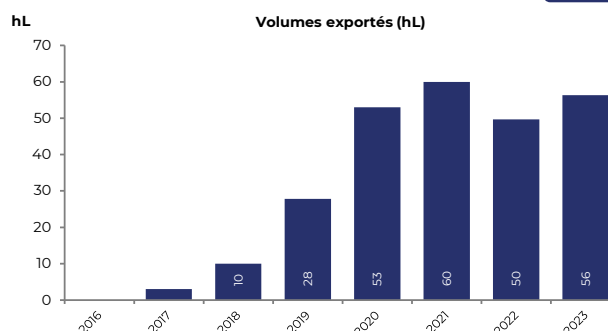
Volumes exportés (hL)



SWE-Suède

6% de l'export sur l'année 2023

Volumes exportés (hL)

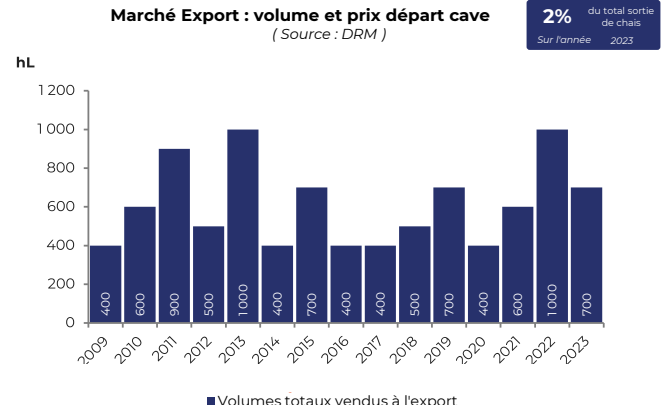
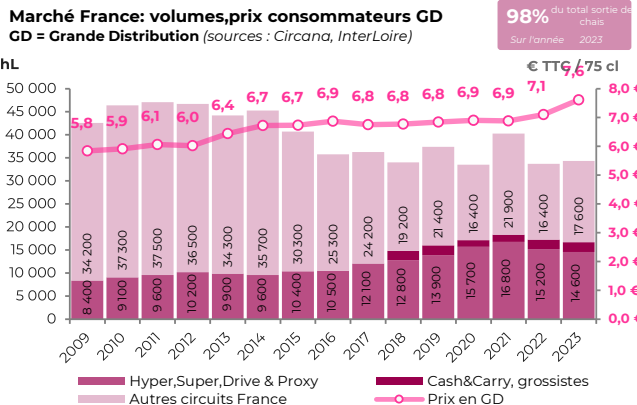
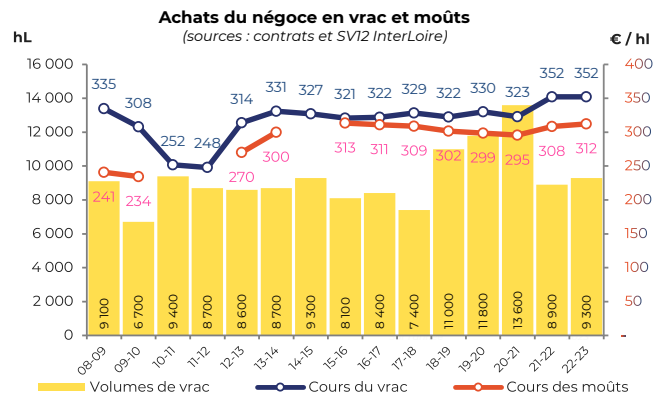
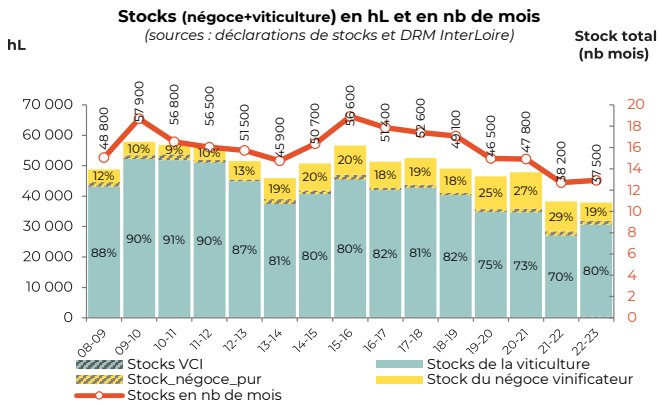
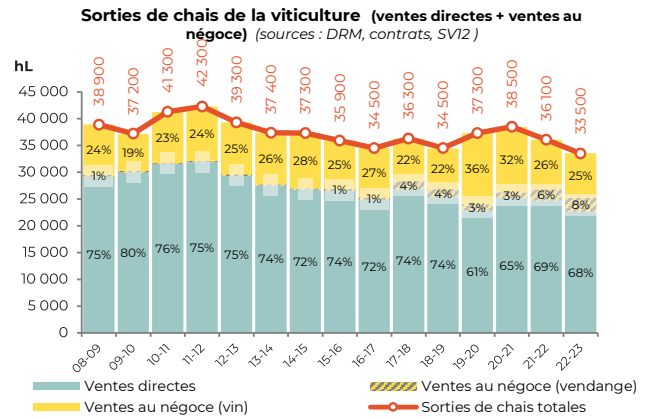
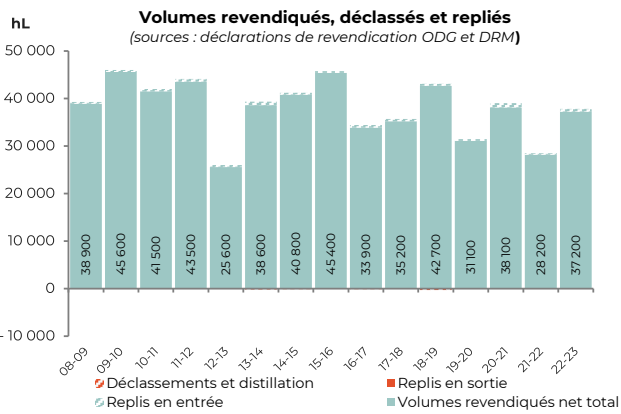
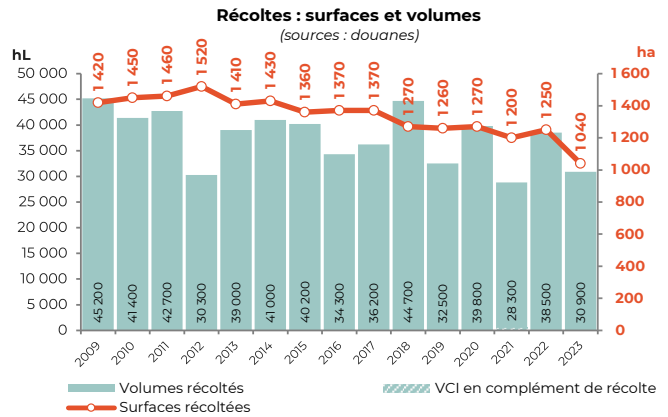
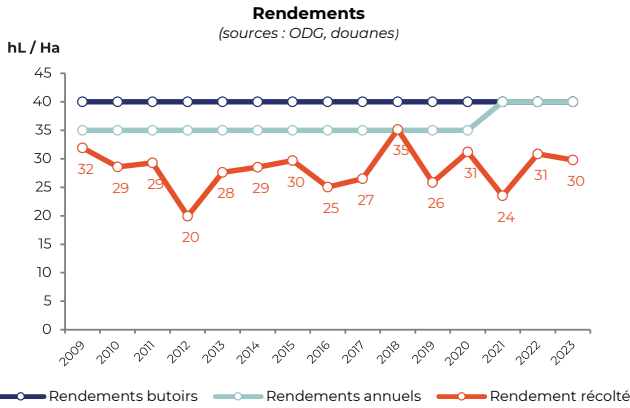


FICHE ÉCO 15 ANS

COTEAUX DU LAYON

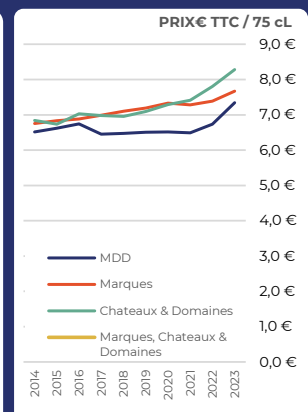
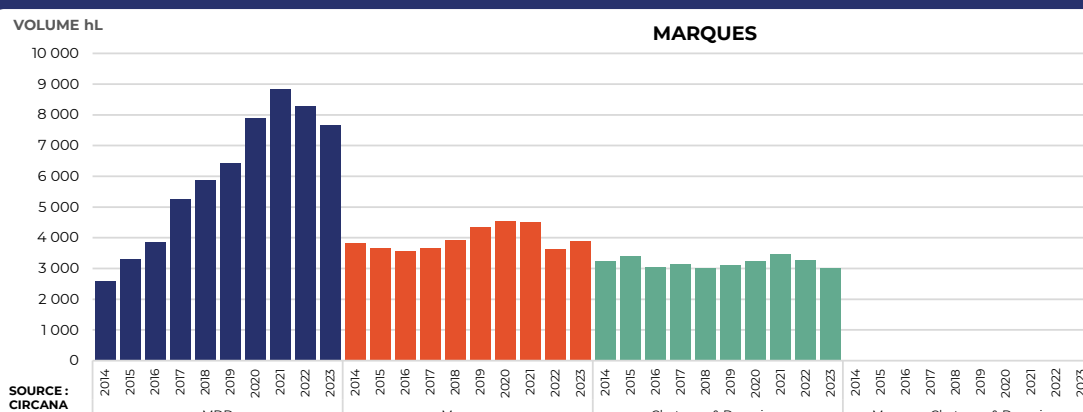
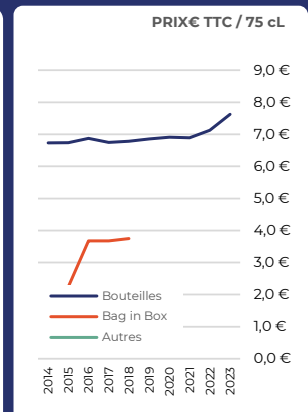
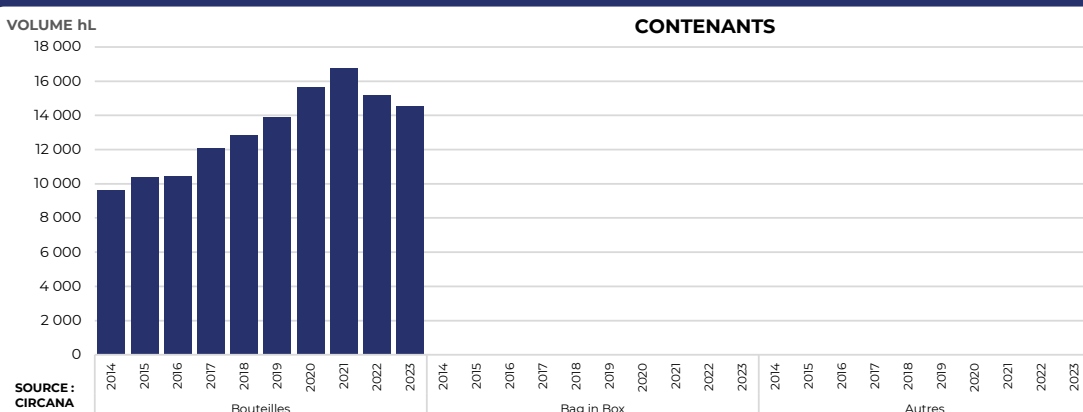
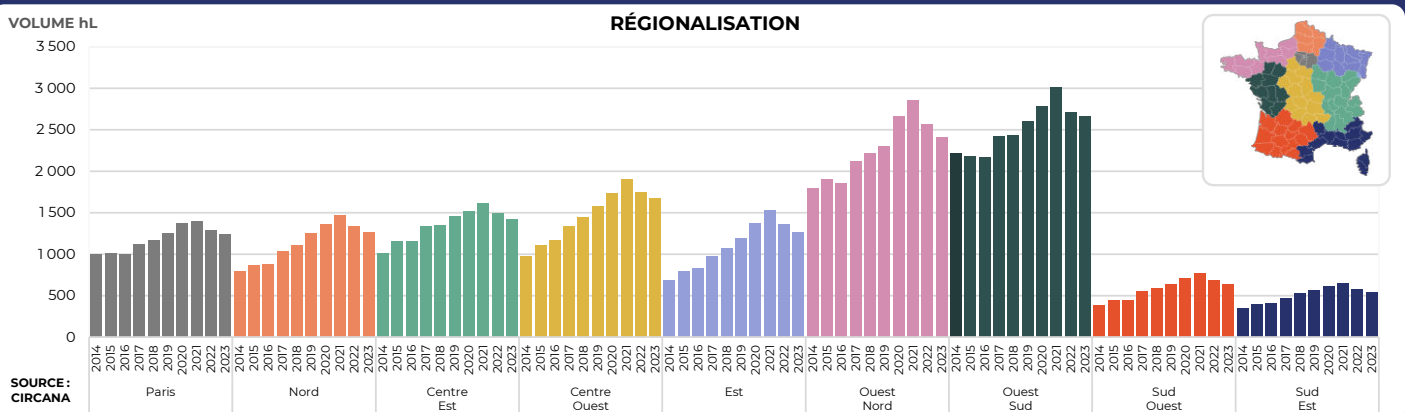
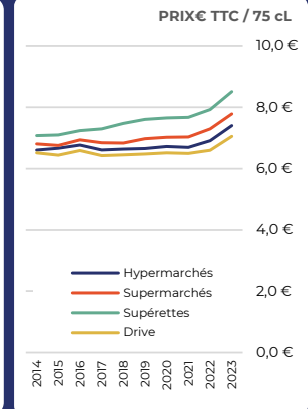
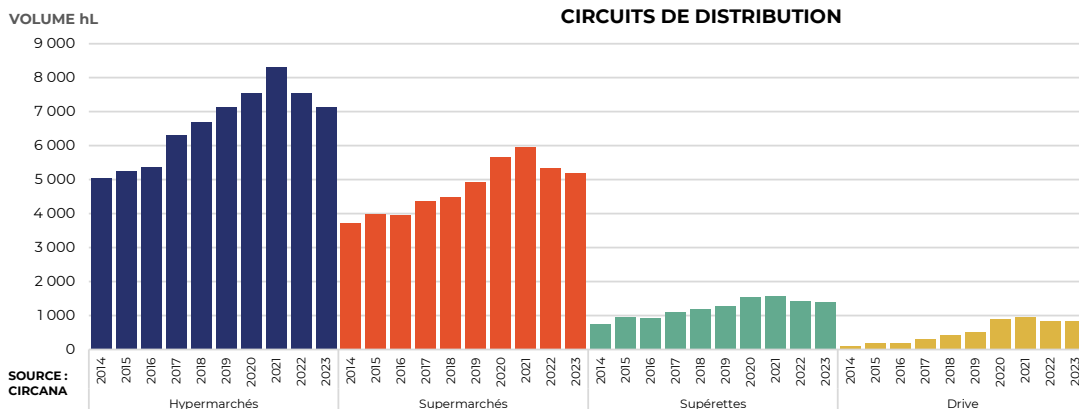


DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)





ZOOM SUR LA GRANDE DISTRIBUTION FRANCAISE

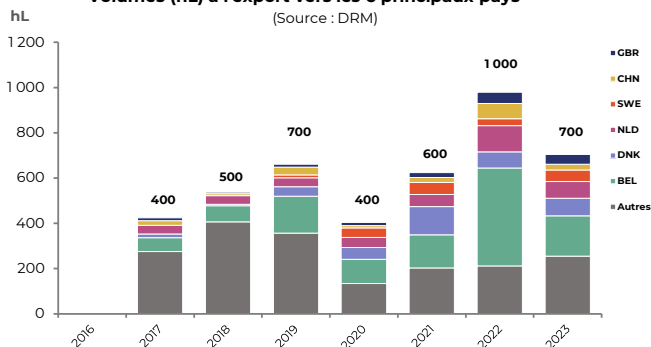




ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

Volumes (hL) à l'export vers les 6 principaux pays

(Source : DRM)

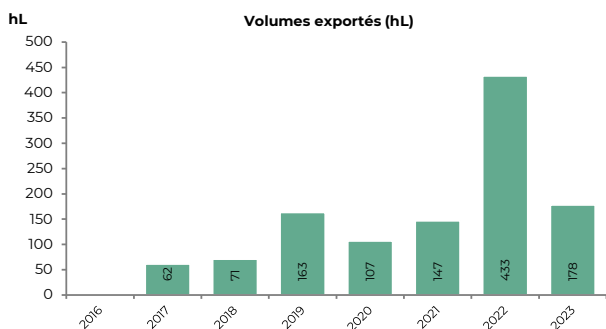


Les données de valeur et de prix ne sont pas disponibles

BEL-Belgique

25% de l'export sur l'année 2023

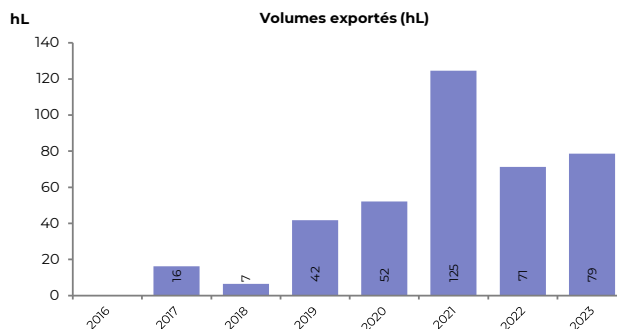
Volumes exportés (hL)



DNK-Danemark

11% de l'export sur l'année 2023

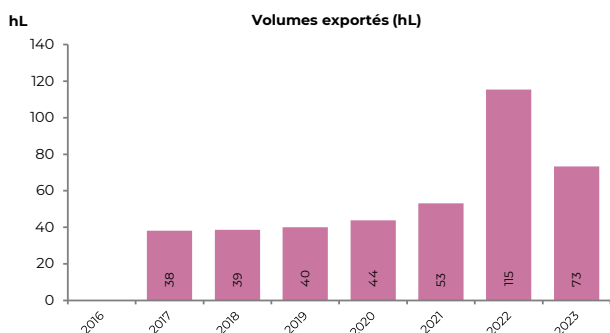
Volumes exportés (hL)



NLD-Pays-Bas

10% de l'export sur l'année 2023

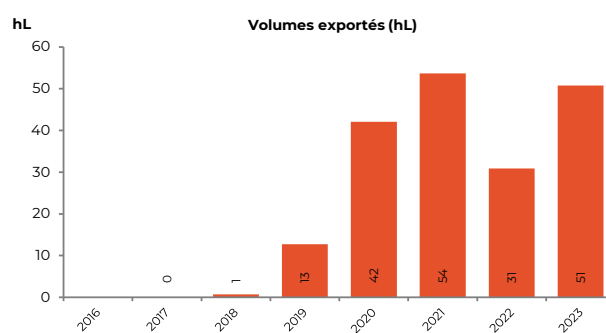
Volumes exportés (hL)



SWE-Suède

7% de l'export sur l'année 2023

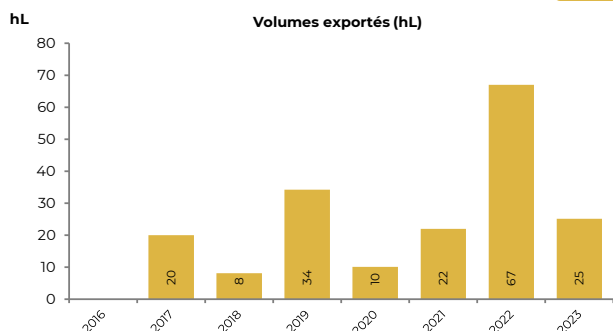
Volumes exportés (hL)



CHN-Chine

4% de l'export sur l'année 2023

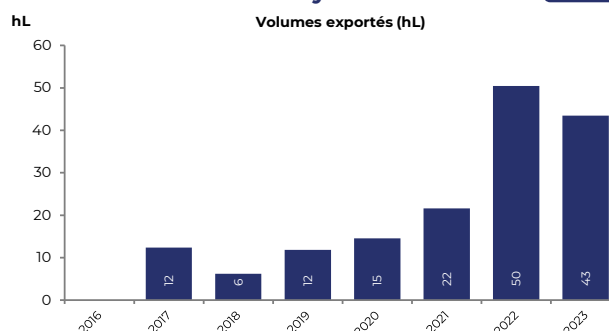
Volumes exportés (hL)



GBR-Royaume-Uni

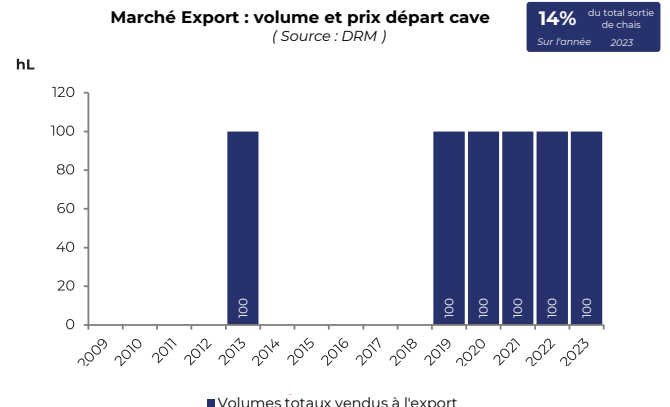
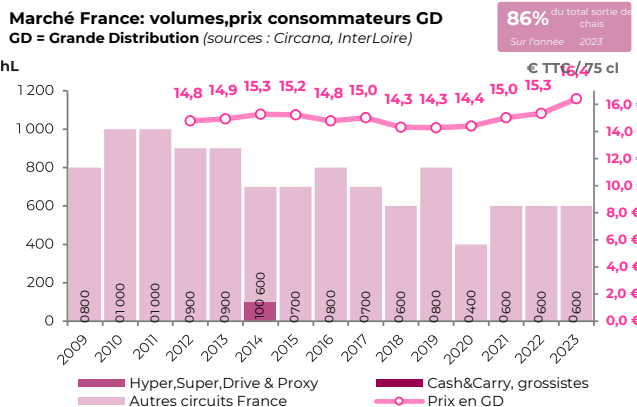
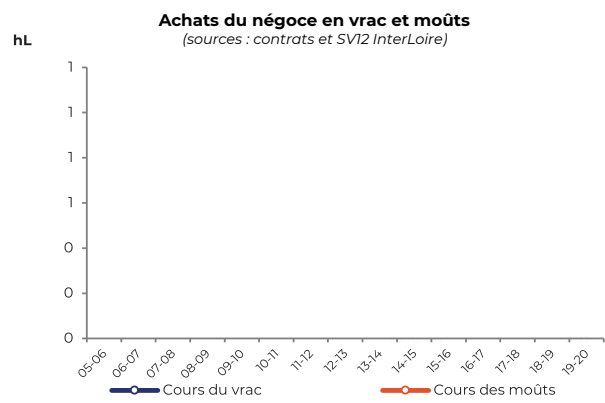
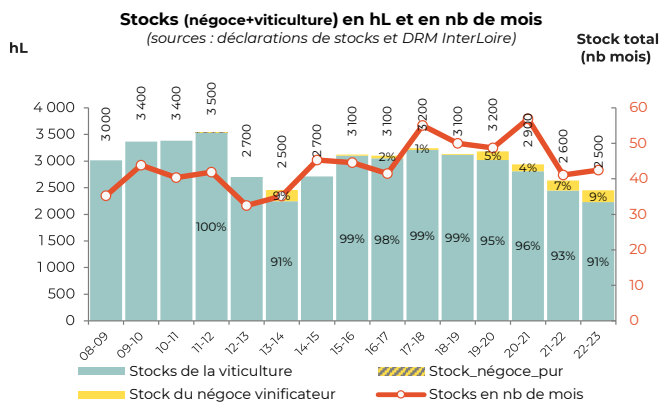
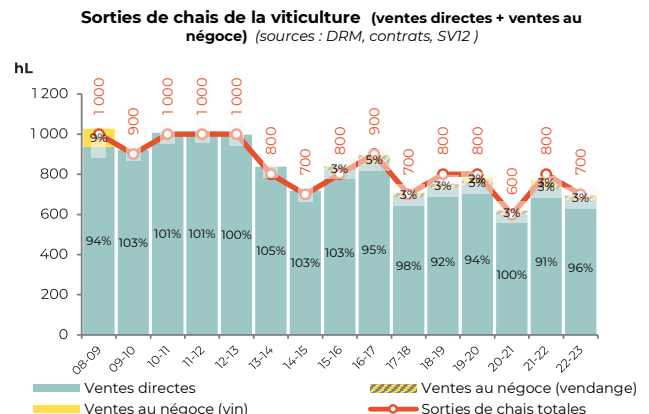
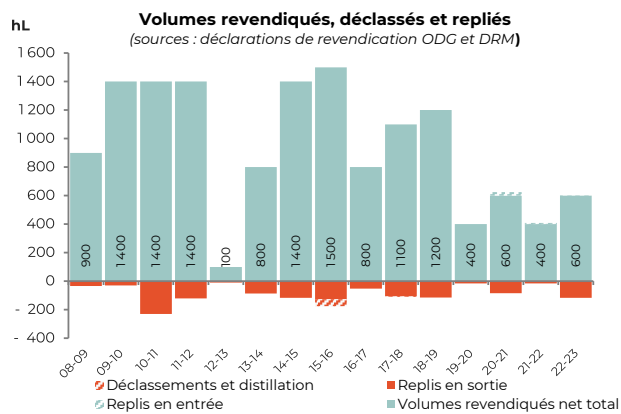
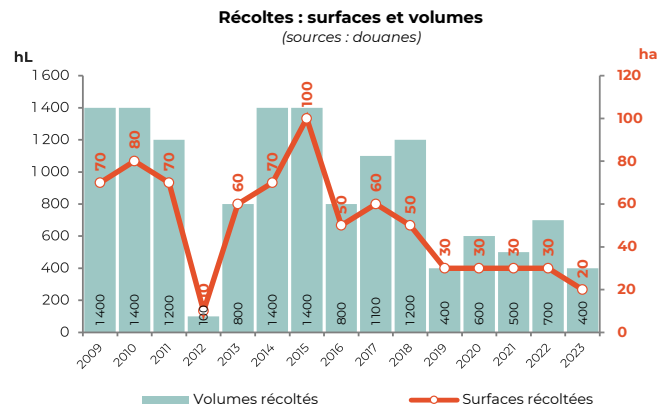
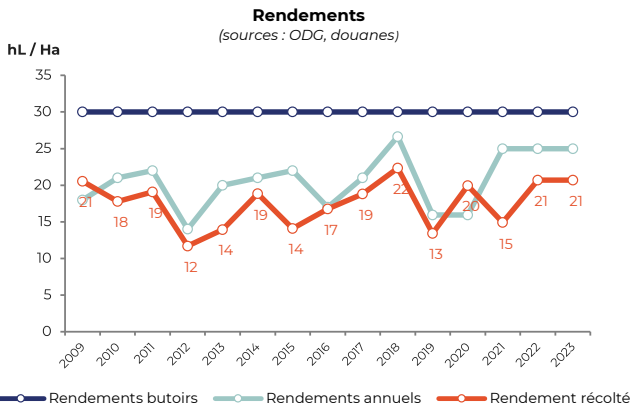
6% de l'export sur l'année 2023

Volumes exportés (hL)





DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

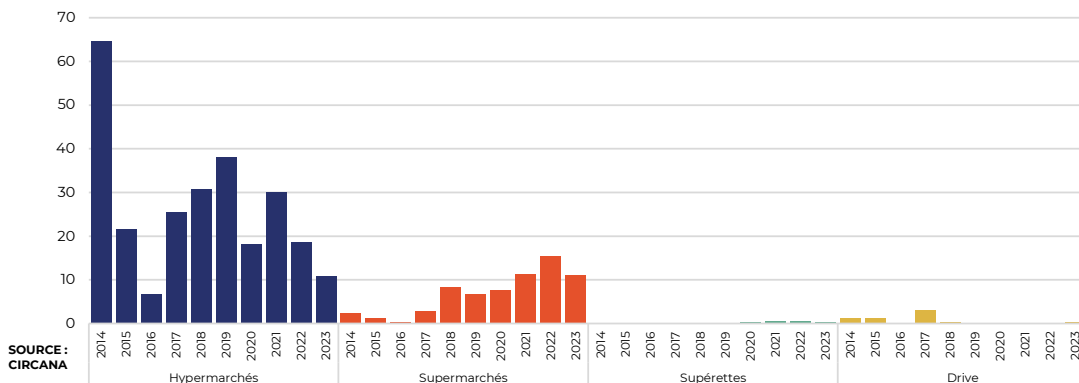




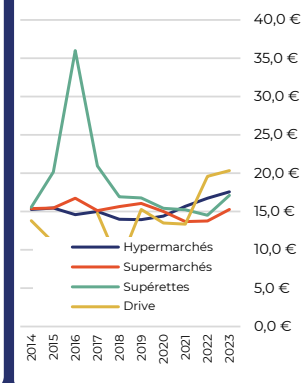
ZOOM SUR LA GRANDE DISTRIBUTION FRANCAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

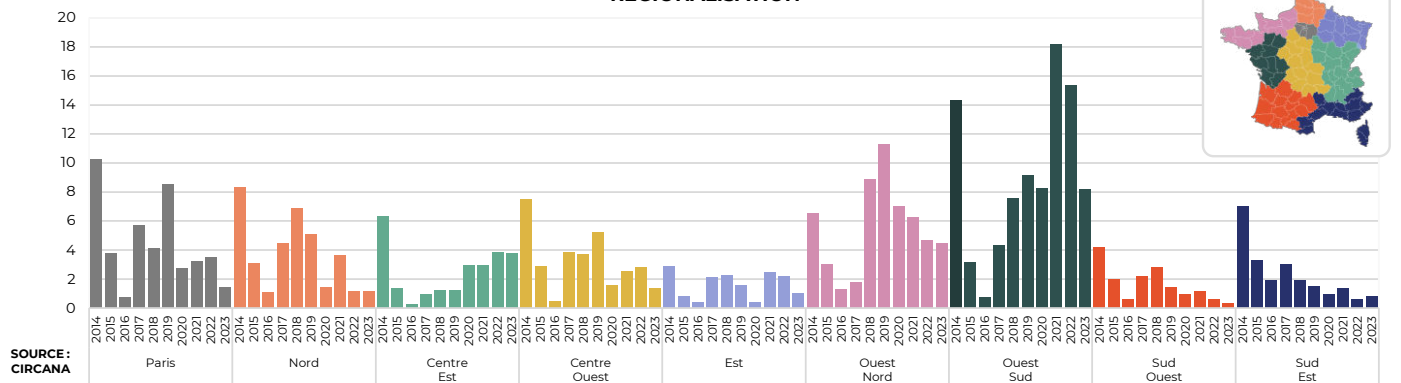


PRIX TTC / 75 cL



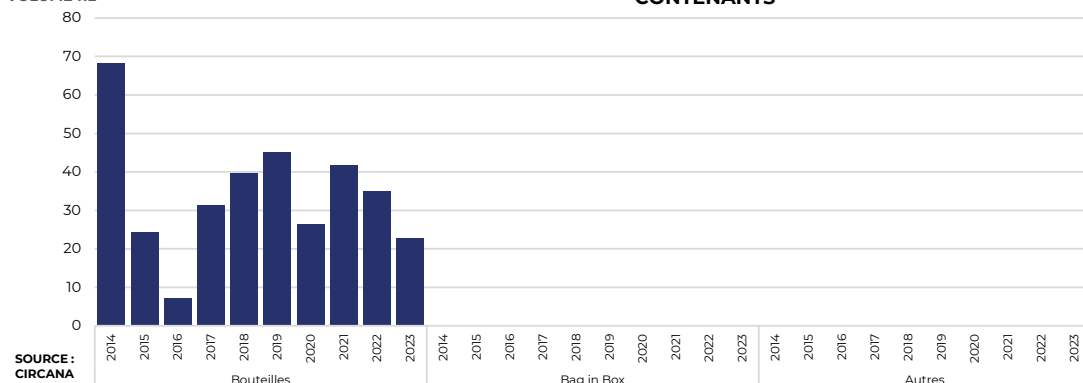
VOLUME hL

RÉGIONALISATION

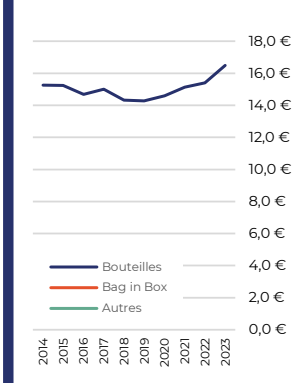


VOLUME hL

CONTENANTS

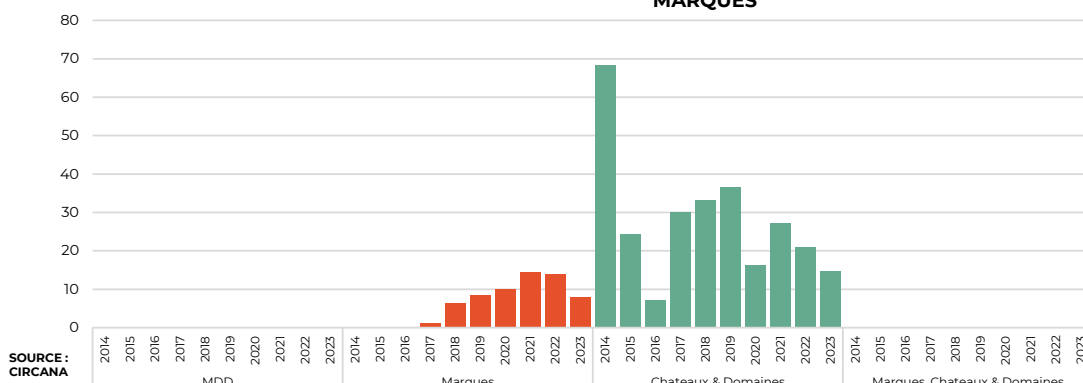


PRIX TTC / 75 cL

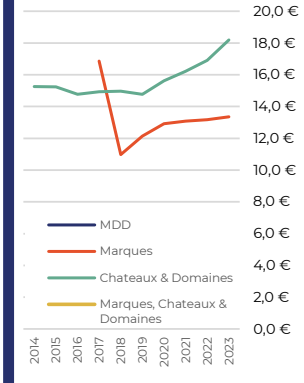


VOLUME hL

MARQUES



PRIX TTC / 75 cL





DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

