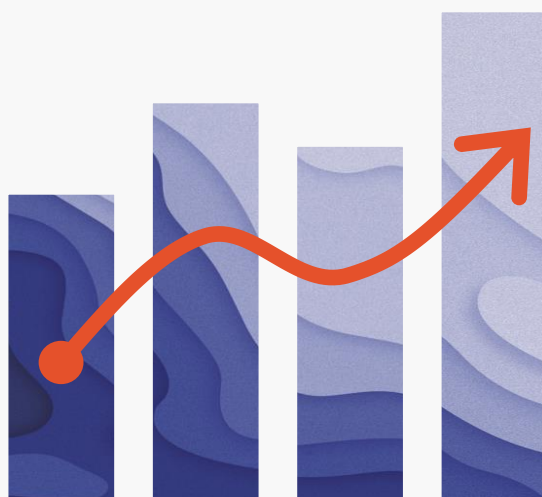


# Conjoncture économique annuelle

## Fiches éco - 15 ans

**Haut\_Poitou**

**septembre 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.fr](mailto:f.gautier@vinsdeloire.fr) 02.47.60.55.08

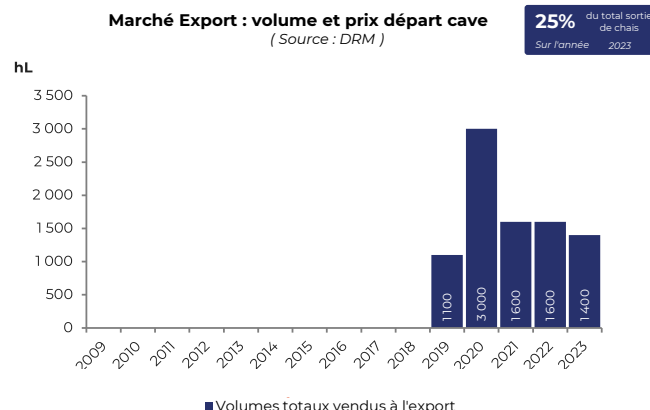
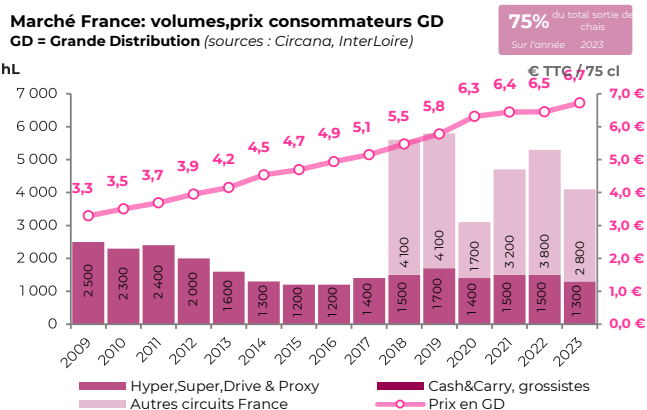
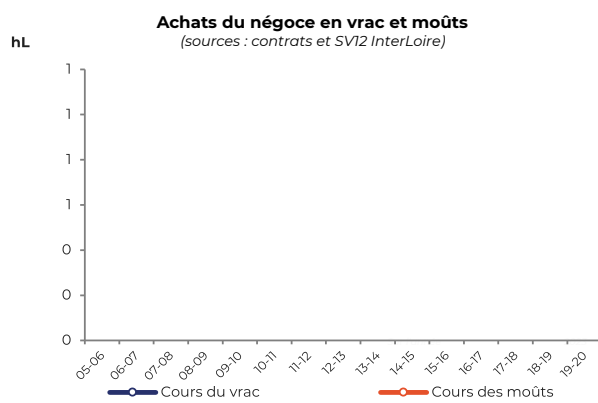
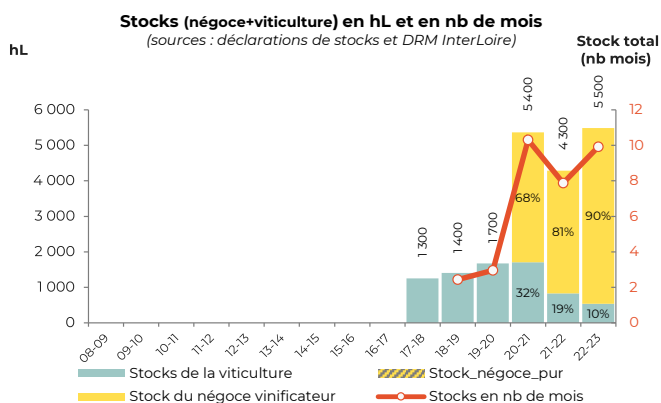
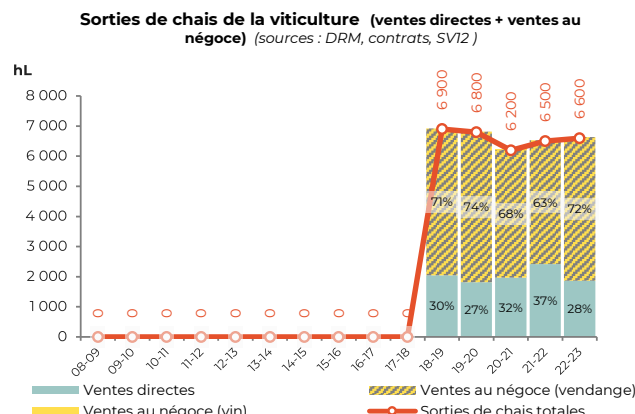
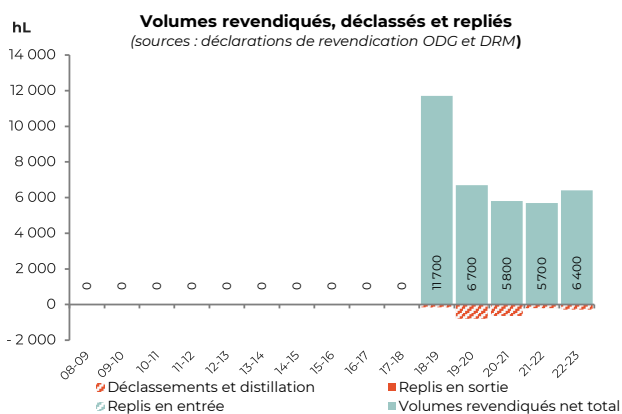
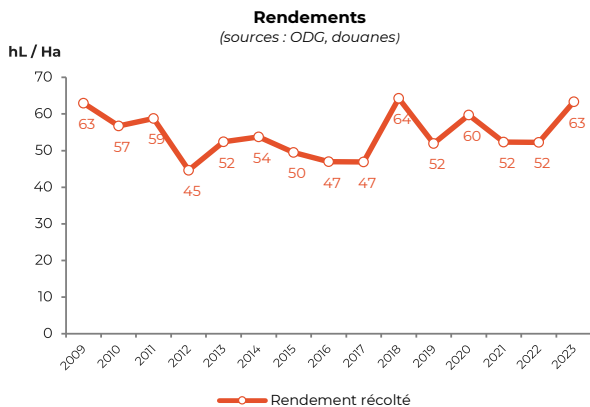
# FICHE ÉCO 15 ANS

## TOTAL DE L'AOP "HAUT-POITOU"

Haut-Poitou Blanc, Rouge et Rosé



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

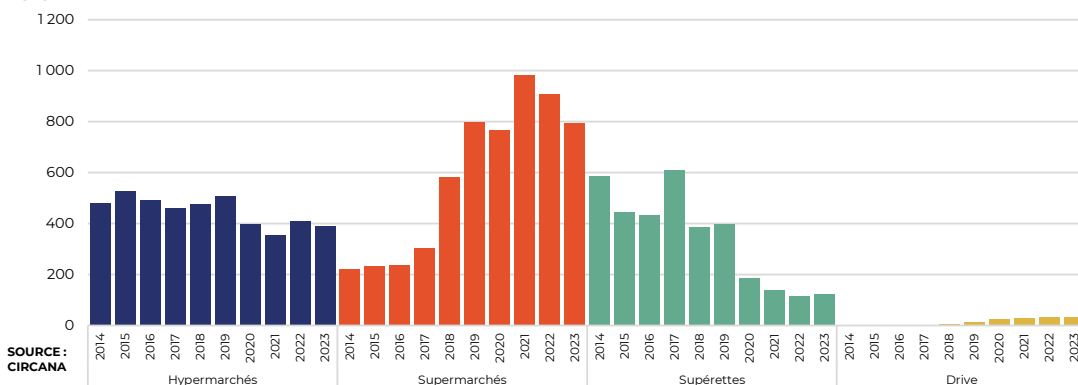




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

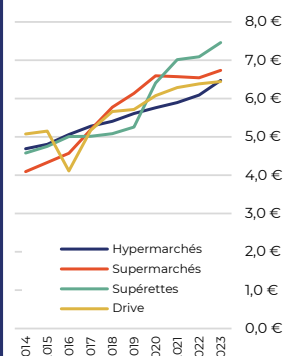
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



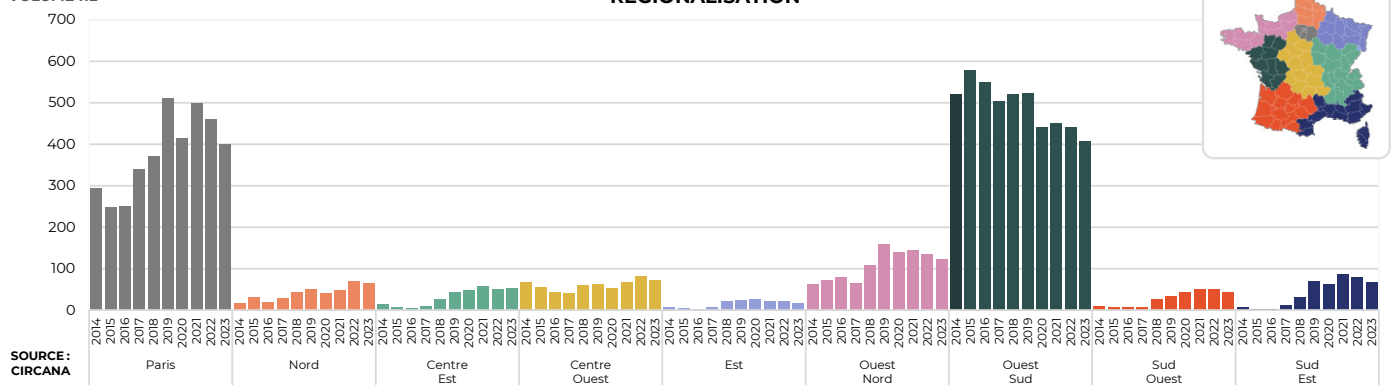
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

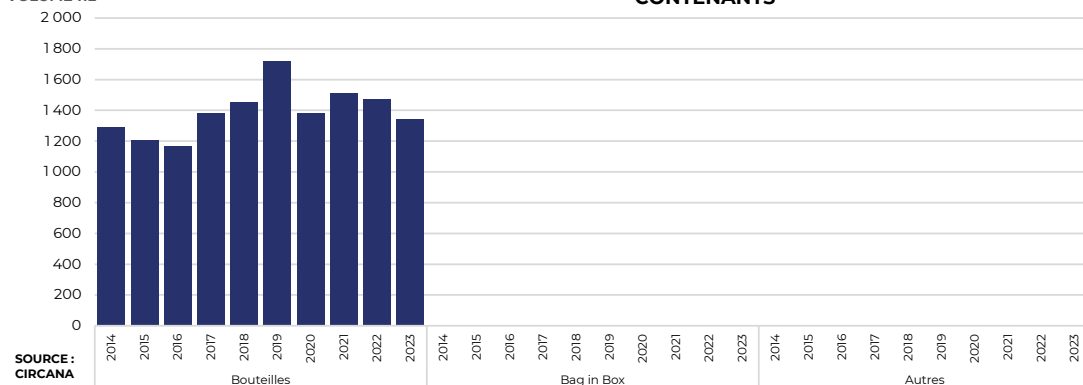
#### RÉGIONALISATION



SOURCE : CIRCANA

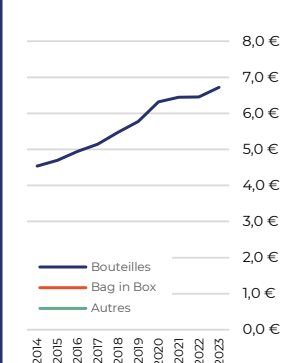
VOLUME hL

#### CONTENANTS



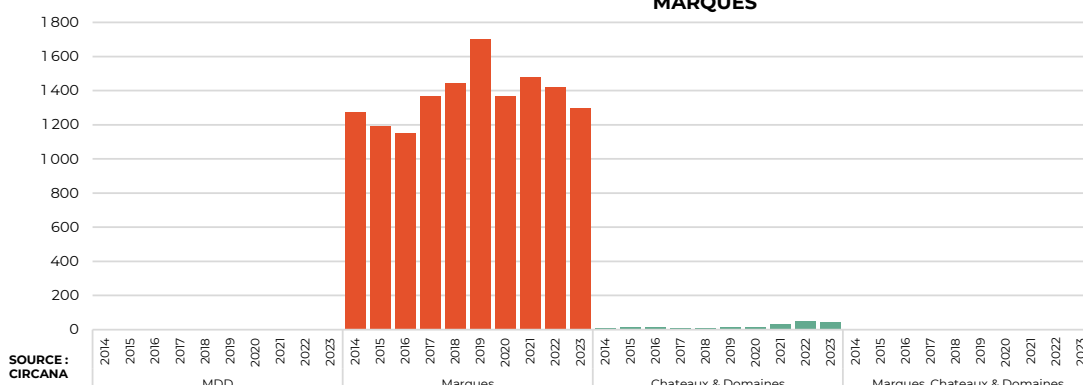
SOURCE : CIRCANA

PRIX TTC / 75 cL



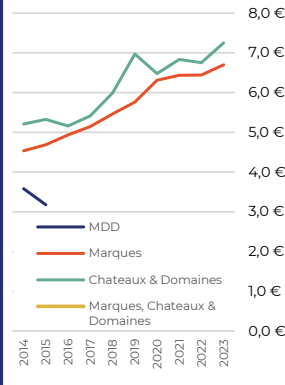
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL

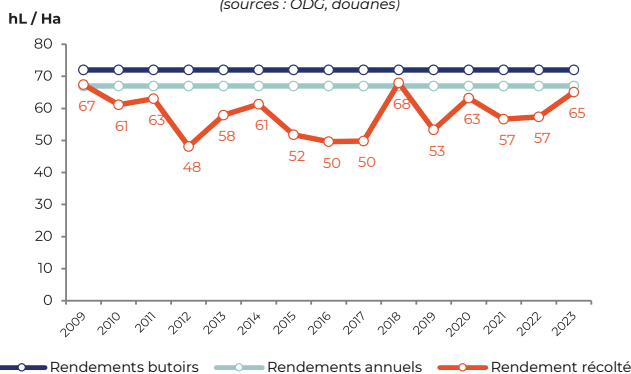




### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

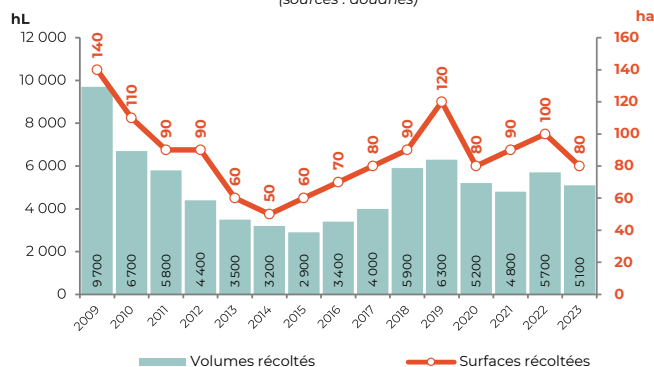
#### Rendements

(sources : ODG, douanes)



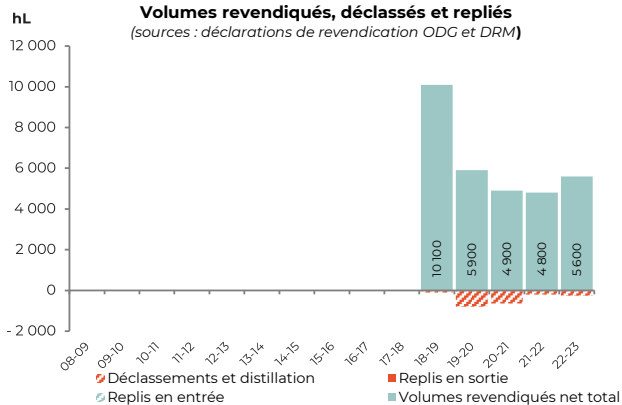
#### Récoltes : surfaces et volumes

(sources : douanes)



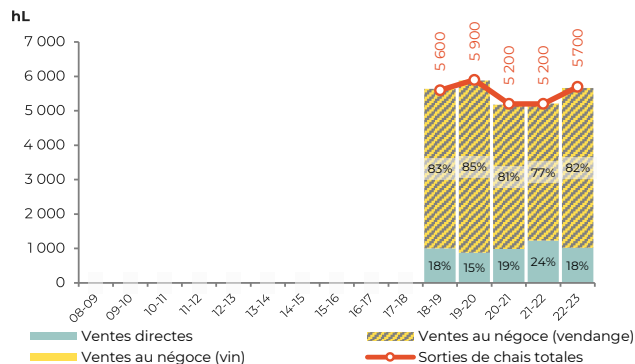
#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



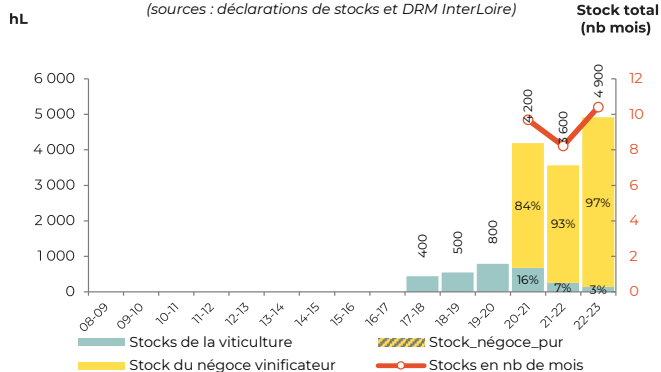
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SV12)



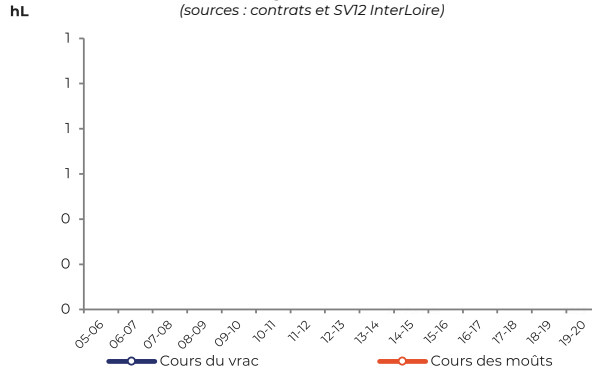
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

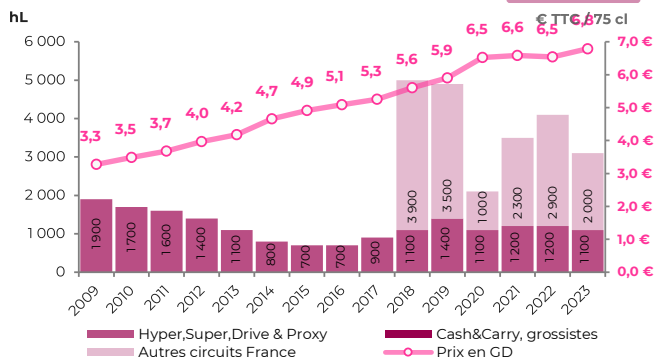
(sources : contrats et SV12 InterLoire)



#### Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

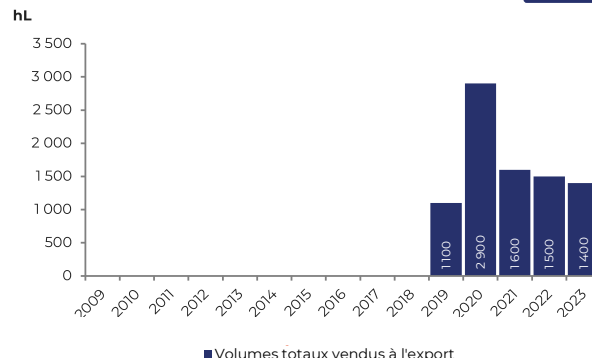
69% du total sortie de chais Sur l'année 2023



#### Marché Export : volume et prix départ cave

(Source : DRM)

31% du total sortie de chais Sur l'année 2023

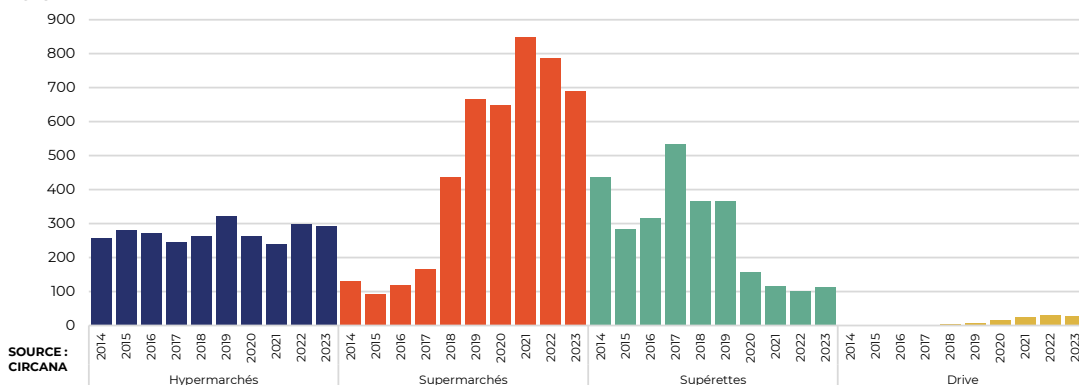




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

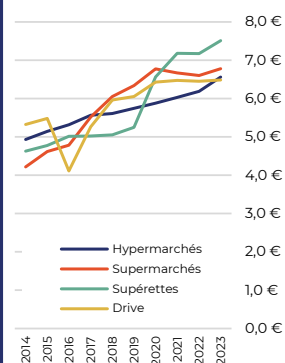
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



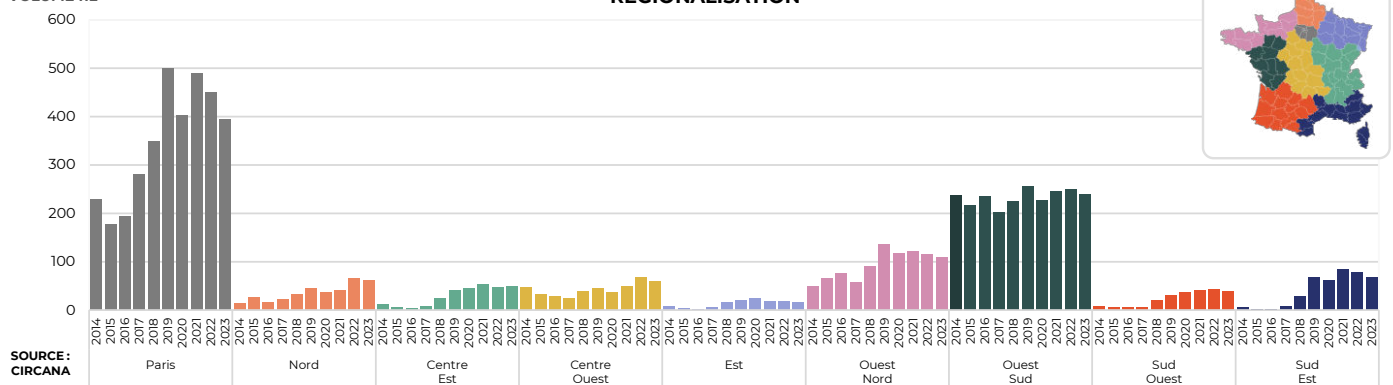
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

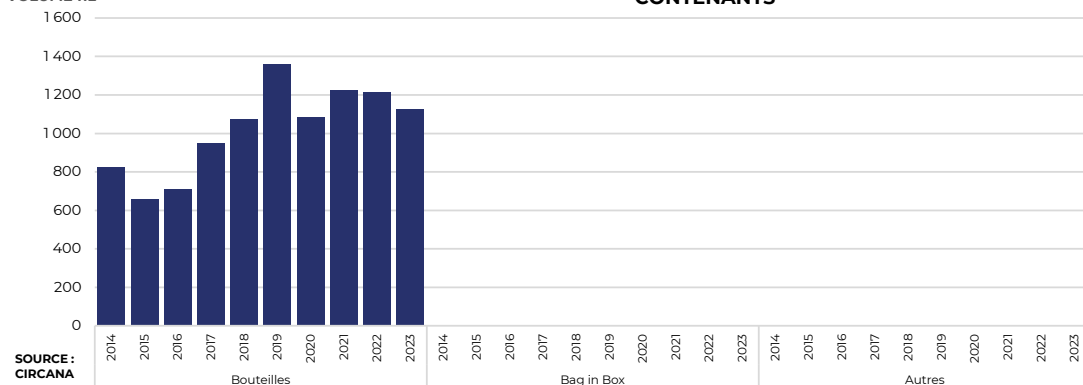
#### RÉGIONALISATION



SOURCE : CIRCANA

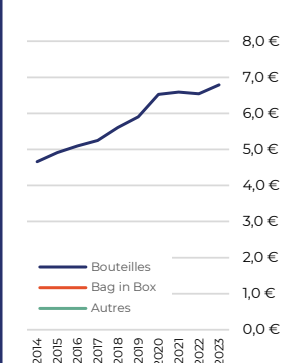
VOLUME hL

#### CONTENANTS



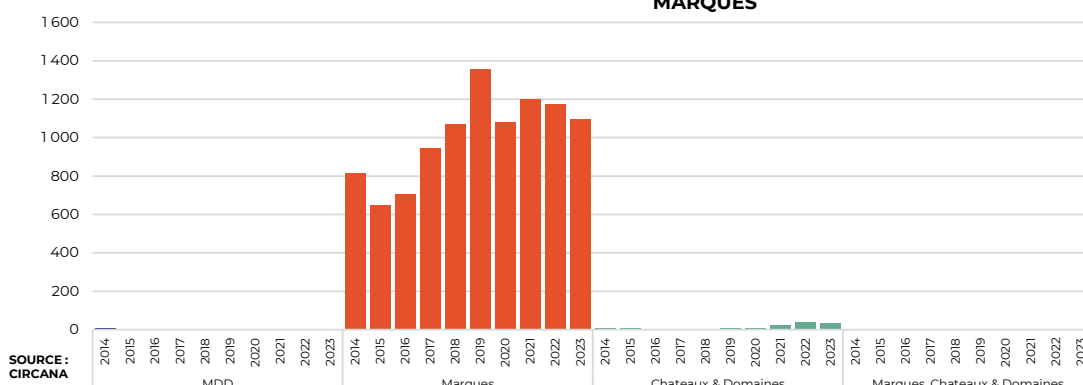
SOURCE : CIRCANA

PRIX TTC / 75 cL



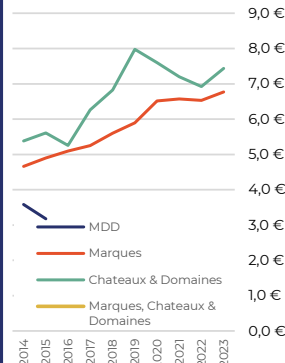
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



Contacts :

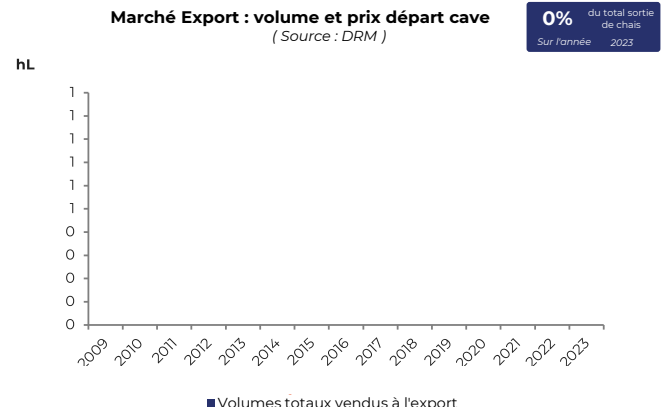
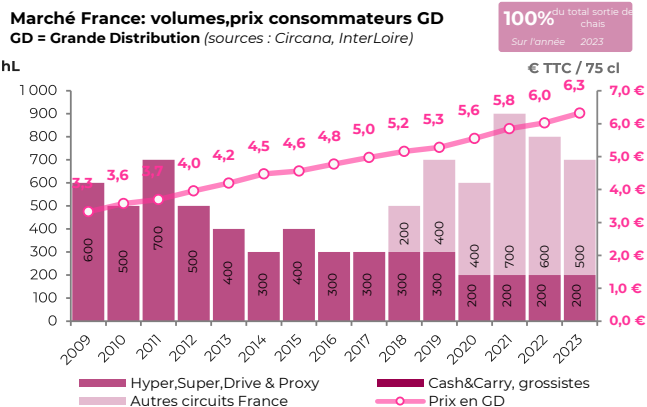
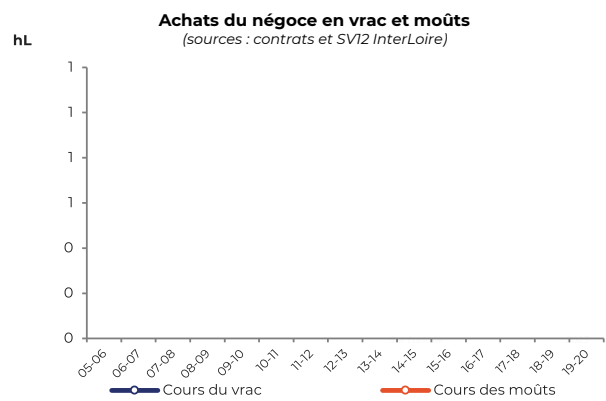
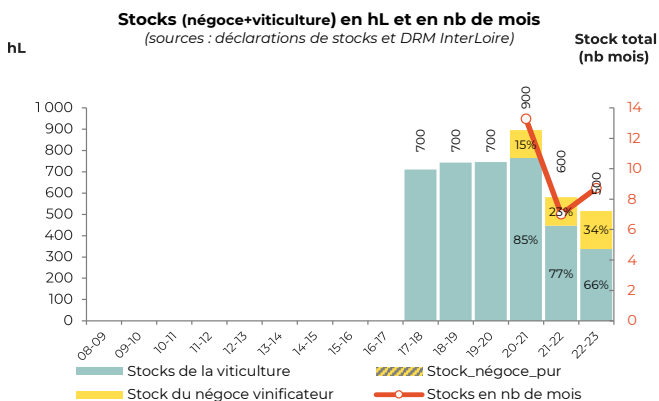
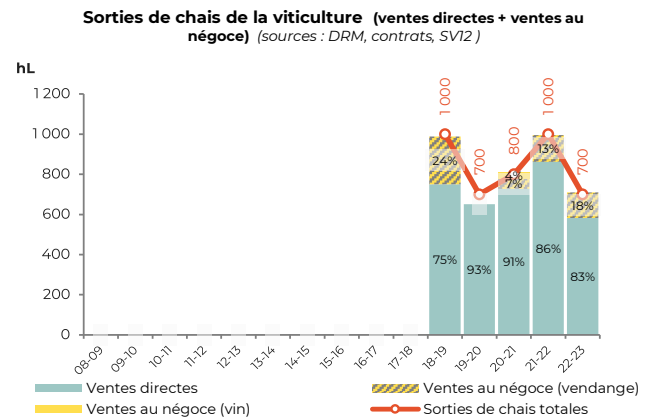
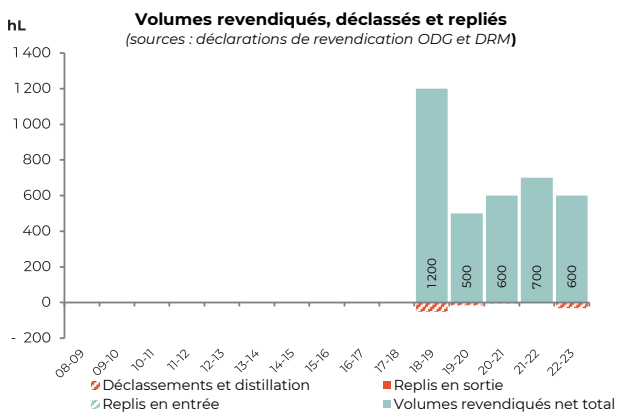
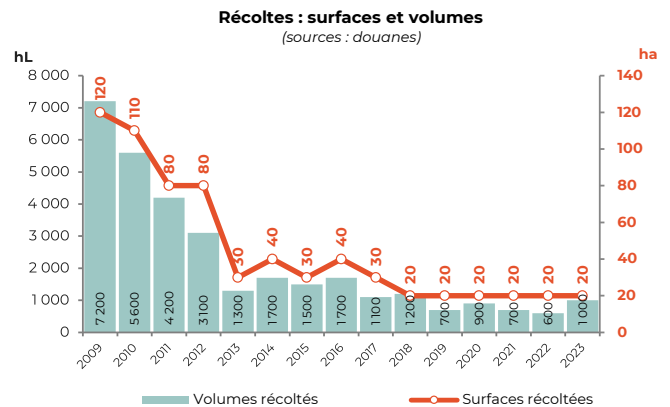
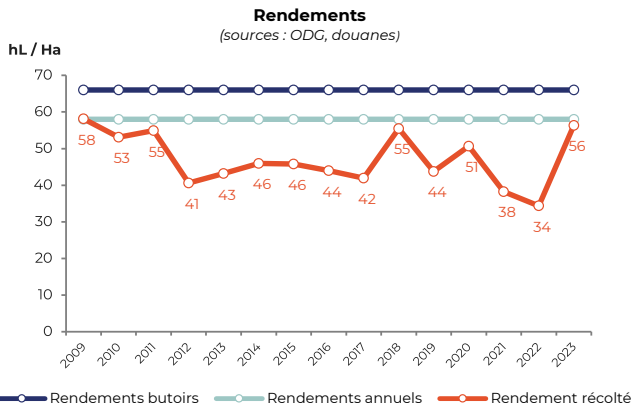
Antoine FRANÇOIS :  
Fanny GAUTIER :

Service Économie & Études - InterLoire

a.francois@vinsvaldeloire.fr / 02.47.60.55.14  
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

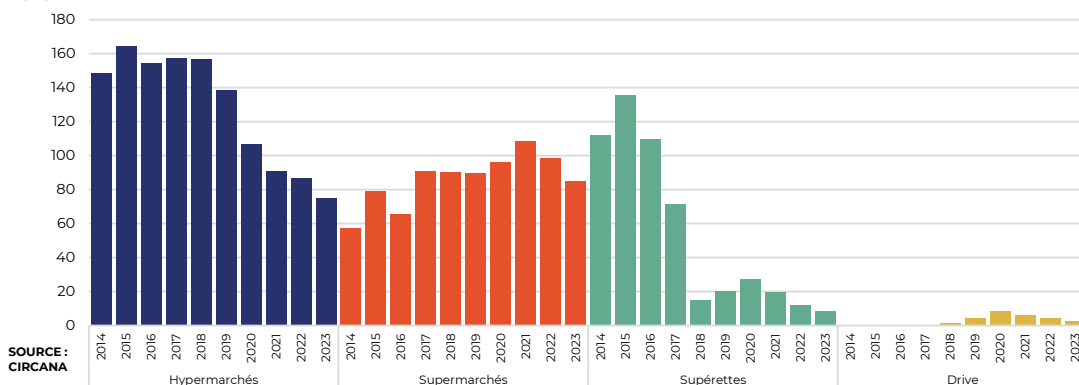




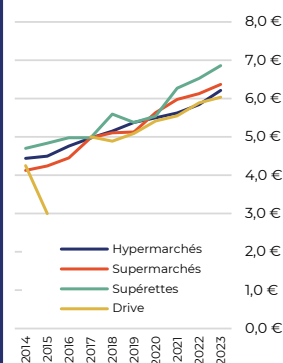
### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

#### CIRCUITS DE DISTRIBUTION

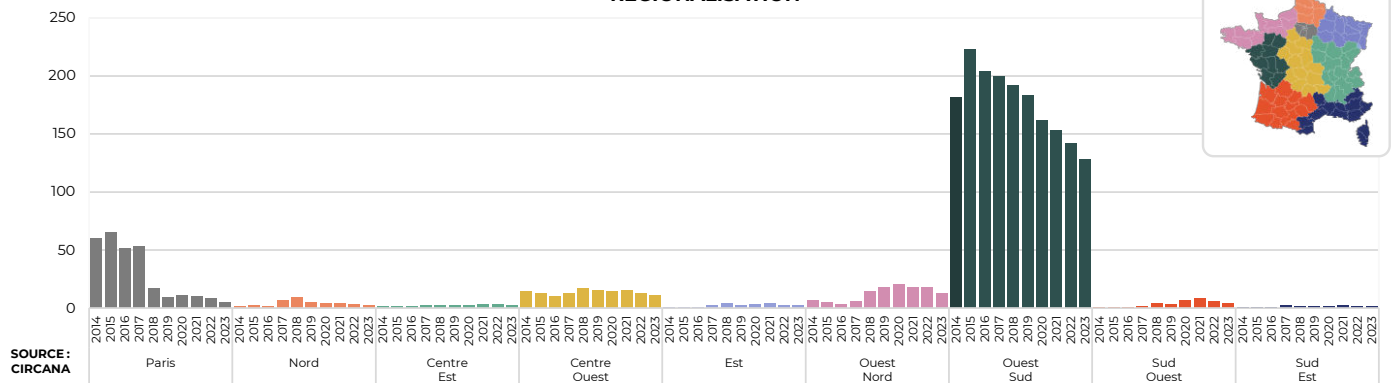


PRIX TTC / 75 cL



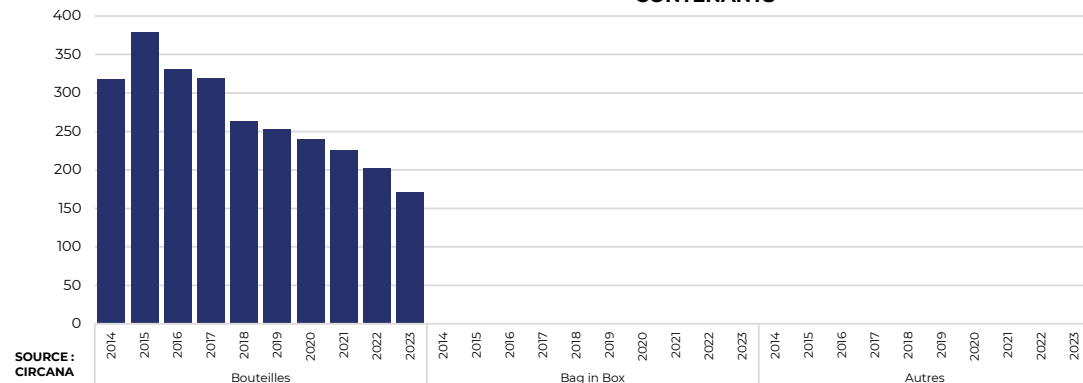
VOLUME hL

#### RÉGIONALISATION

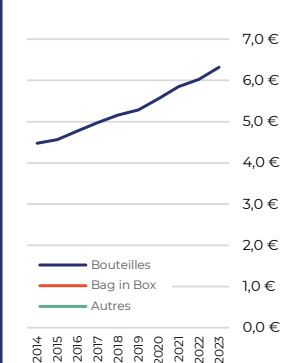


VOLUME hL

#### CONTENANTS

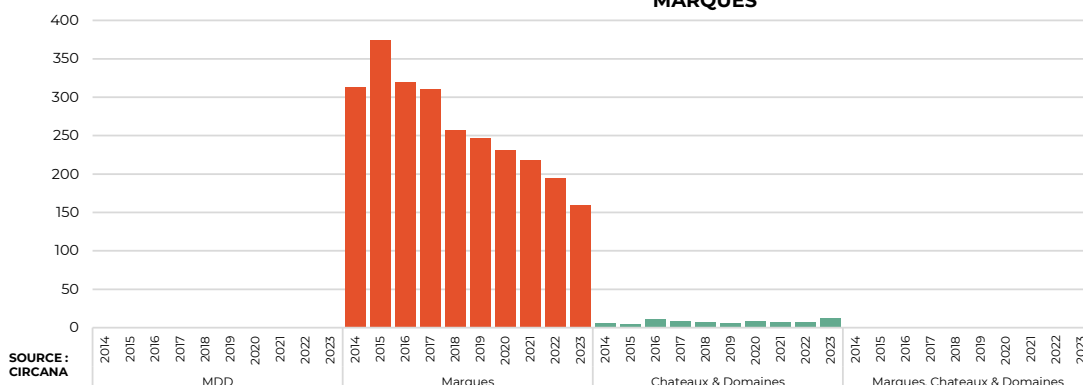


PRIX TTC / 75 cL

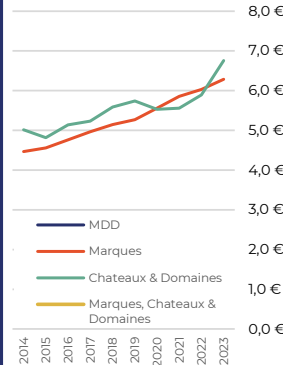


VOLUME hL

#### MARQUES

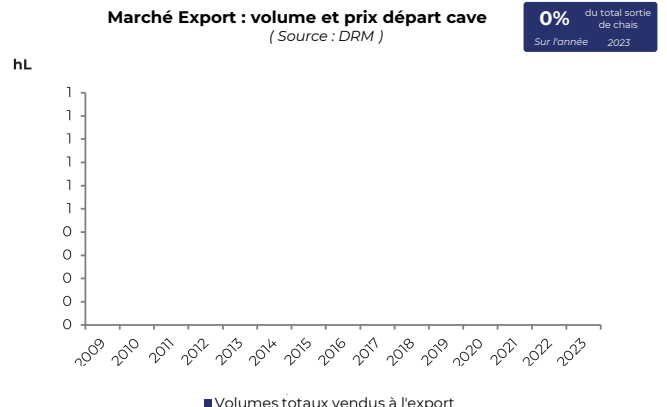
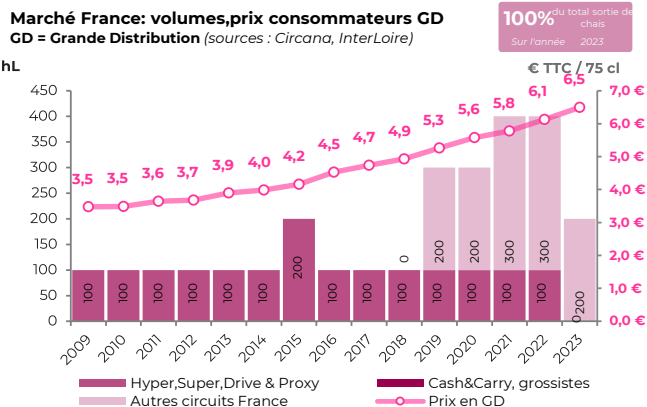
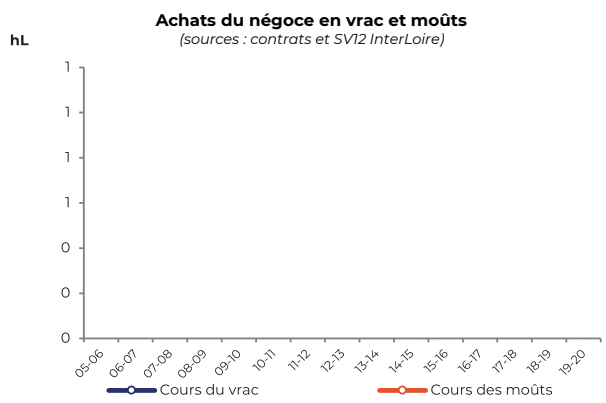
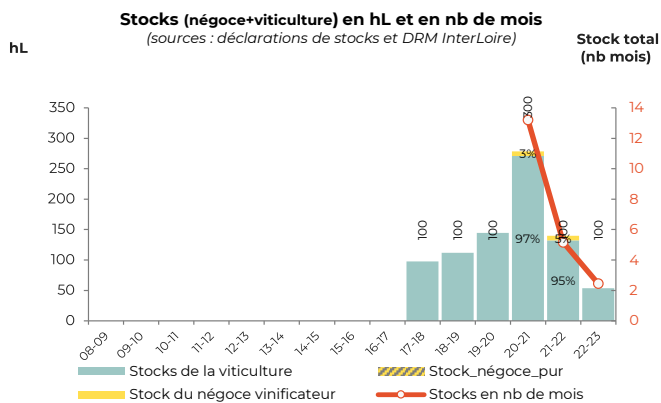
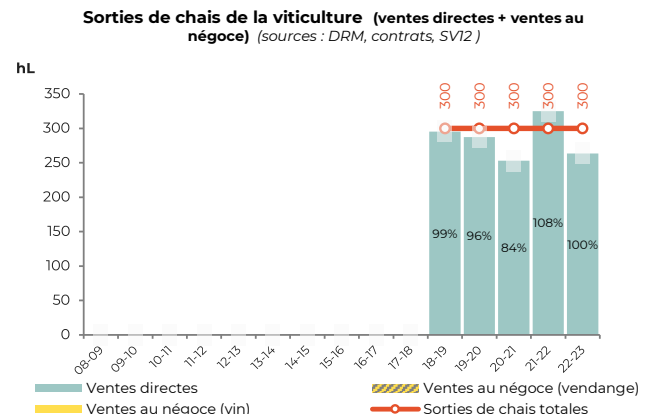
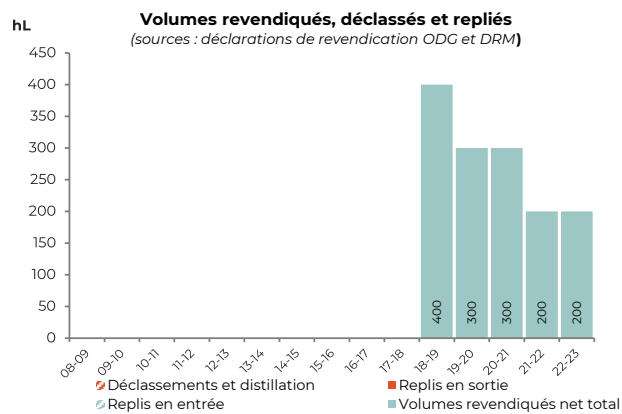
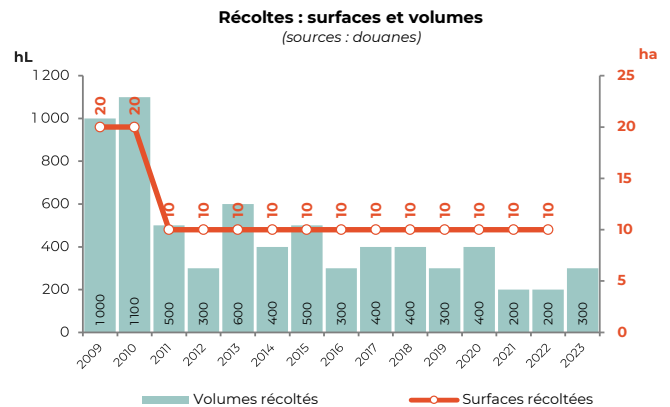
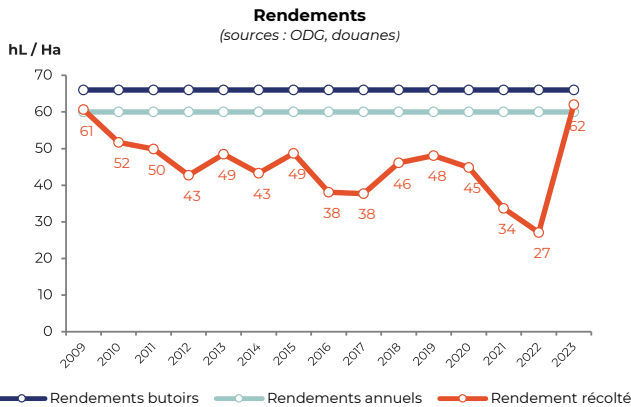


PRIX TTC / 75 cL





### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)



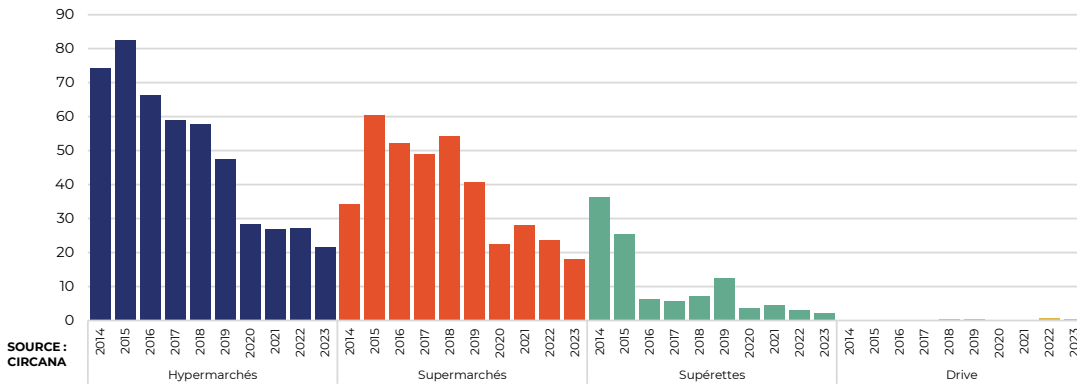




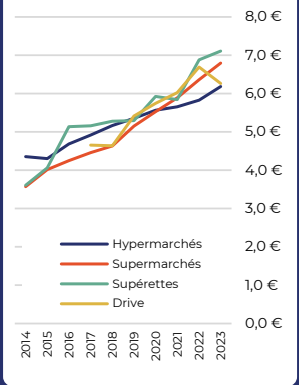
### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

#### CIRCUITS DE DISTRIBUTION

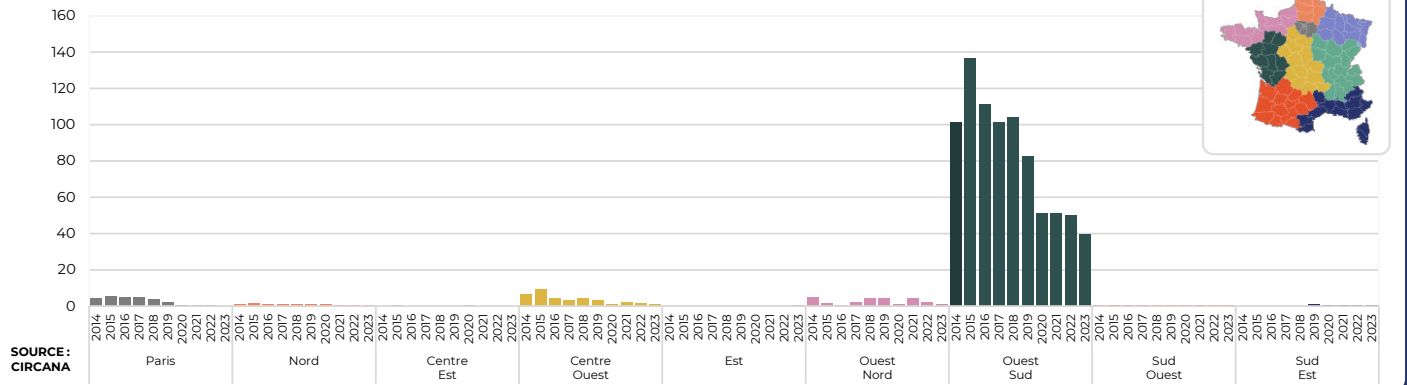


PRIX TTC / 75 cL



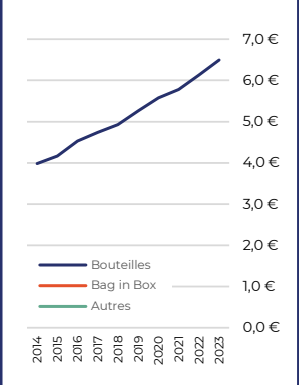
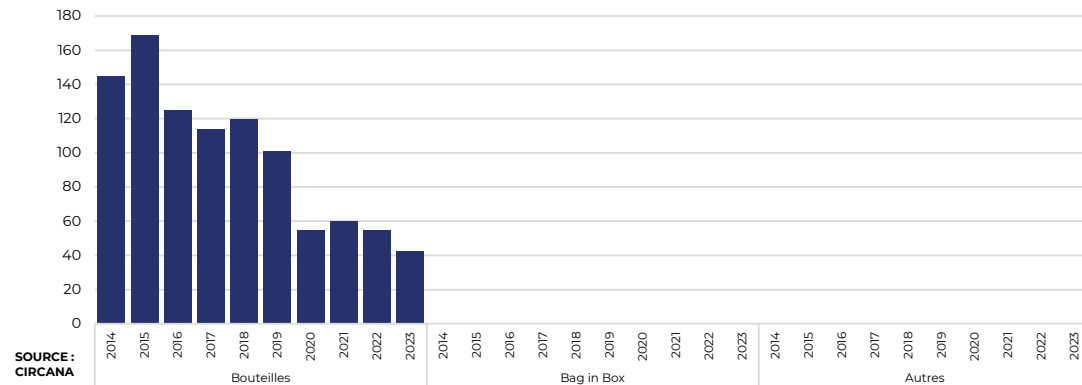
VOLUME hL

#### RÉGIONALISATION



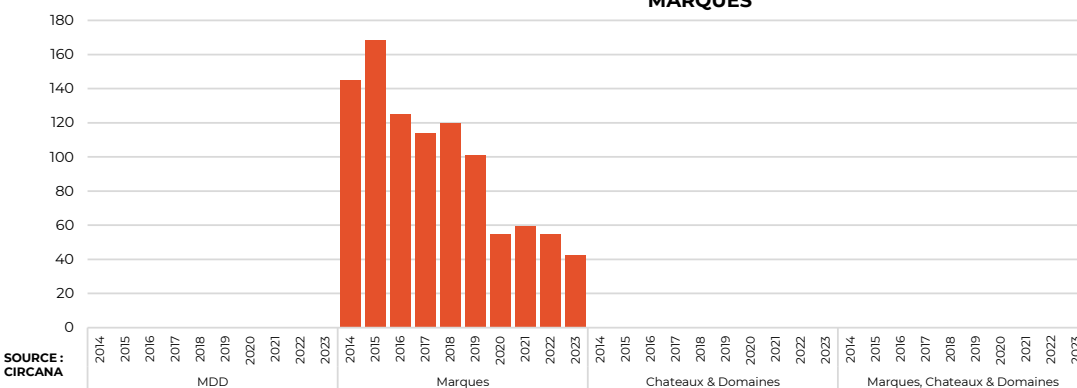
VOLUME hL

PRIX TTC / 75 cL



VOLUME hL

#### MARQUES



PRIX TTC / 75 cL

