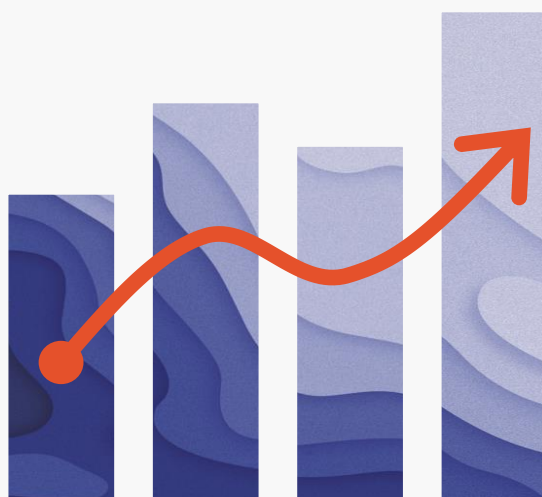


# Conjoncture économique annuelle

## Fiches éco - 15 ans

### Muscadet et DGC

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

# FICHE ÉCO 15 ANS

## TOTAL AOP DU MUSCADET

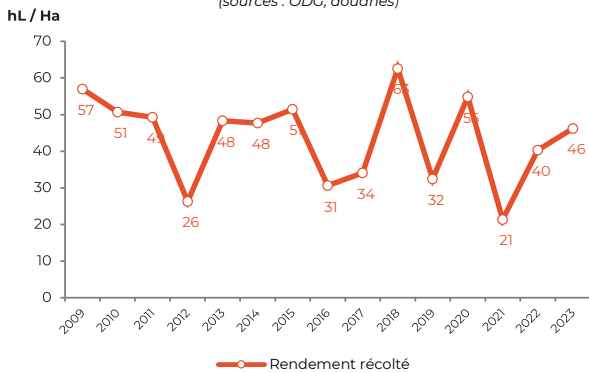
Tous les vins produits sous appellation "Muscadet"



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

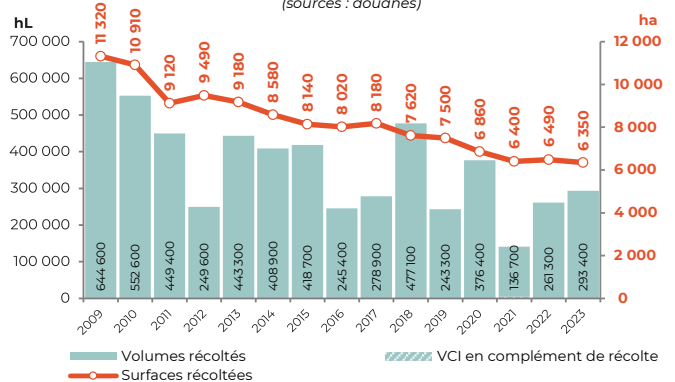
#### Rendements

(sources : ODG, douanes)



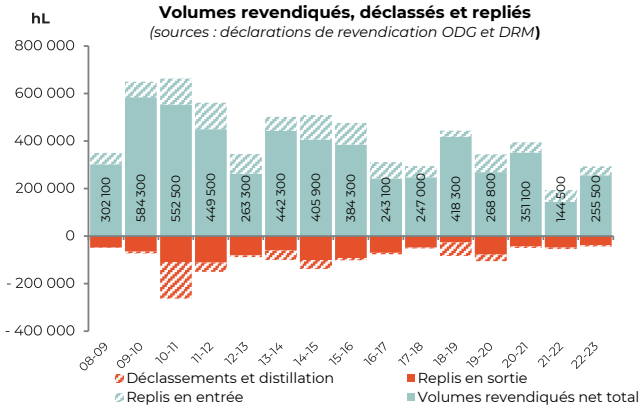
#### Récoltes : surfaces et volumes

(sources : douanes)



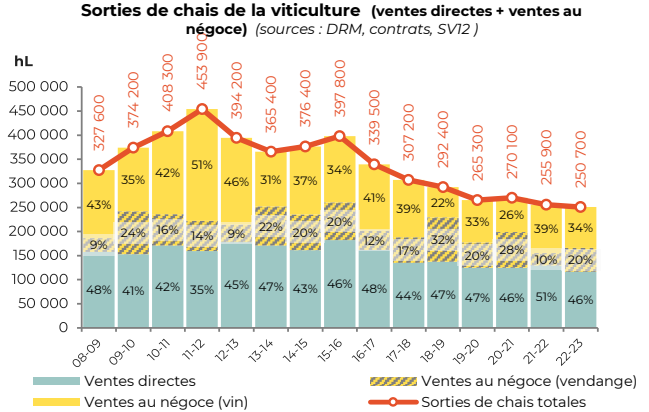
#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



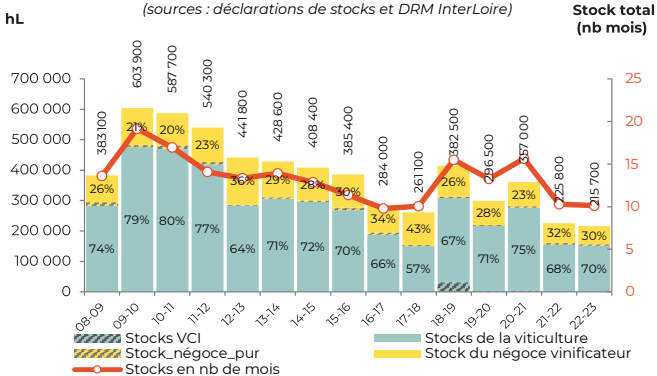
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SV12)



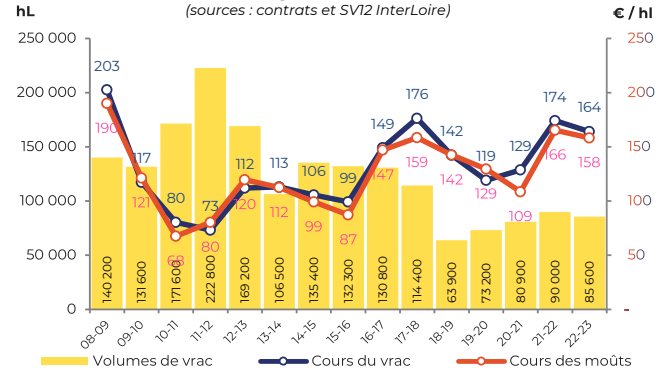
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

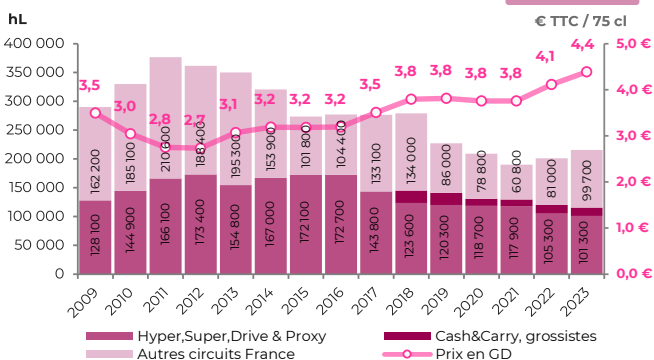
(sources : contrats et SV12 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

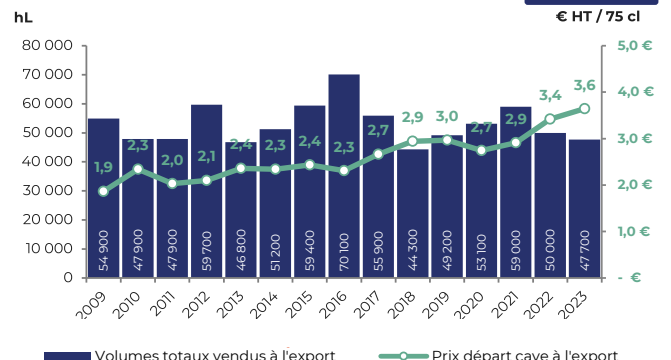
82% du total mis en marché Sur l'année 2023



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

(Source : DRM)

18% du total mis en marché Sur l'année 2023

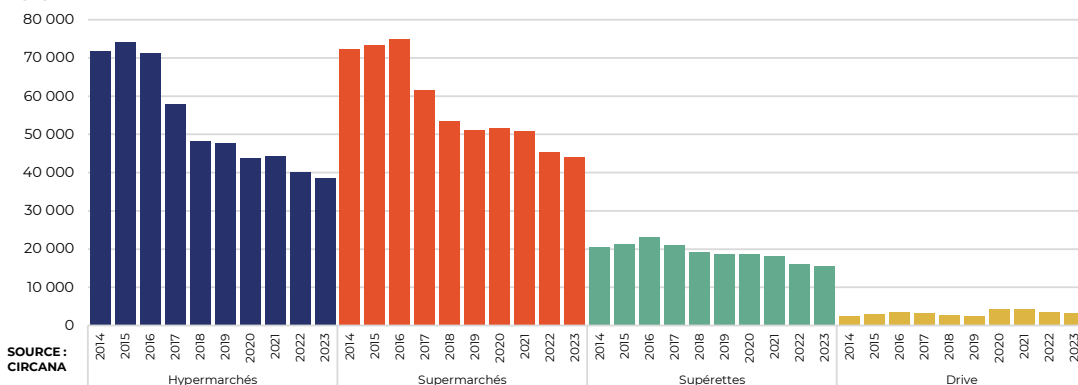




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

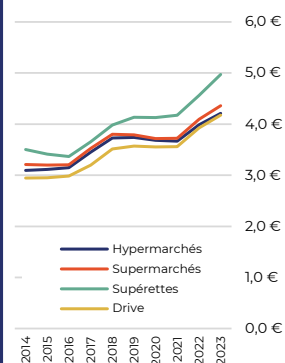
VOLUME hL

CIRCUITS DE DISTRIBUTION



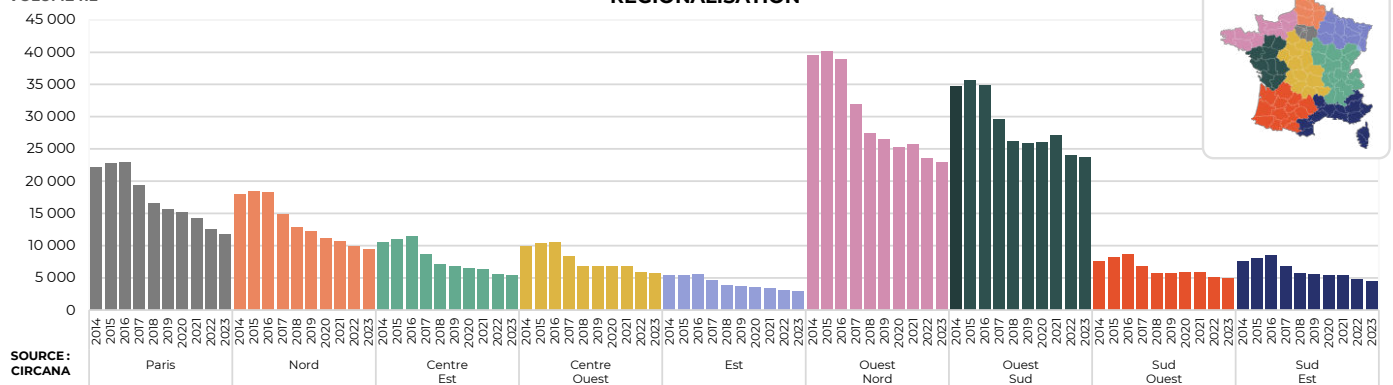
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

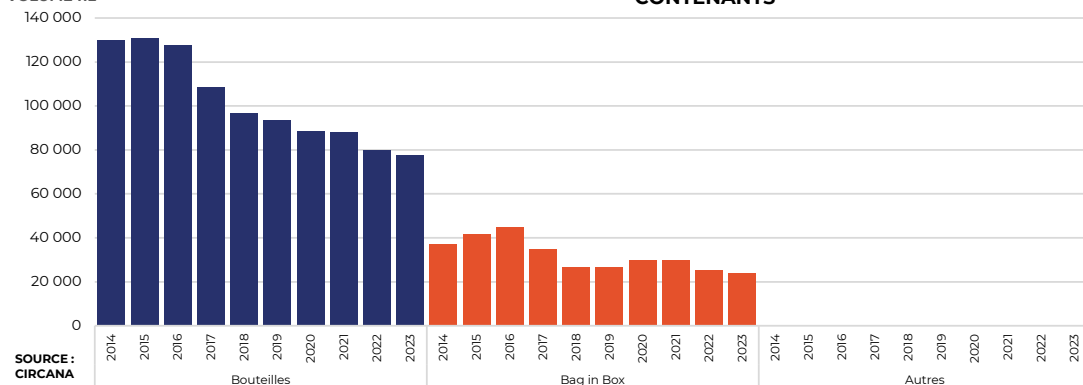
RÉGIONALISATION



SOURCE : CIRCANA

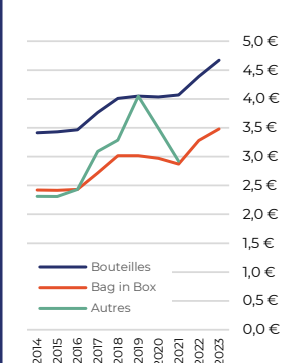
VOLUME hL

CONTENANTS



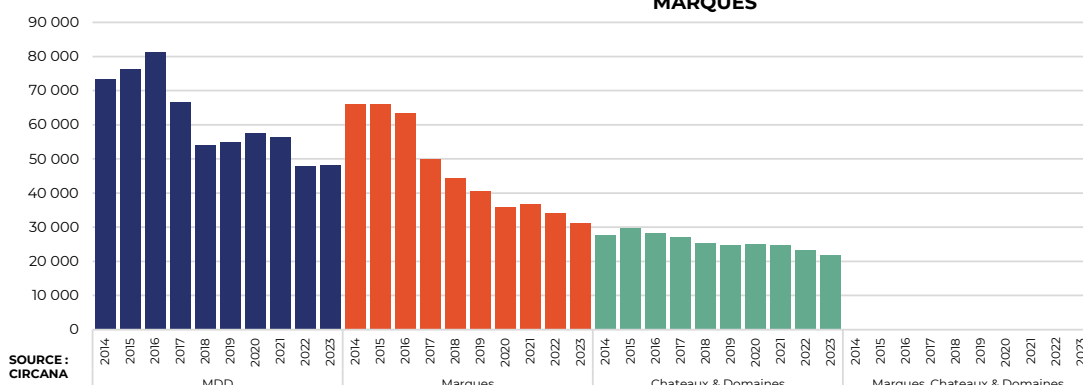
SOURCE : CIRCANA

PRIX TTC / 75 cL



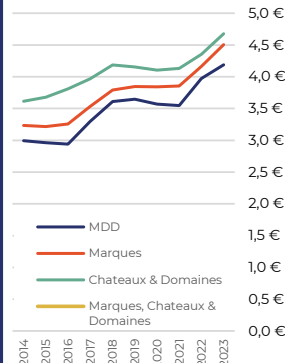
VOLUME hL

MARQUES



SOURCE : CIRCANA

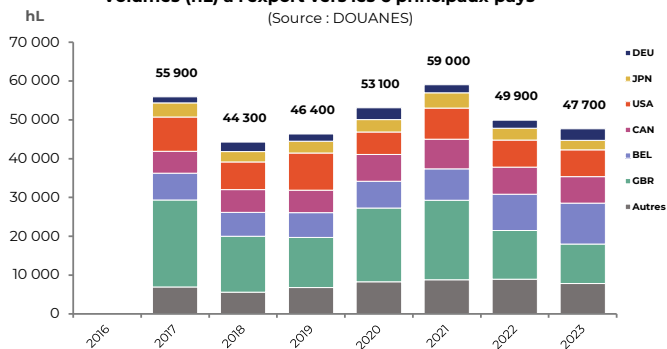
PRIX TTC / 75 cL



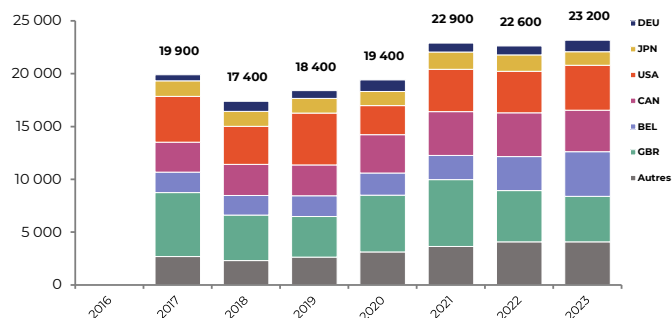


### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

**Volumes (hL) à l'export vers les 6 principaux pays**  
(Source : DOUANES)

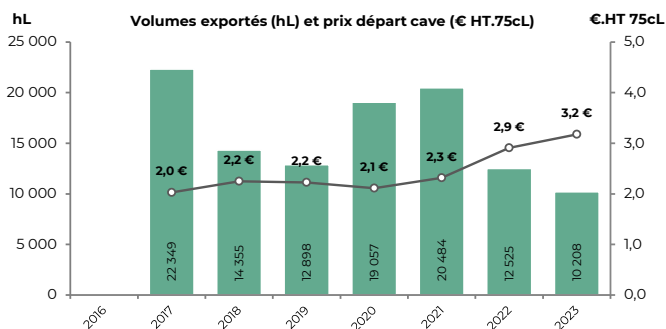


**Valeur (k€ HT) à l'export vers les 6 principaux pays**  
(Source : DOUANES)



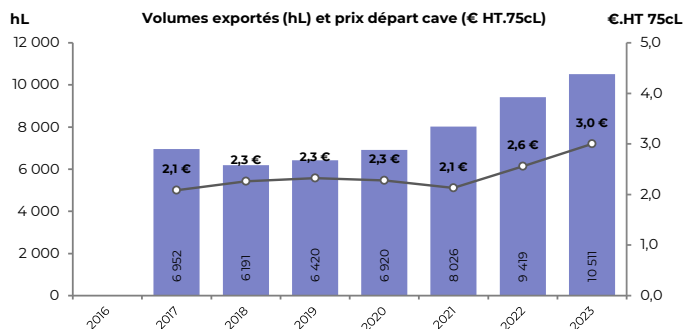
#### GBR-Royaume-Uni

21% de l'export sur l'année 2023



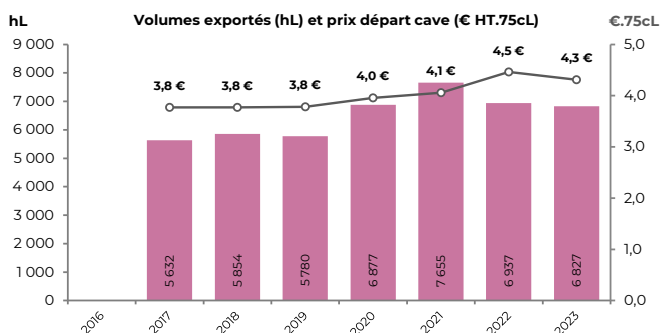
#### BEL-Belgique

22% de l'export sur l'année 2023



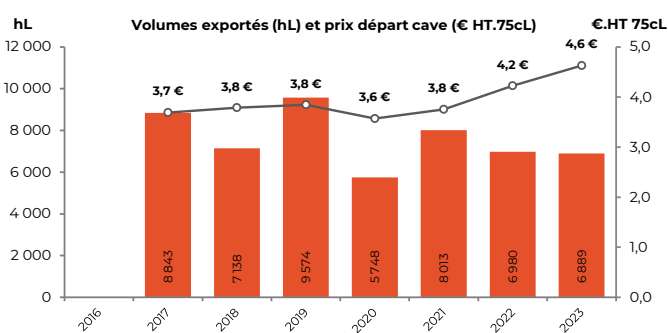
#### CAN-Canada

14% de l'export sur l'année 2023



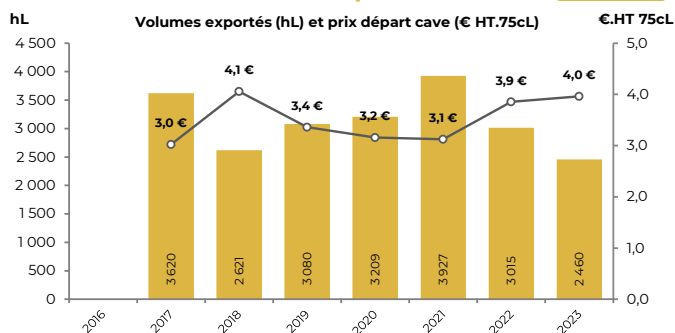
#### USA-États-Unis

14% de l'export sur l'année 2023



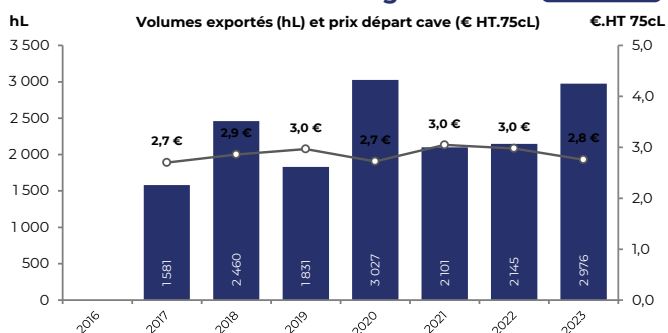
#### JPN-Japon

5% de l'export sur l'année 2023



#### DEU-Allemagne

6% de l'export sur l'année 2023



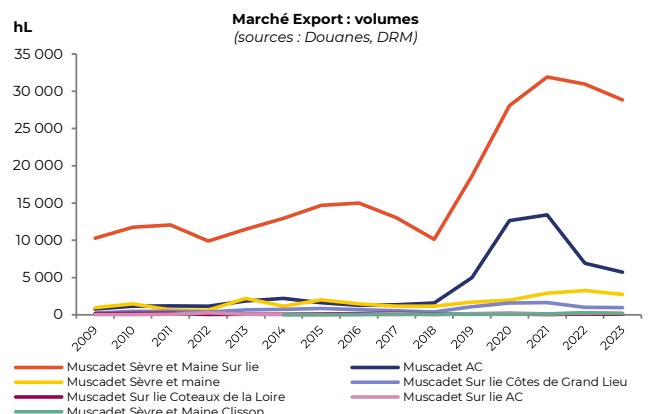
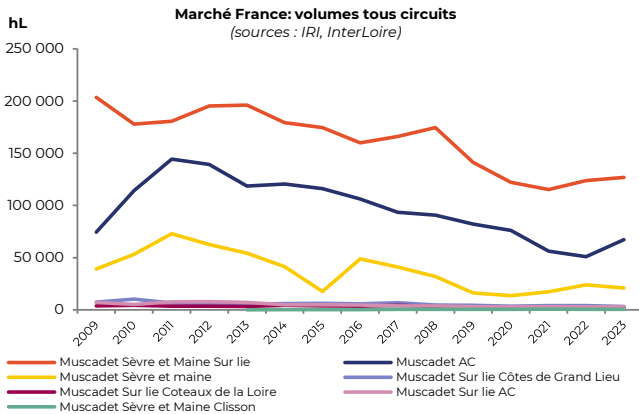
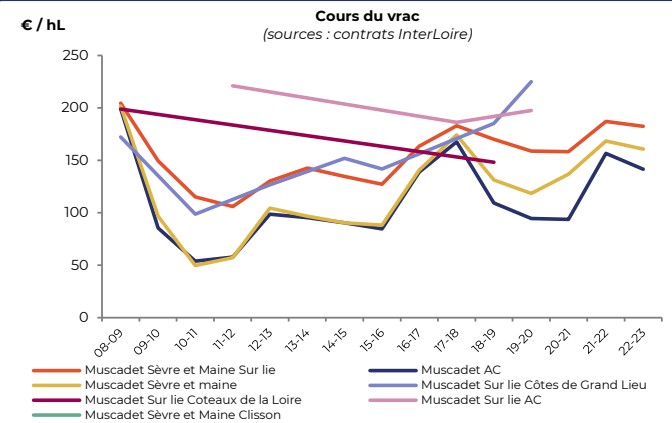
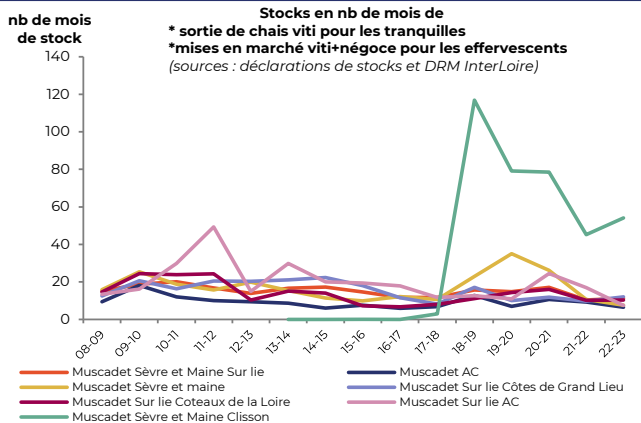
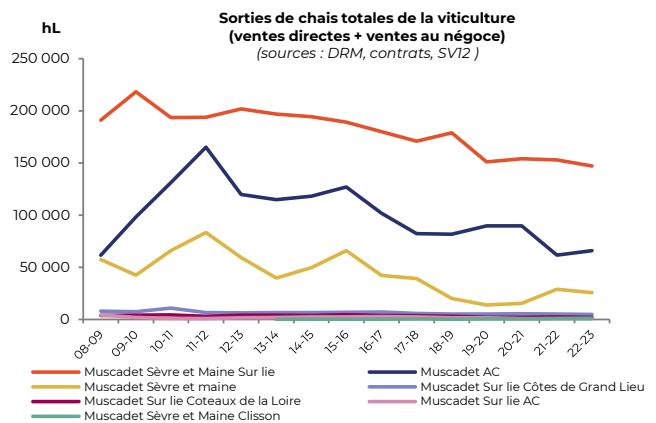
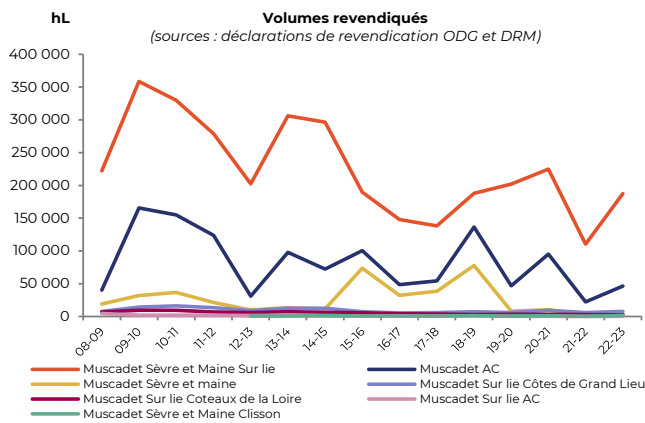
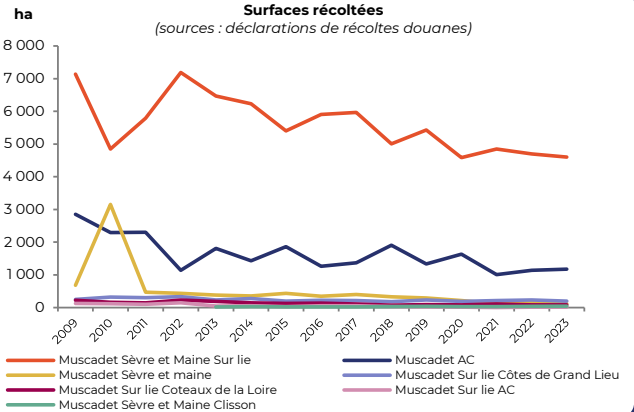
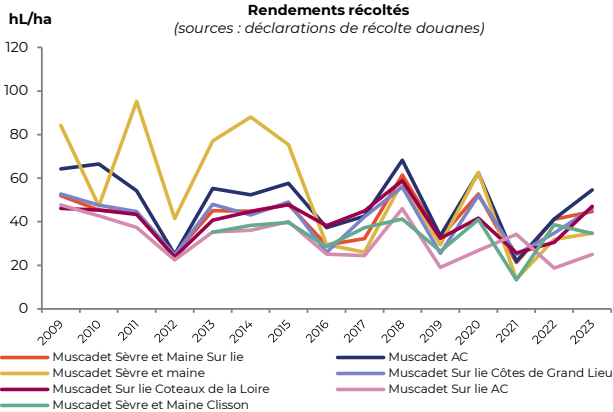
# FICHE ÉCO 15 ANS

## TOTAL AOP DU MUSCADET

Tous les vins produits sous appellation "Muscadet"



### ZOOM SUR LES 7 PRODUITS LES PLUS IMPORTANTS EN VOLUME (15 ans)



# FICHE ÉCO 15 ANS

## TOTAL DE L'AOP "MUSCADET AC"

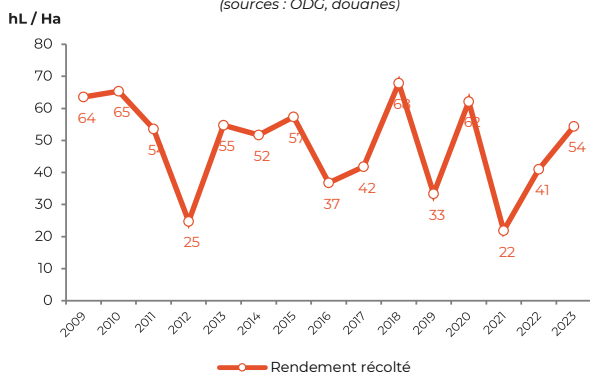
Muscadet AC, Primeur et Sur Lie



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

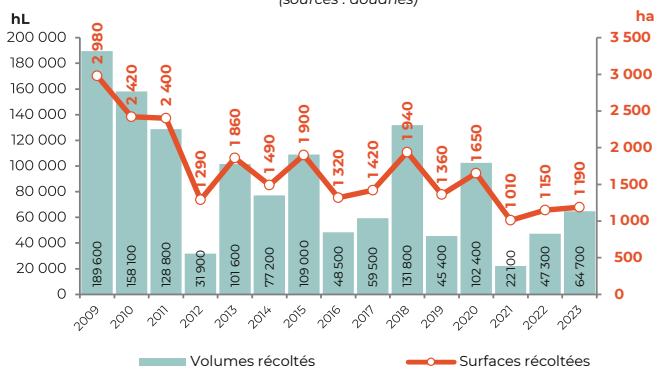
#### Rendements

(sources : ODG, douanes)



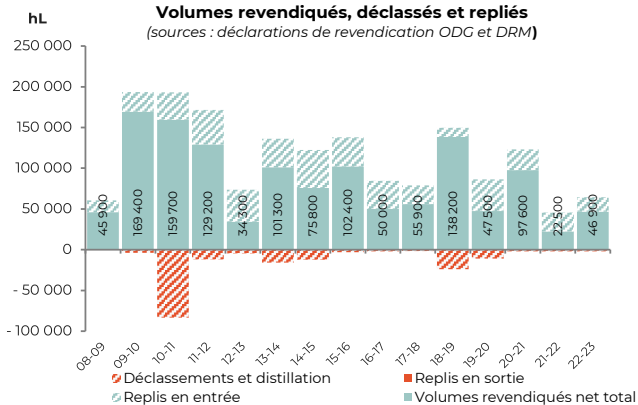
#### Récoltes : surfaces et volumes

(sources : douanes)



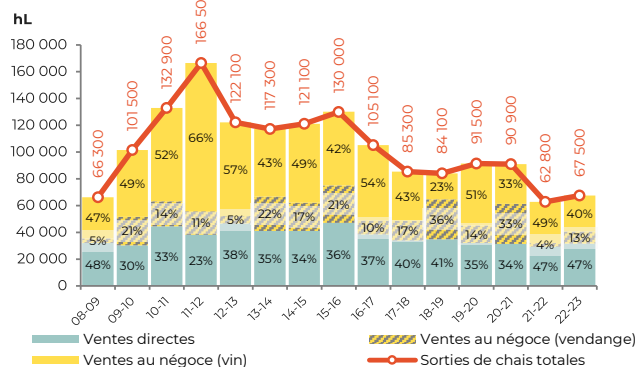
#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



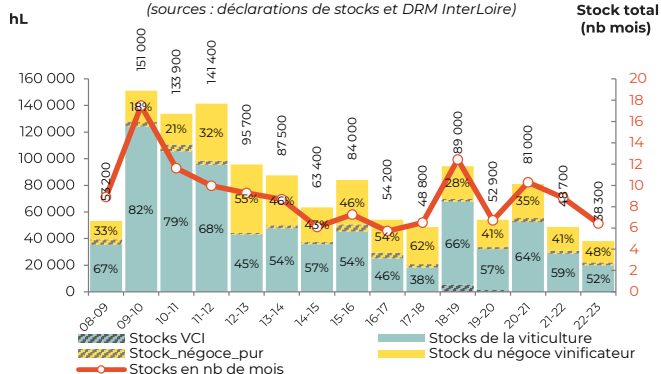
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



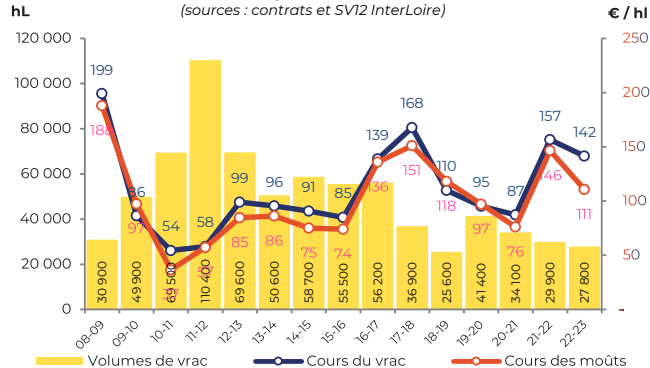
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

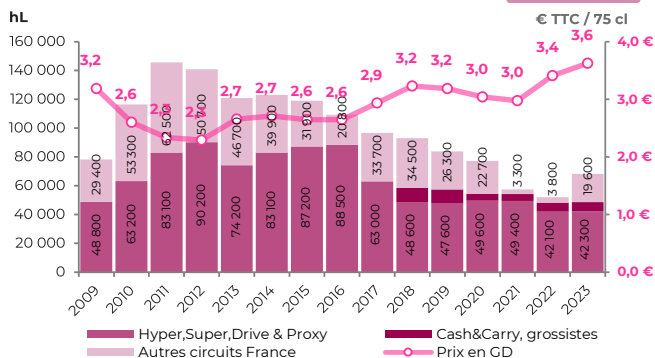
(sources : contrats et SVI2 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

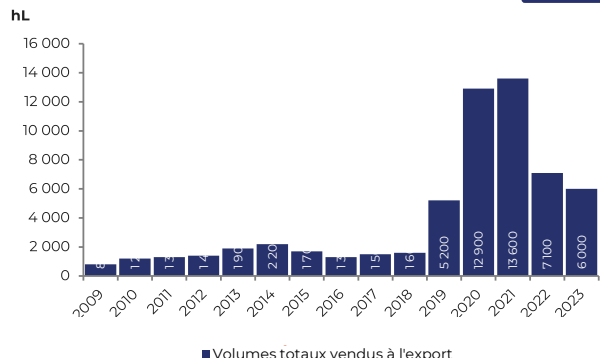
92% du total sortie de chais Sur l'année 2023



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

(Source : DRM)

8% du total sortie de chais Sur l'année 2023

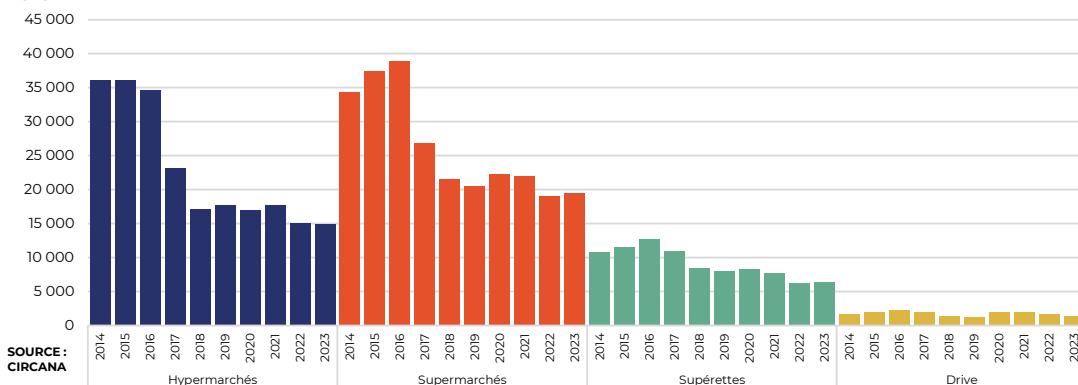




### ZOOM SUR LA GRANDE DISTRIBUTION FRANCAISE

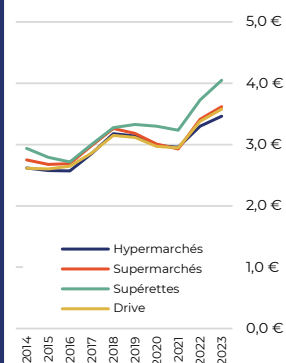
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



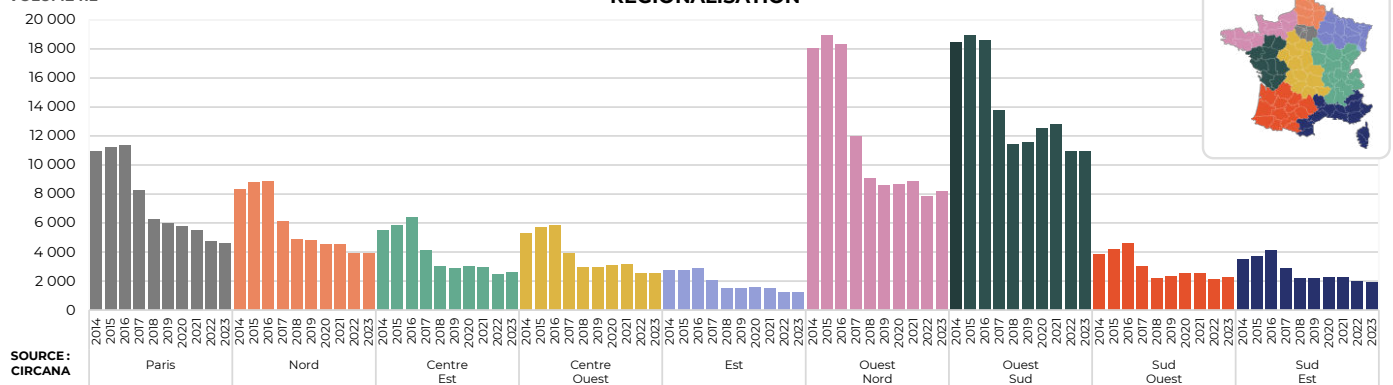
SOURCE : CIRCANA

PRIX TTC / 75 cL

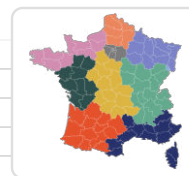


VOLUME hL

#### RÉGIONALISATION

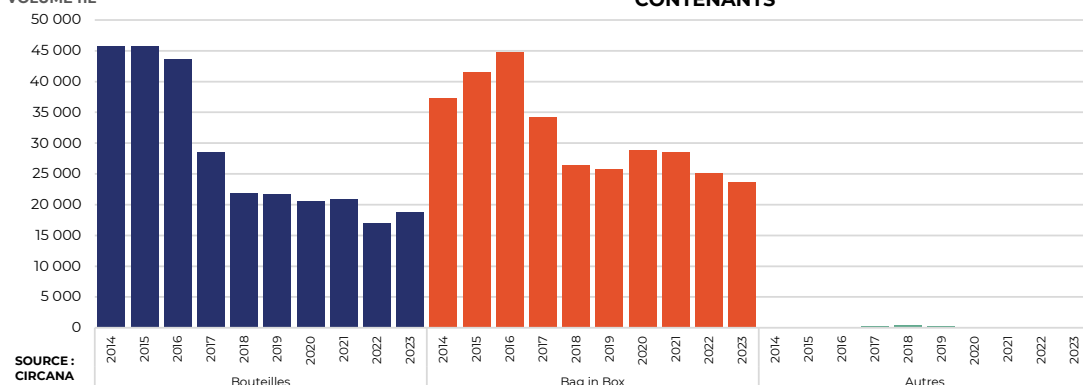


SOURCE : CIRCANA



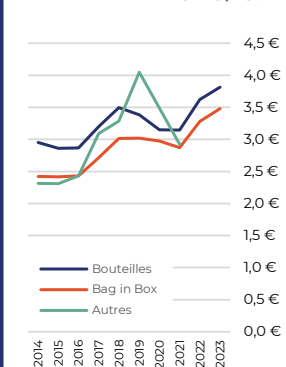
VOLUME hL

#### CONTENANTS



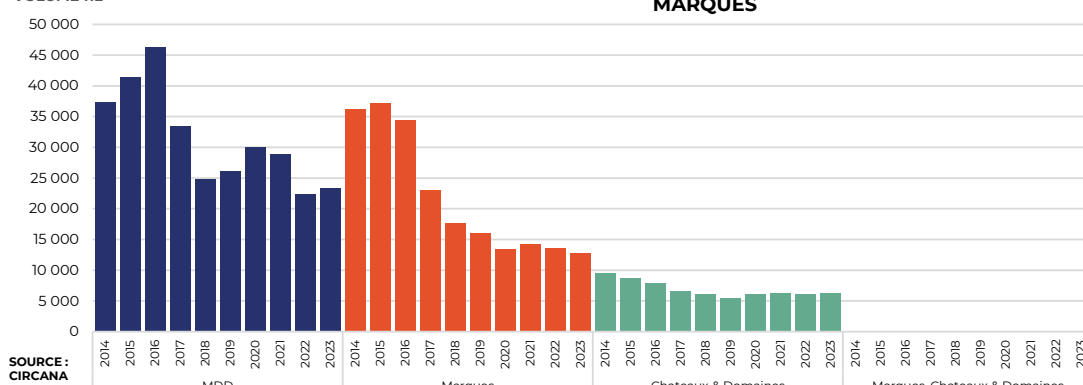
SOURCE : CIRCANA

PRIX TTC / 75 cL



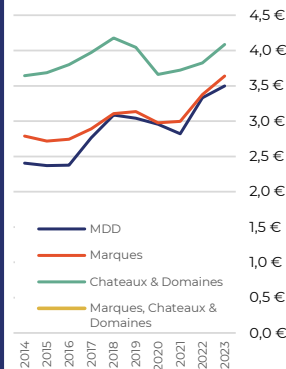
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



Contacts :

Antoine FRANÇOIS :  
Fanny GAUTIER :

Service Économie & Études - InterLoire

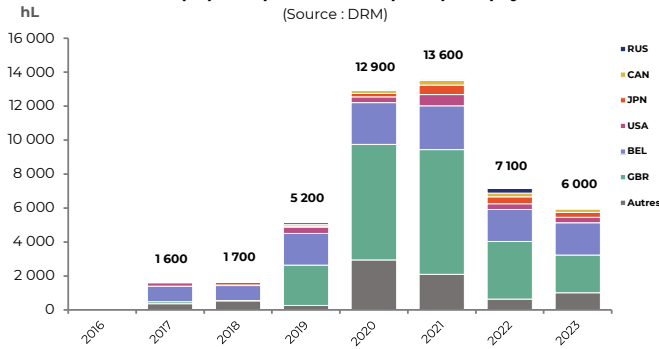
a.francois@vinsvaldeloire.fr / 02.47.60.55.14  
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08





### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

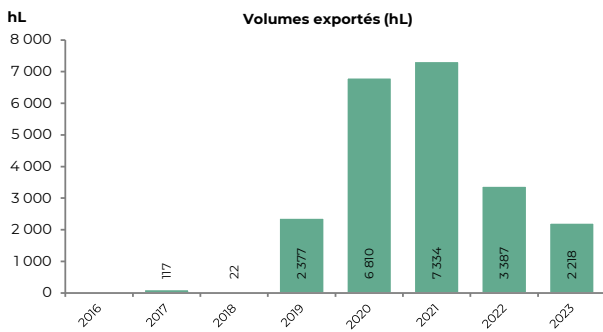
Volumes (hL) à l'export vers les 6 principaux pays  
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

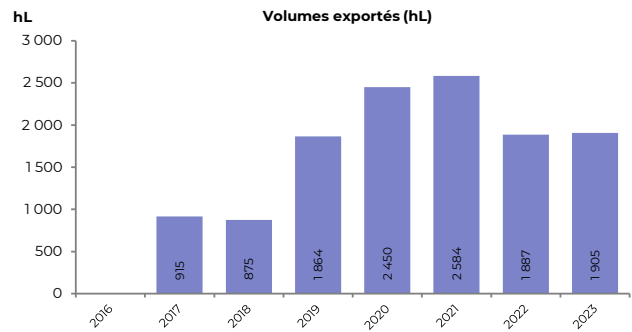
#### GBR-Royaume-Uni

37% de l'export sur l'année 2023



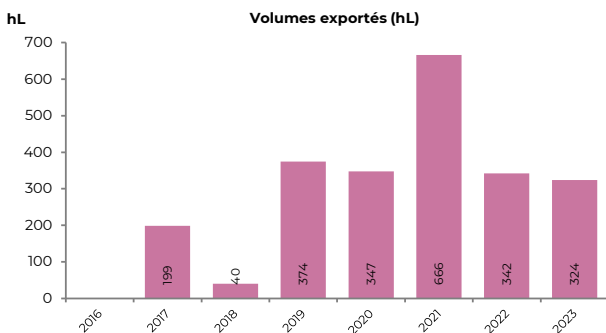
#### BEL-Belgique

32% de l'export sur l'année 2023



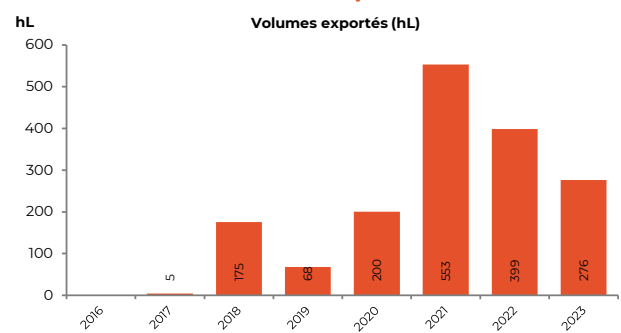
#### USA-États-Unis

5% de l'export sur l'année 2023



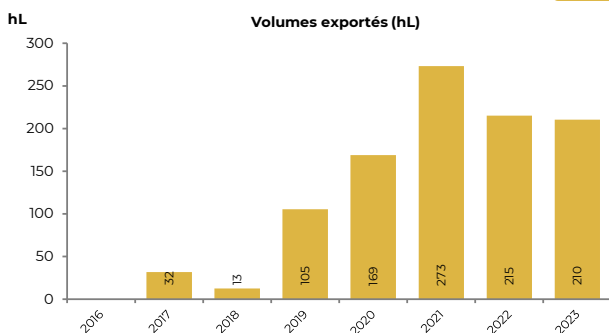
#### JPN-Japon

5% de l'export sur l'année 2023



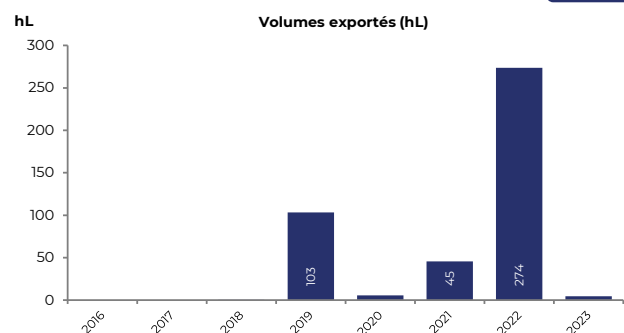
#### CAN-Canada

4% de l'export sur l'année 2023



#### RUS-Fédération de Russie

0% de l'export sur l'année 2023





# FICHE ÉCO 15 ANS

## TOTAL DES AOP "MUSCADET" SOUS-RÉGIONALES

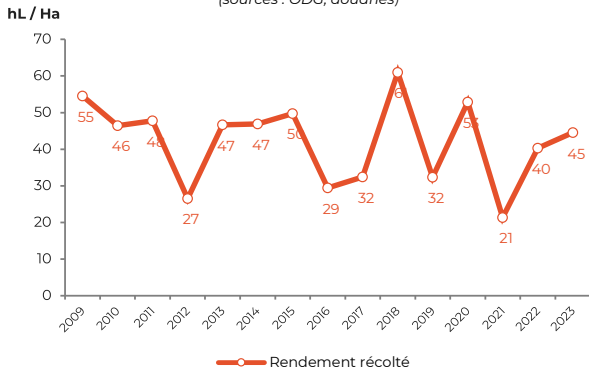
Muscadets: AC, S&M, CTL et CGL



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

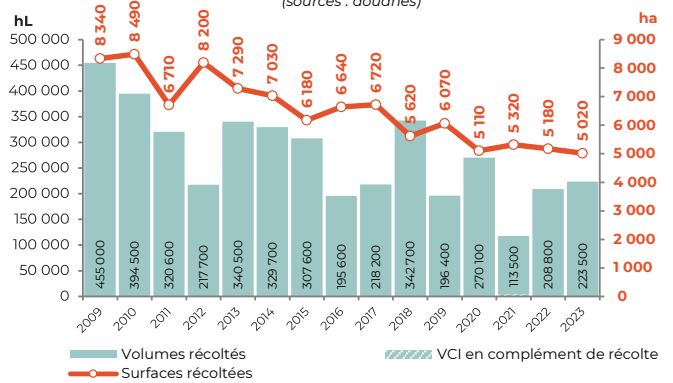
#### Rendements

(sources : ODG, douanes)



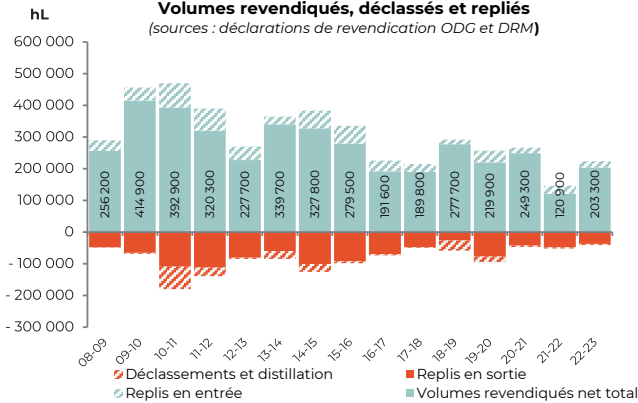
#### Récoltes : surfaces et volumes

(sources : douanes)



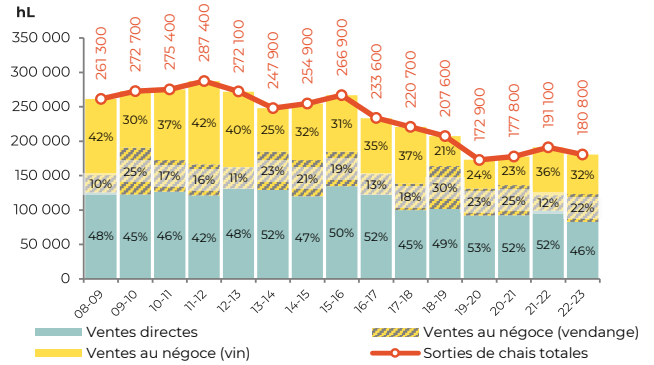
#### Volumes revendiqués, déclassés et réplis

(sources : déclarations de revendication ODG et DRM)



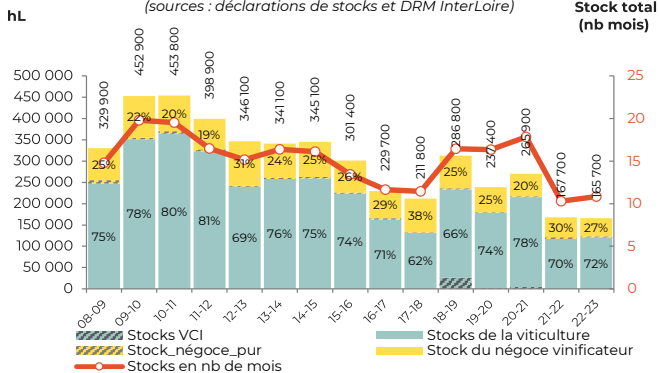
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



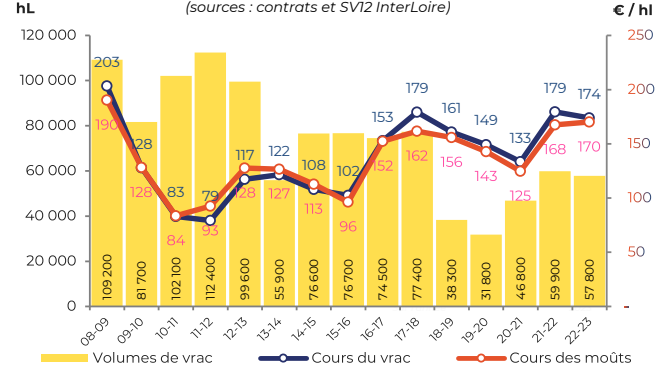
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

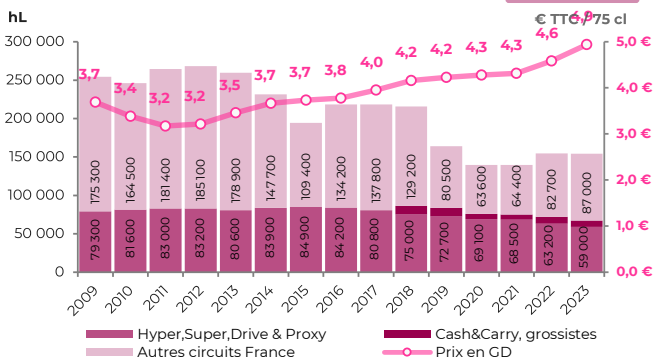
(sources : contrats et SVI2 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

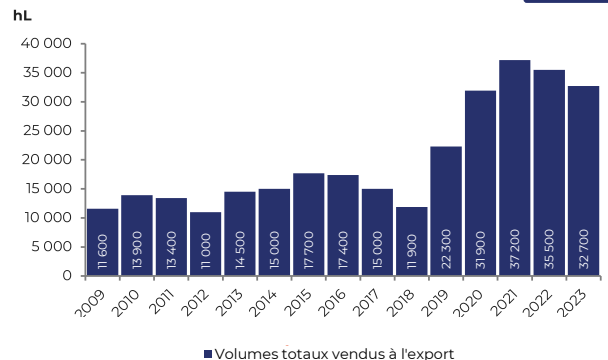
83% du total sortie de chais Sur l'année 2023



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

(Source : DRM)

17% du total sortie de chais Sur l'année 2023



# FICHE ÉCO 15 ANS

## TOTAL DES AOP "MUSCADET" SOUS-RÉGIONALES

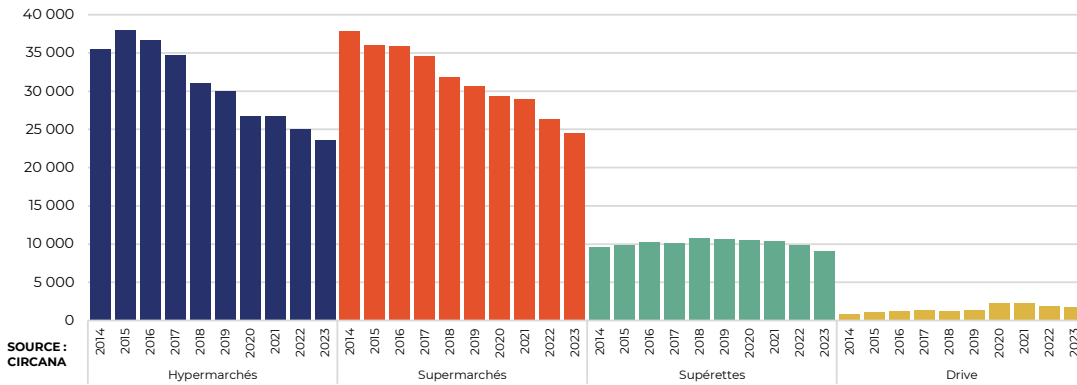
Muscadets: AC, S&M, CTL et CGL



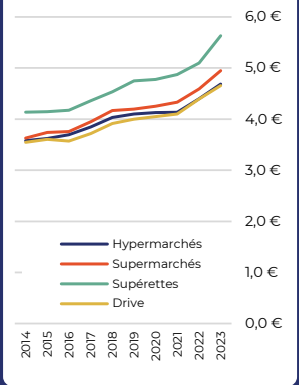
### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

#### CIRCUITS DE DISTRIBUTION

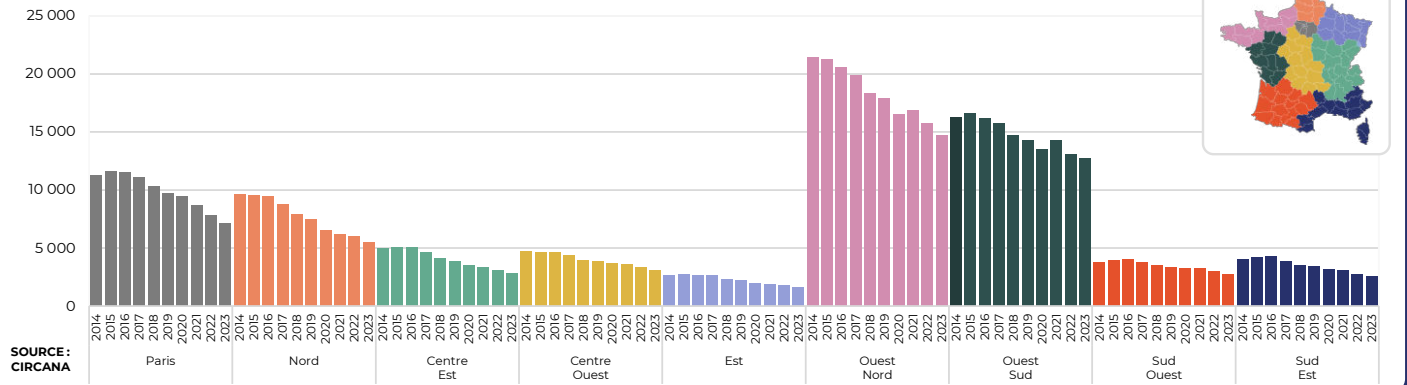


PRIX € TTC / 75 cL



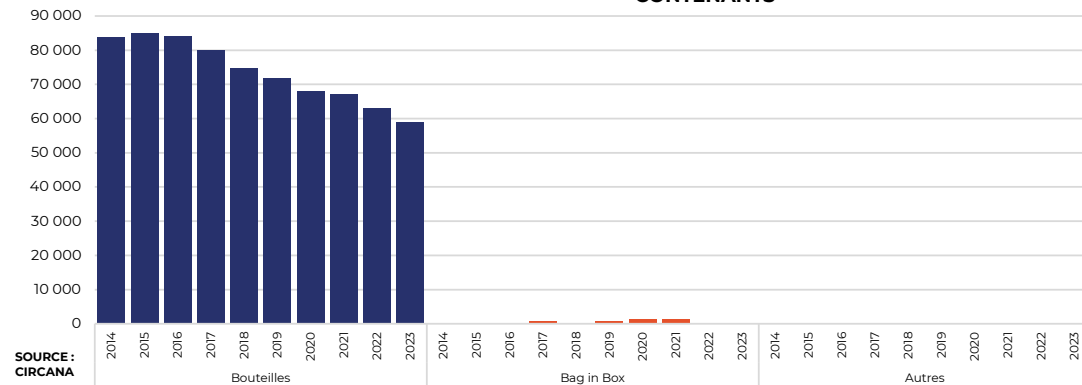
VOLUME hL

#### RÉGIONALISATION

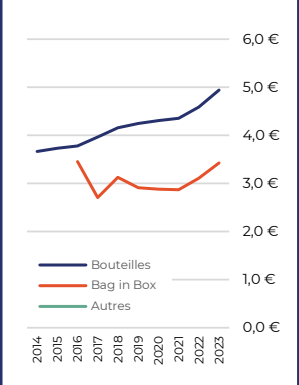


VOLUME hL

#### CONTENANTS

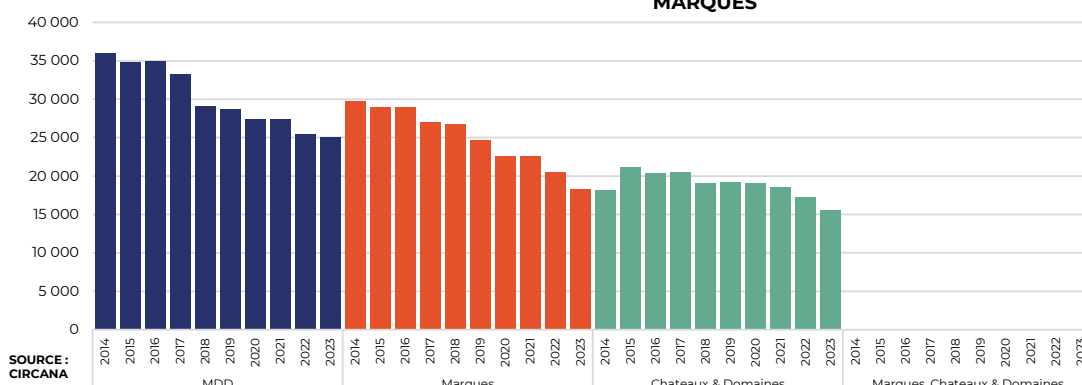


PRIX € TTC / 75 cL

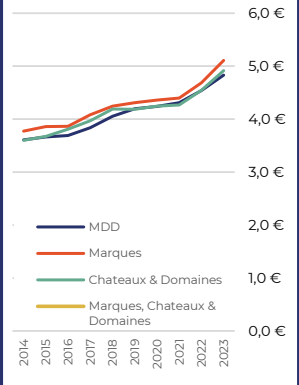


VOLUME hL

#### MARQUES



PRIX € TTC / 75 cL



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Fanny GAUTIER :

Service Économie & Études - InterLoire

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

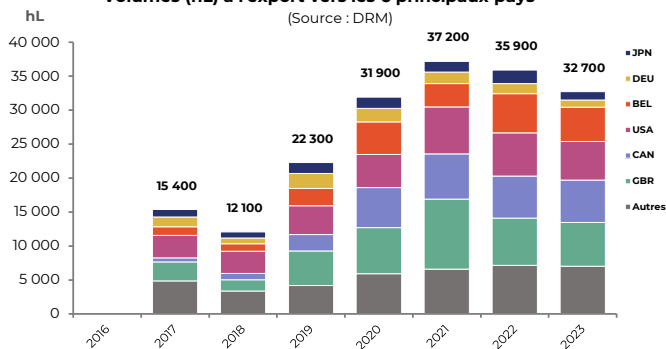
**INTERLoire**  
INTERPROFESSION  
DES VINS DE LOIRE



### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

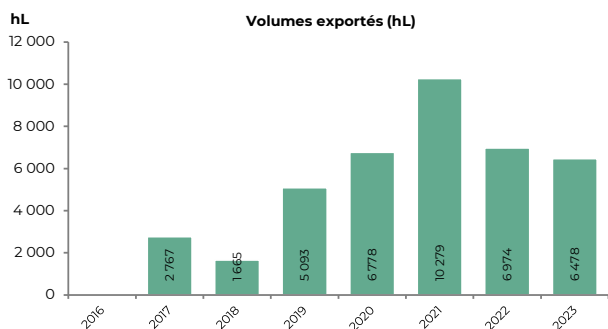


Les données de valeur et de prix ne sont pas disponibles

#### GBR-Royaume-Uni

20% de l'export sur l'année 2023

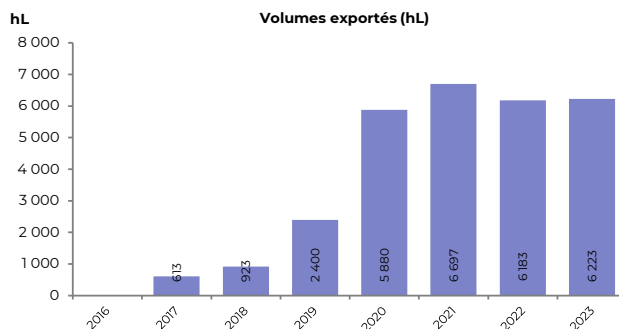
Volumes exportés (hL)



#### CAN-Canada

19% de l'export sur l'année 2023

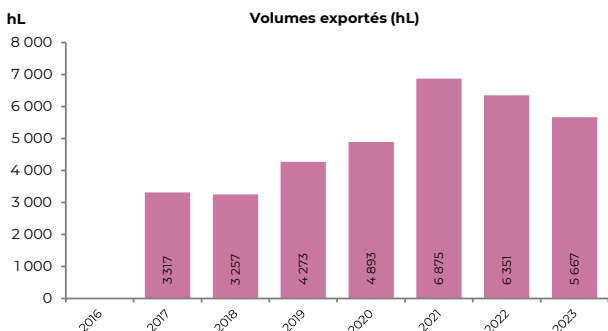
Volumes exportés (hL)



#### USA-États-Unis

17% de l'export sur l'année 2023

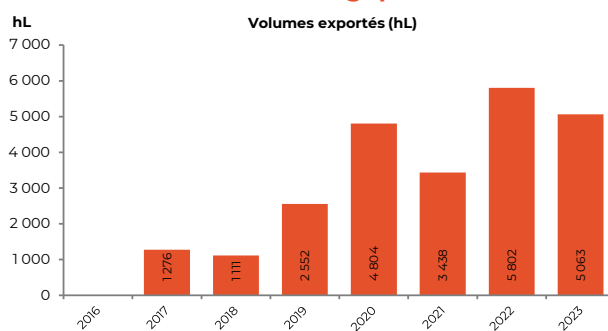
Volumes exportés (hL)



#### BEL-Belgique

15% de l'export sur l'année 2023

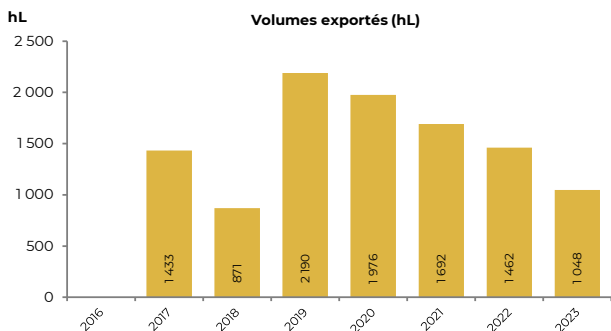
Volumes exportés (hL)



#### DEU-Allemagne

3% de l'export sur l'année 2023

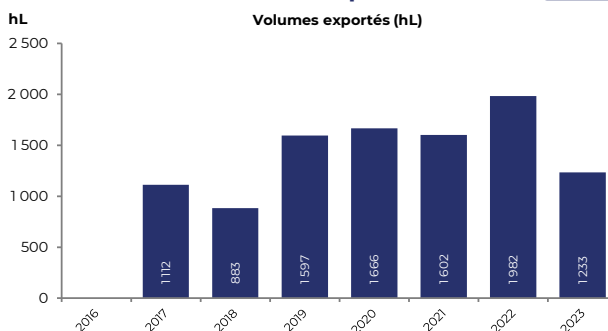
Volumes exportés (hL)



#### JPN-Japon

4% de l'export sur l'année 2023

Volumes exportés (hL)



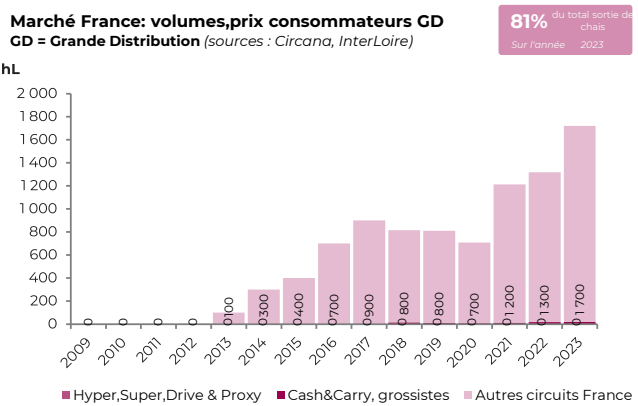
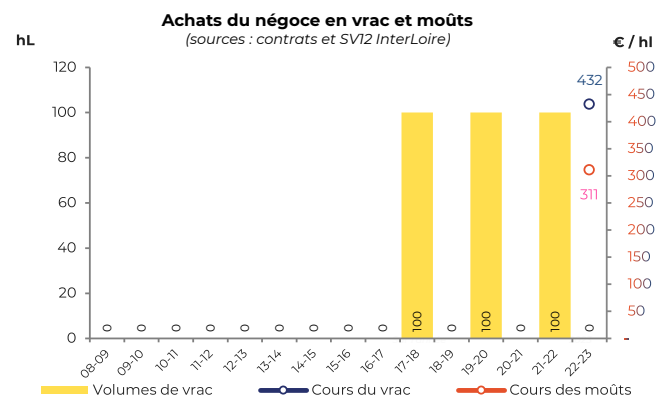
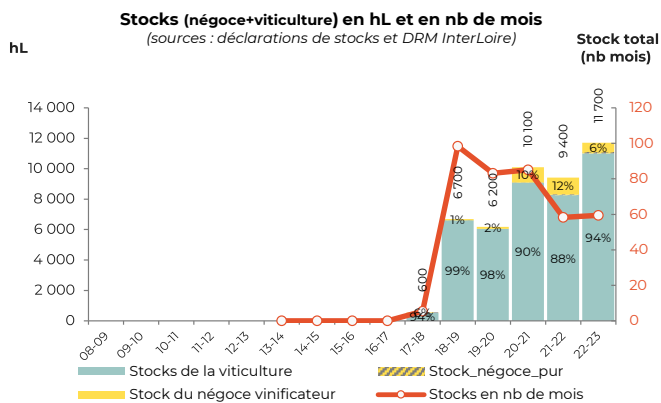
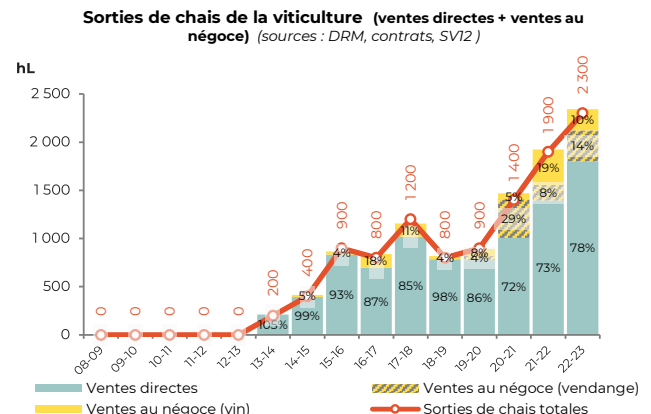
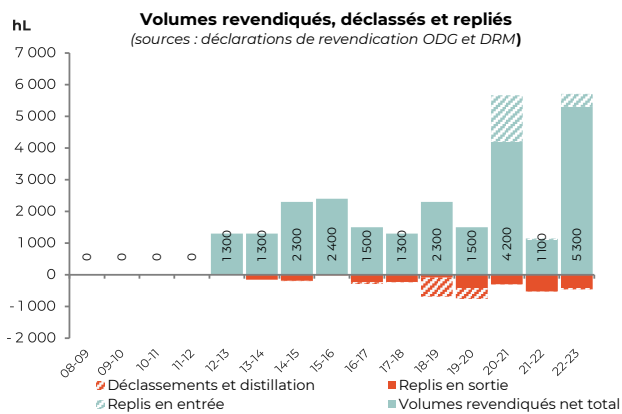
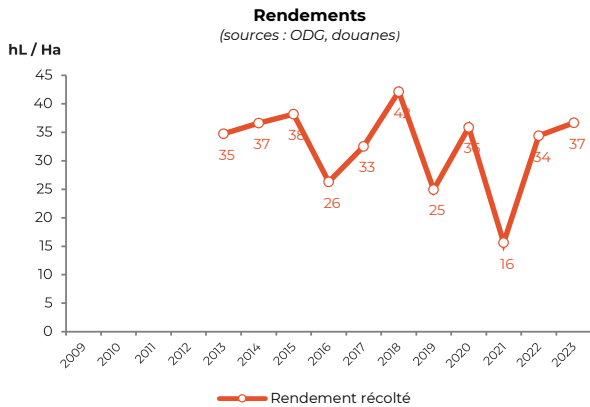
# FICHE ÉCO 15 ANS

## TOTAL DES AOP "MUSCADET" COMMUNALES

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



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)





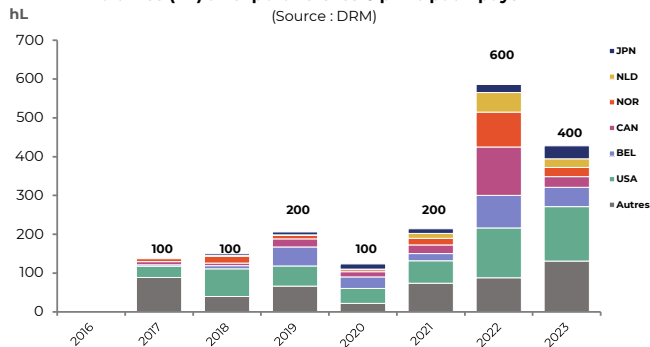
## TOTAL DES AOP "MUSCADET" COMMUNALES

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

### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

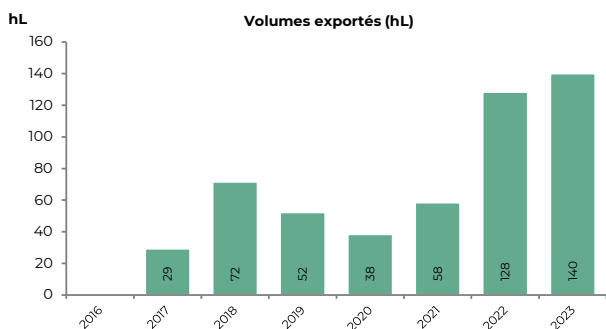
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

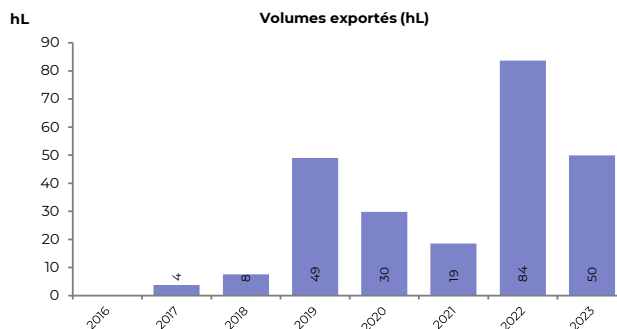
#### USA-États-Unis

33% de l'export sur l'année 2023



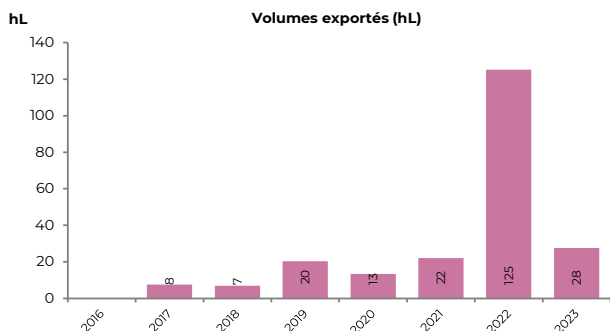
#### BEL-Belgique

12% de l'export sur l'année 2023



#### CAN-Canada

6% de l'export sur l'année 2023



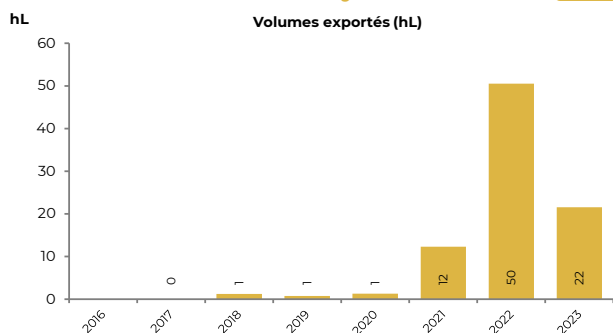
#### NOR-Norvège

6% de l'export sur l'année 2023



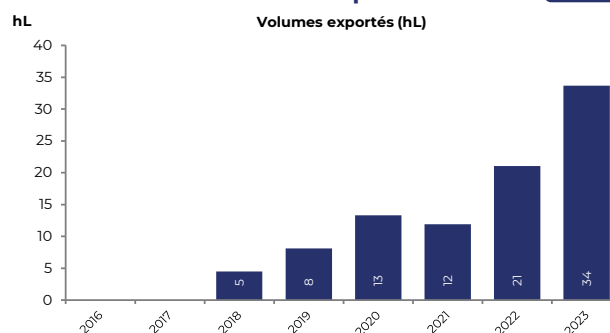
#### NLD-Pays-Bas

5% de l'export sur l'année 2023



#### JPN-Japon

8% de l'export sur l'année 2023



# FICHE ÉCO 15 ANS

## TOTAL DES AOP "MUSCADET SUR LIE"

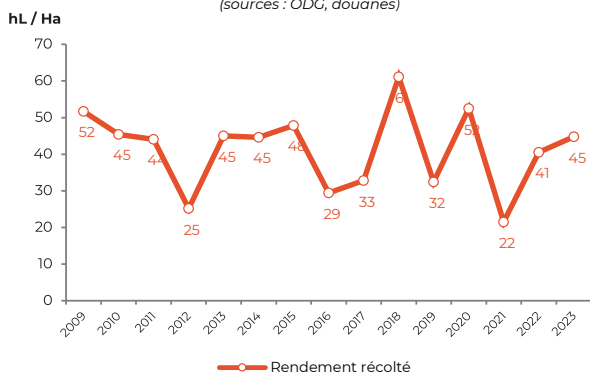
Muscadets sur Lie : AC, S&M, CTL et CGL



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

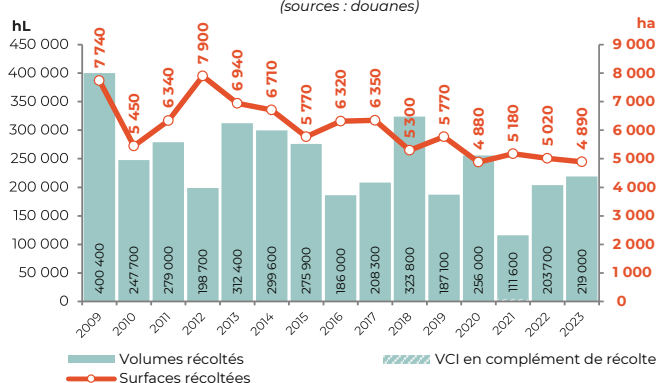
#### Rendements

(sources : ODG, douanes)



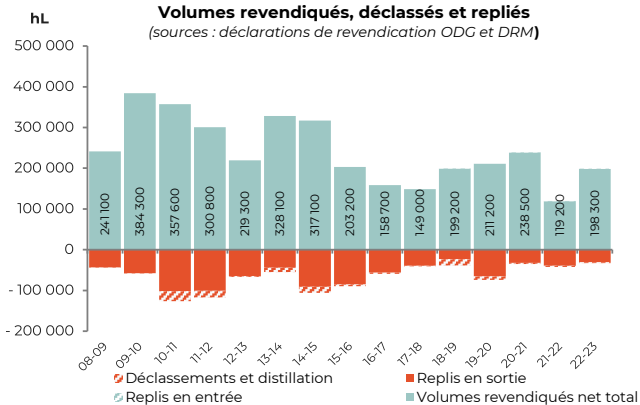
#### Récoltes : surfaces et volumes

(sources : douanes)



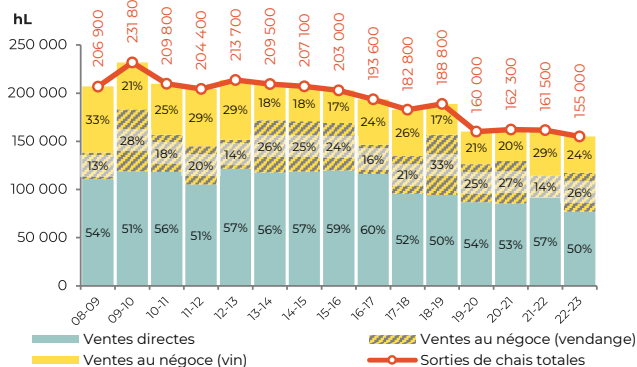
#### Volumes revendiqués, déclassés et réplis

(sources : déclarations de revendication ODG et DRM)



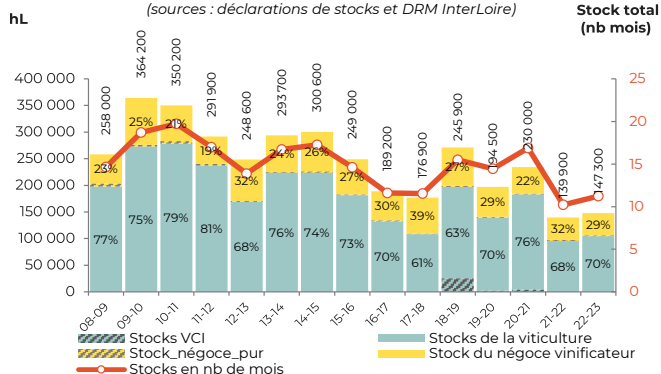
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



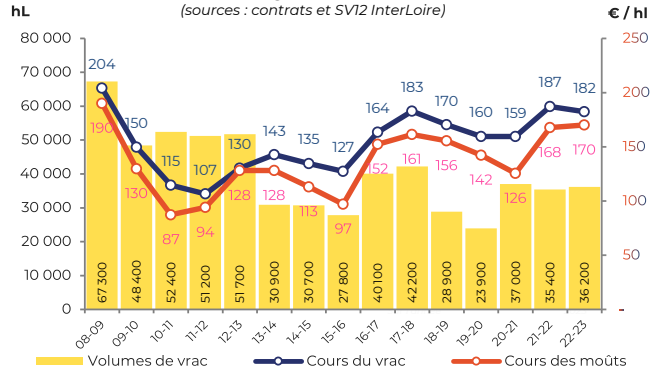
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

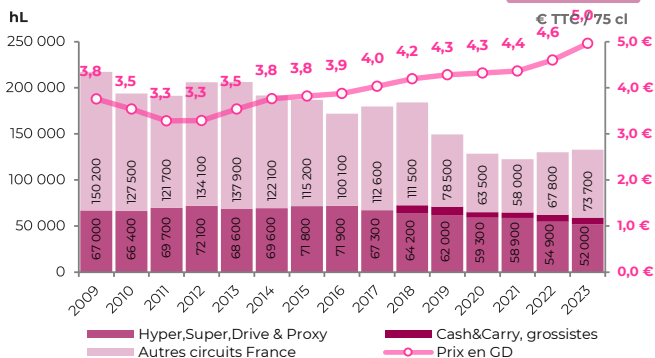
(sources : contrats et SVI2 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

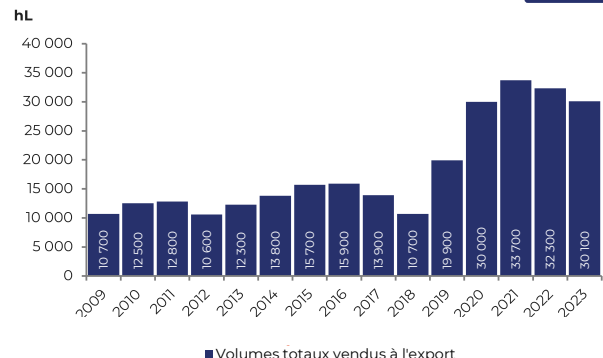
82% du total sortie de chais Sur l'année 2023



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

(Source : DRM)

18% du total sortie de chais Sur l'année 2023

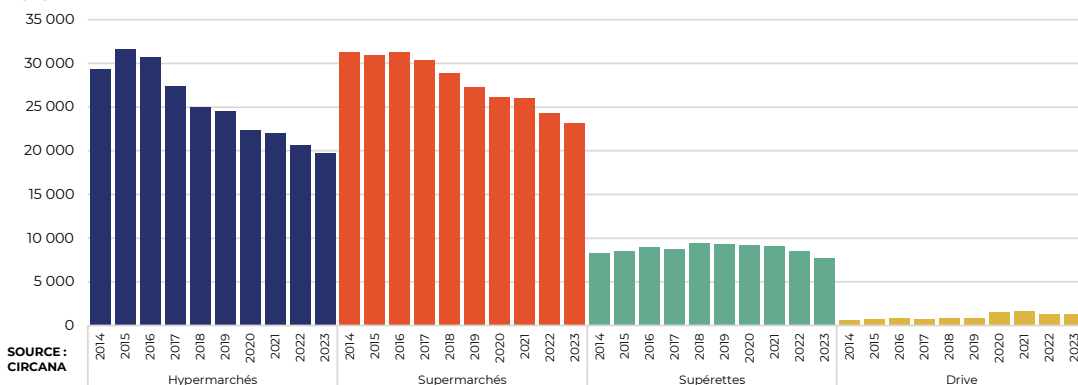




### ZOOM SUR LA GRANDE DISTRIBUTION FRANCAISE

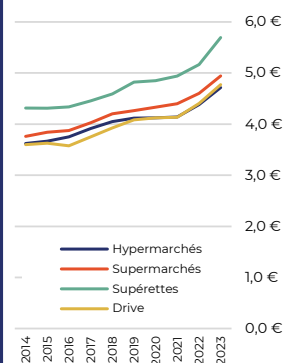
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



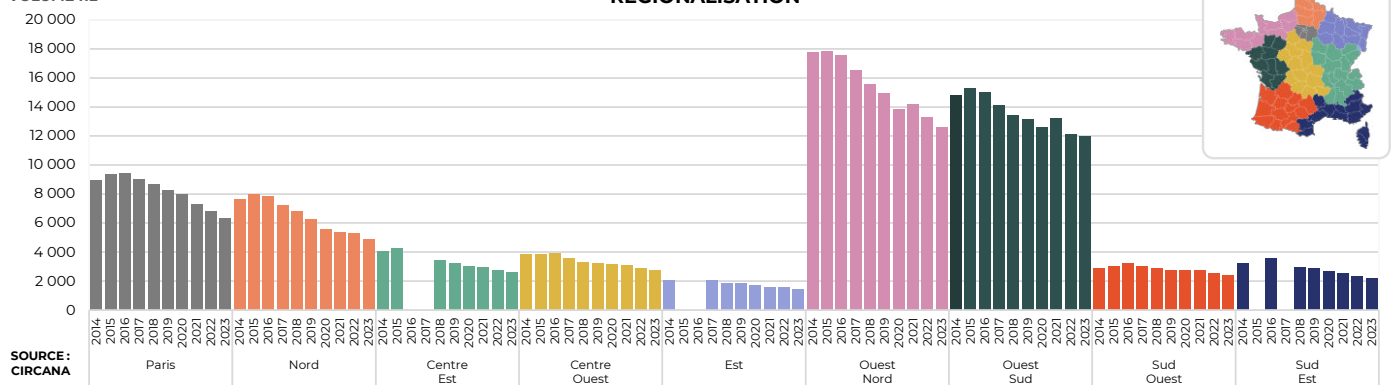
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

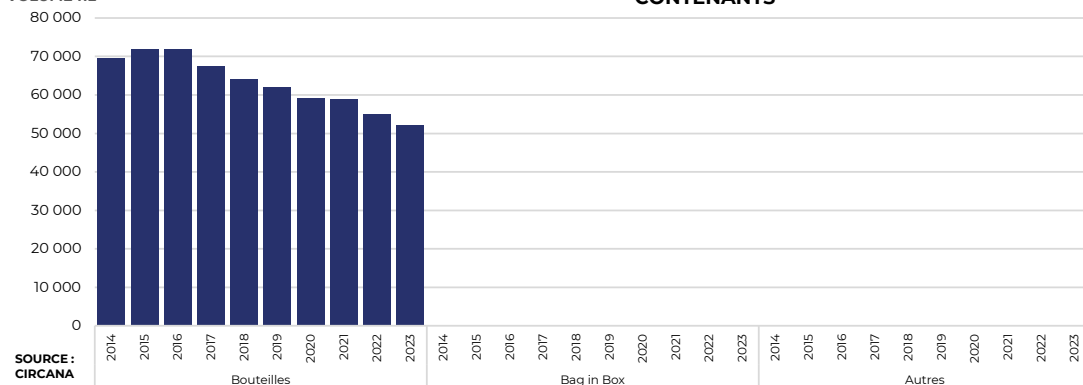
#### RÉGIONALISATION



SOURCE : CIRCANA

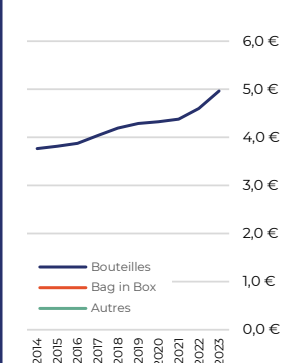
VOLUME hL

#### CONTENANTS



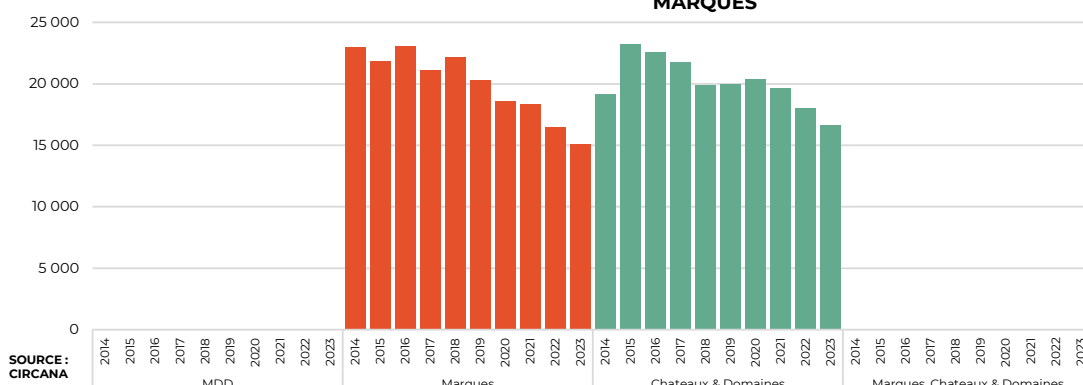
SOURCE : CIRCANA

PRIX TTC / 75 cL



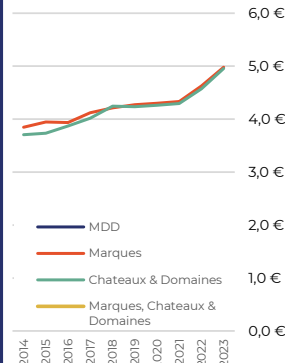
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL





## TOTAL DES AOP "MUSCADET SUR LIE"

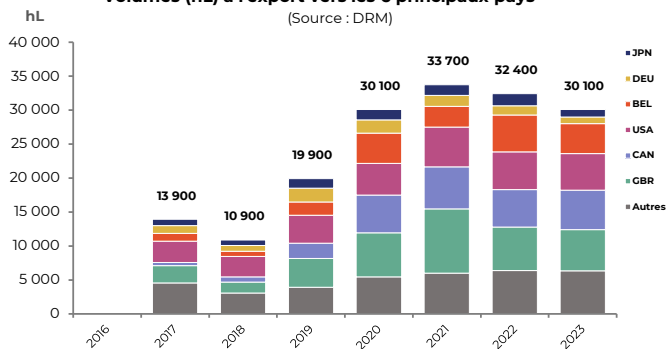
Muscadets sur Lie : AC, S&M, CTL et CGL



### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

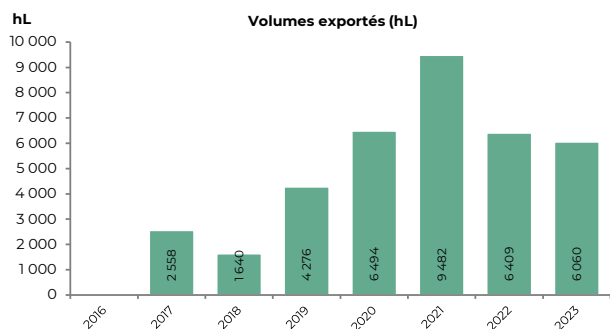


Les données de valeur et de prix ne sont pas disponibles

#### GBR-Royaume-Uni

20% de l'export sur l'année 2023

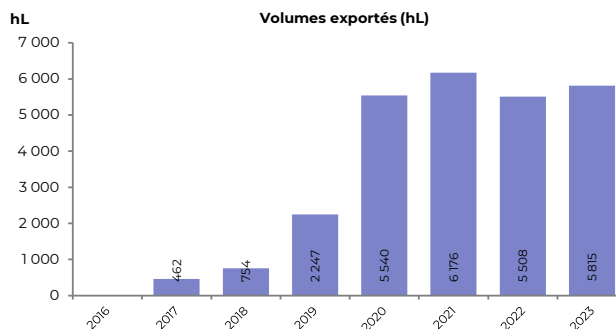
Volumes exportés (hL)



#### CAN-Canada

19% de l'export sur l'année 2023

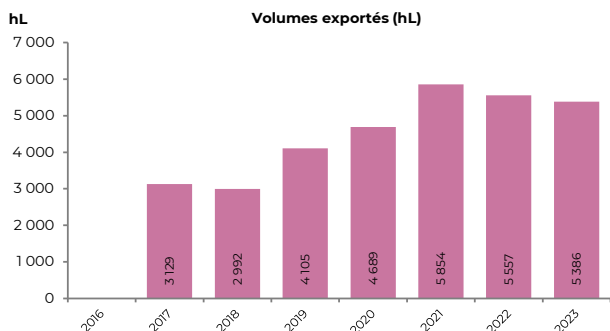
Volumes exportés (hL)



#### USA-États-Unis

18% de l'export sur l'année 2023

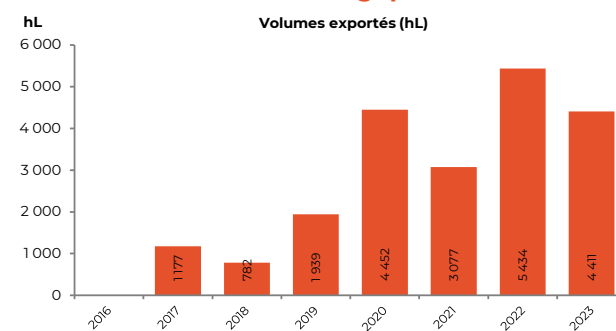
Volumes exportés (hL)



#### BEL-Belgique

15% de l'export sur l'année 2023

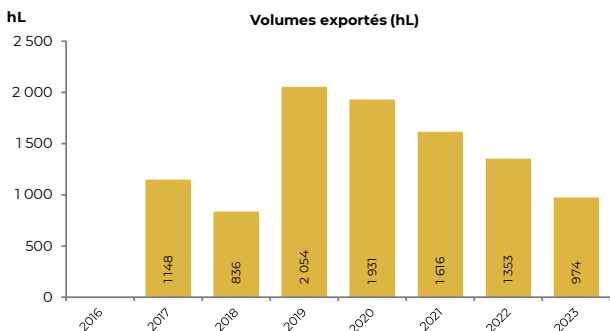
Volumes exportés (hL)



#### DEU-Allemagne

3% de l'export sur l'année 2023

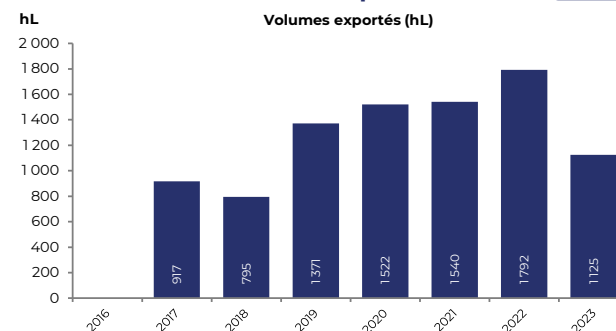
Volumes exportés (hL)



#### JPN-Japon

4% de l'export sur l'année 2023

Volumes exportés (hL)

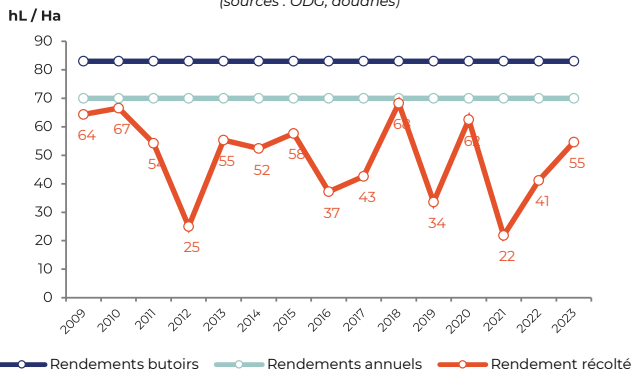




### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

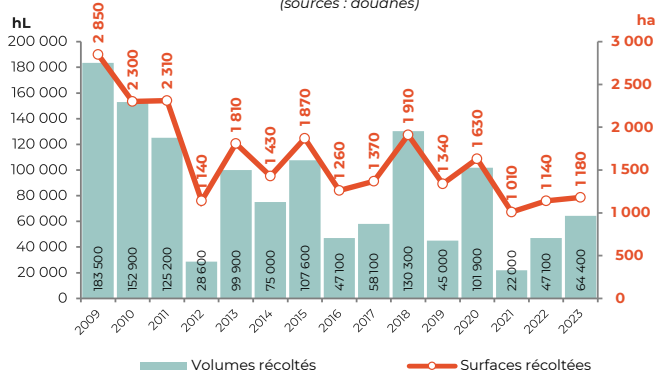
#### Rendements

(sources : ODG, douanes)



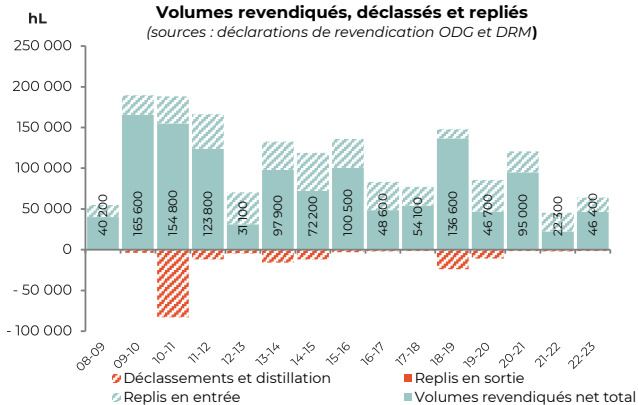
#### Récoltes : surfaces et volumes

(sources : douanes)



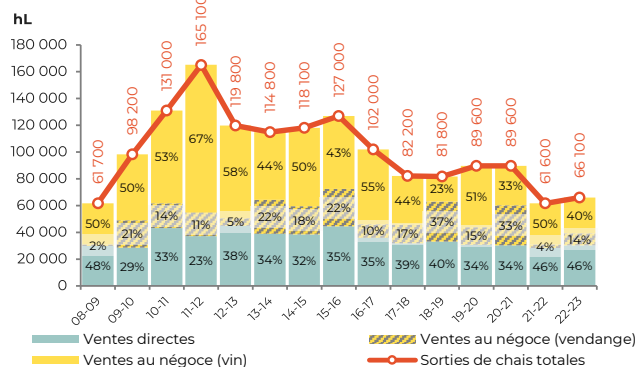
#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



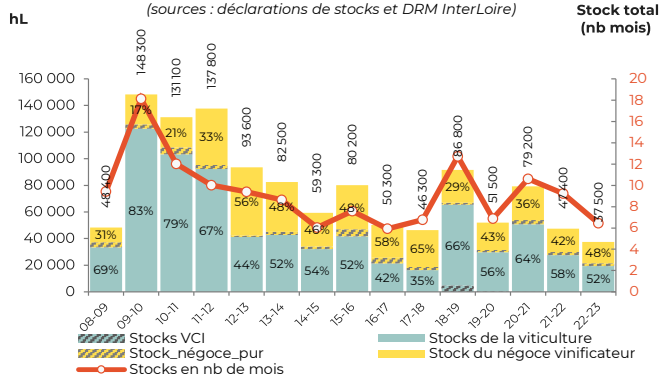
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SV12)



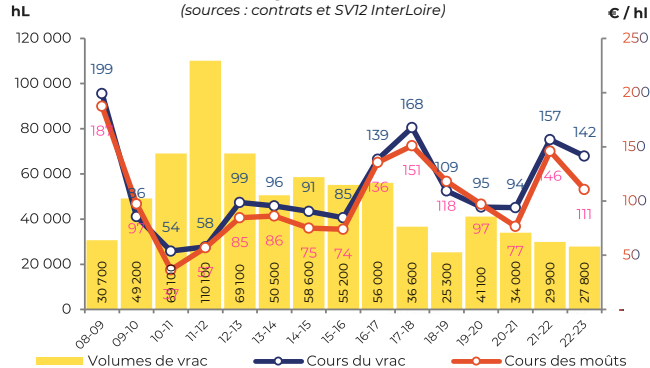
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

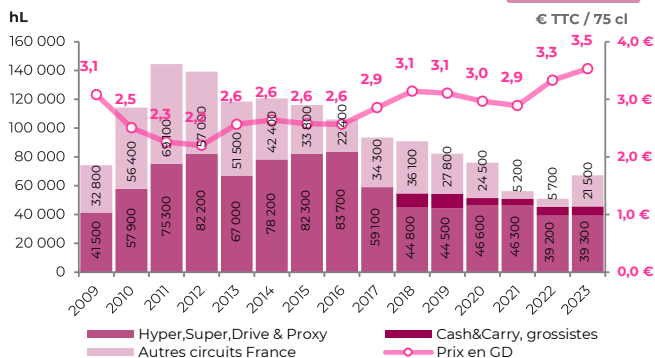
(sources : contrats et SV12 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

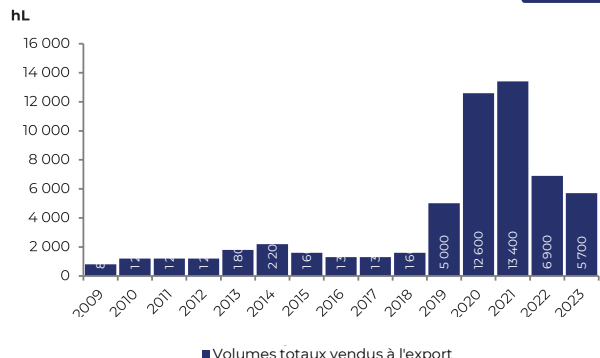
92% du total sortie de chais Sur l'année 2023



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

(Source : DRM)

8% du total sortie de chais Sur l'année 2023

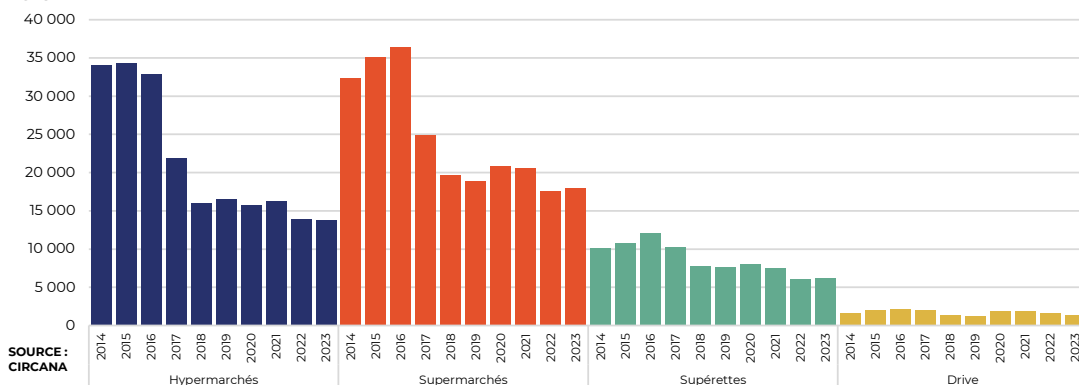




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

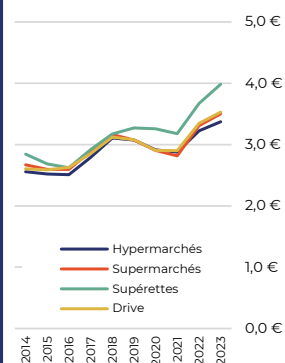
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



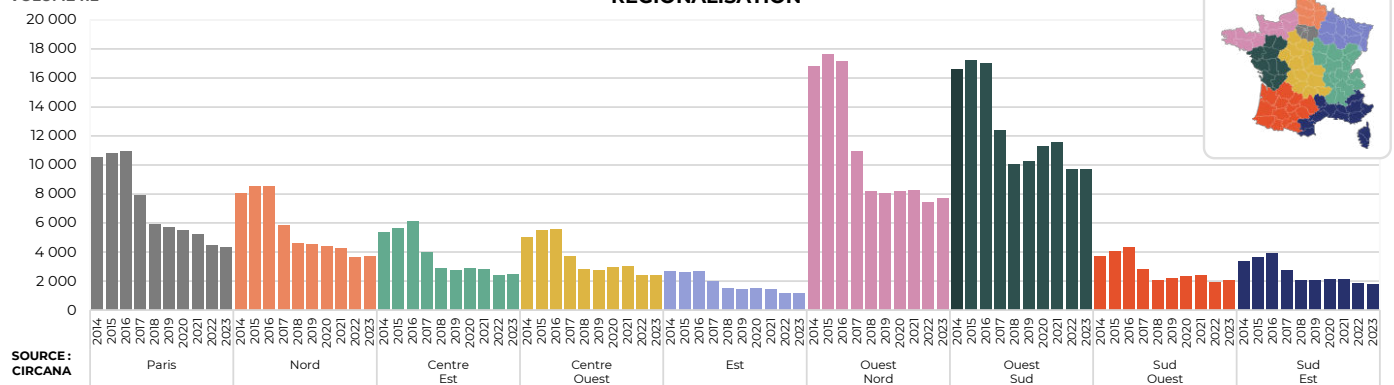
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

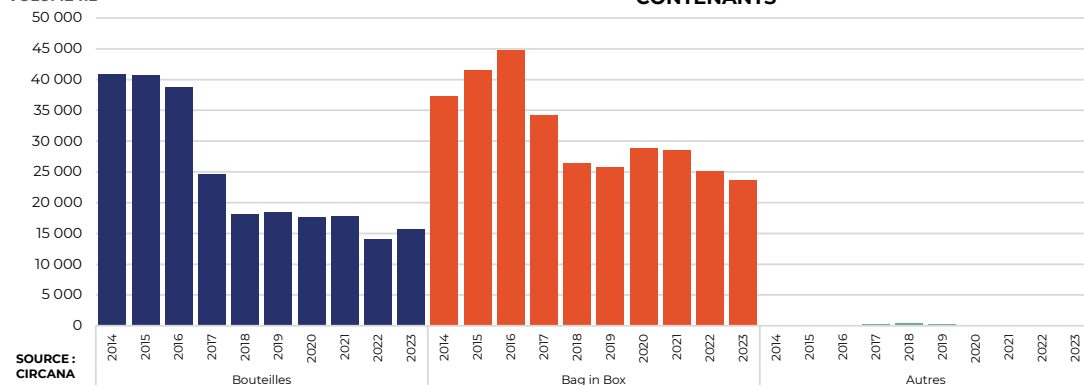
#### RÉGIONALISATION



SOURCE : CIRCANA

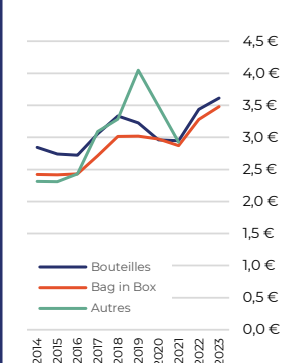
VOLUME hL

#### CONTENANTS



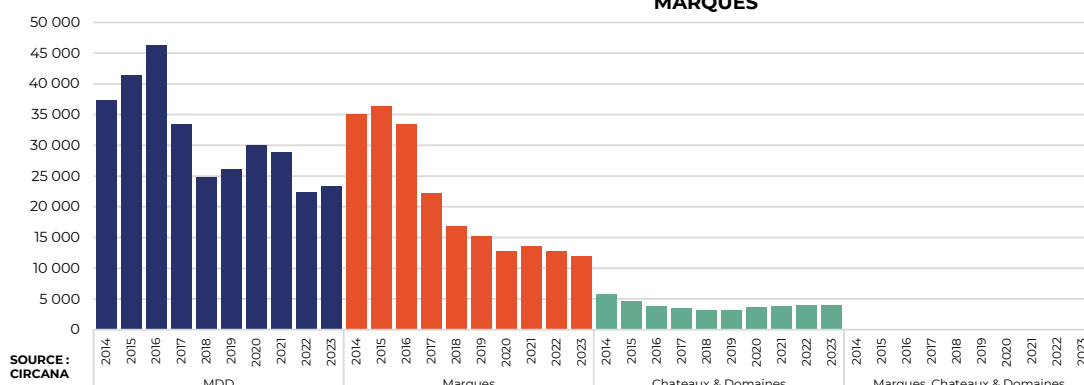
SOURCE : CIRCANA

PRIX € TTC / 75 cL



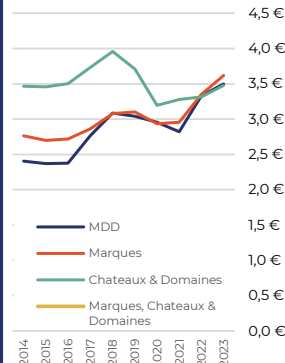
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX € TTC / 75 cL



Contacts :

Antoine FRANÇOIS :  
Fanny GAUTIER :

Service Économie & Études - InterLoire

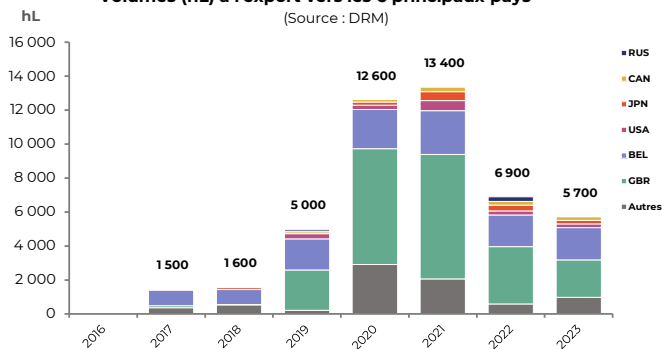
a.francois@vinsvaldeloire.fr / 02.47.60.55.14  
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08



### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

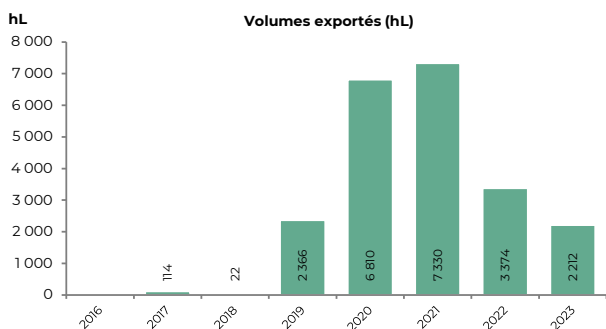


Les données de valeur et de prix ne sont pas disponibles

#### GBR-Royaume-Uni

39% de l'export sur l'année 2023

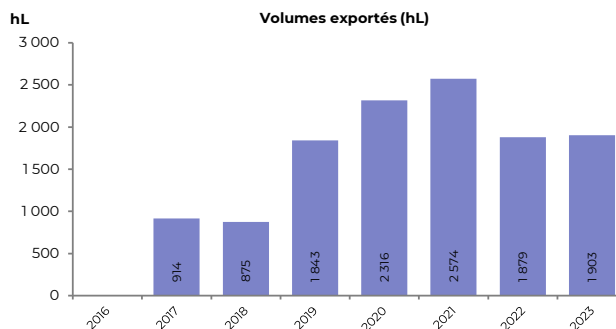
Volumes exportés (hL)



#### BEL-Belgique

33% de l'export sur l'année 2023

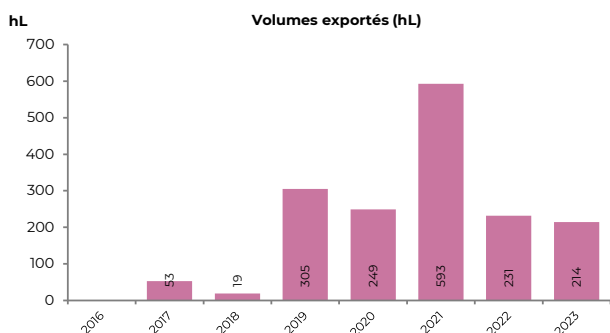
Volumes exportés (hL)



#### USA-États-Unis

4% de l'export sur l'année 2023

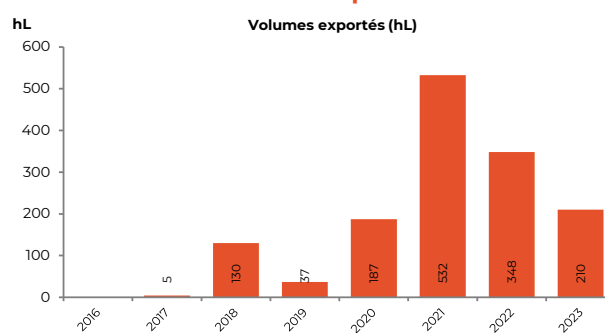
Volumes exportés (hL)



#### JPN-Japon

4% de l'export sur l'année 2023

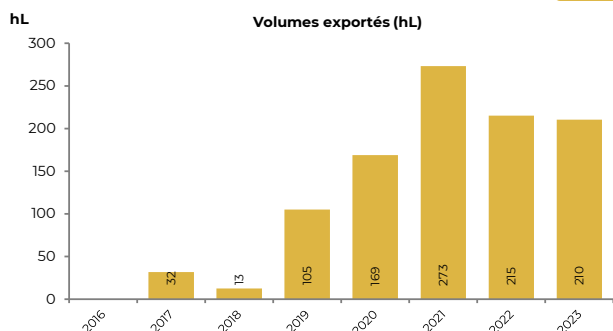
Volumes exportés (hL)



#### CAN-Canada

4% de l'export sur l'année 2023

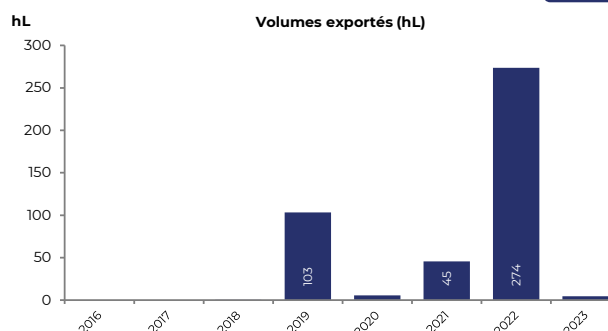
Volumes exportés (hL)



#### RUS-Fédération de Russie

0% de l'export sur l'année 2023

Volumes exportés (hL)

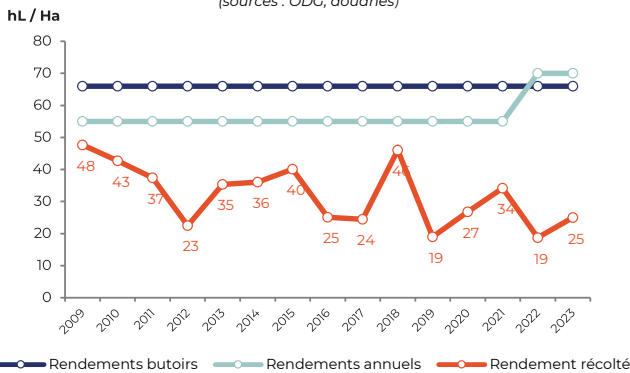




### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

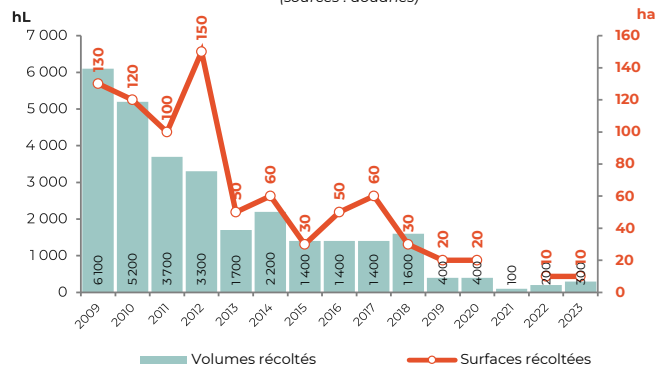
#### Rendements

(sources : ODG, douanes)



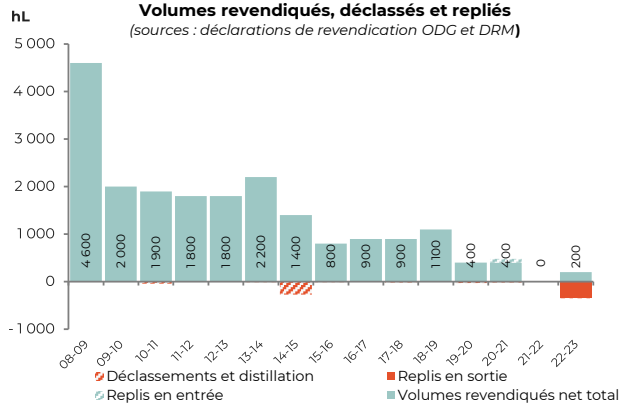
#### Récoltes : surfaces et volumes

(sources : douanes)



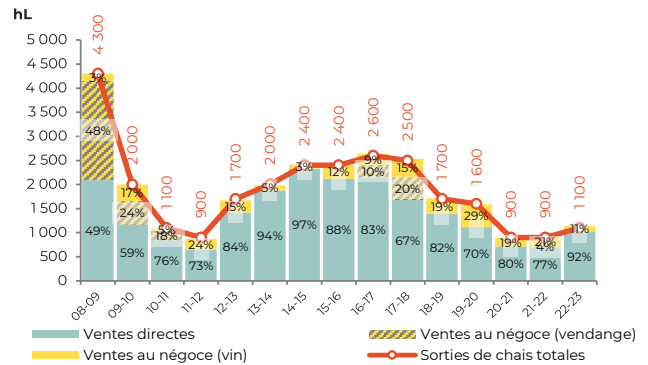
#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



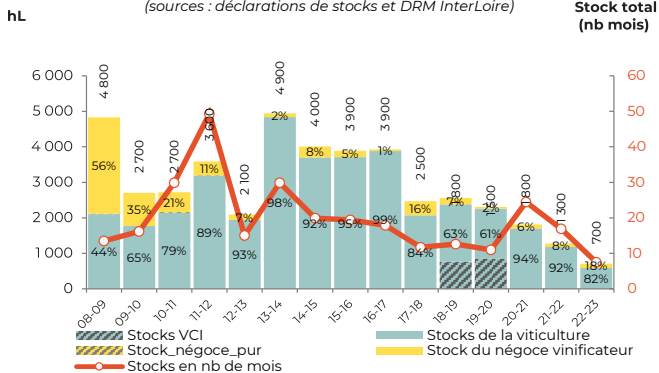
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



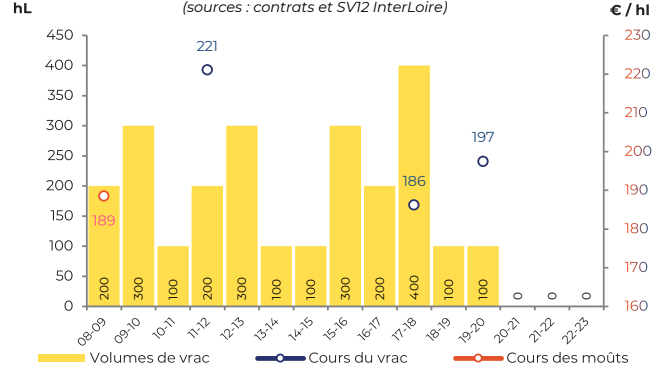
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

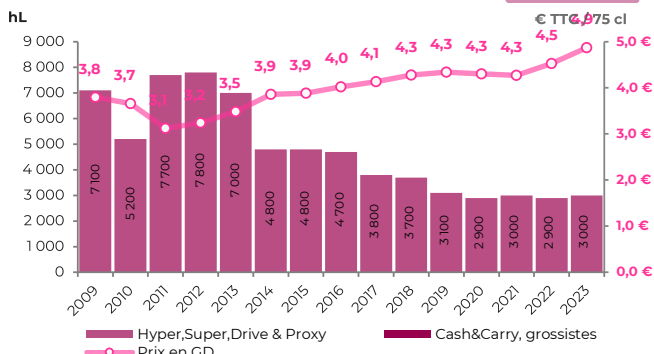
(sources : contrats et SVI2 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

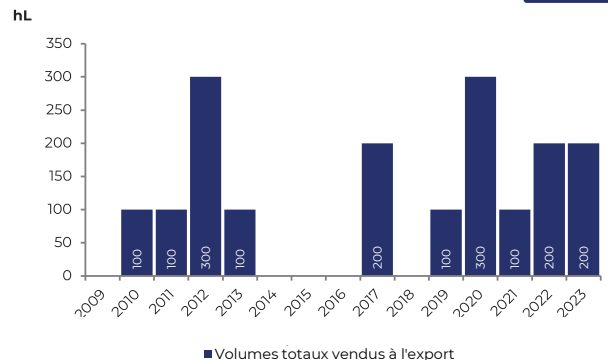
94% du total sortie de chais Sur l'année 2023



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

(Source : DRM)

6% du total sortie de chais Sur l'année 2023

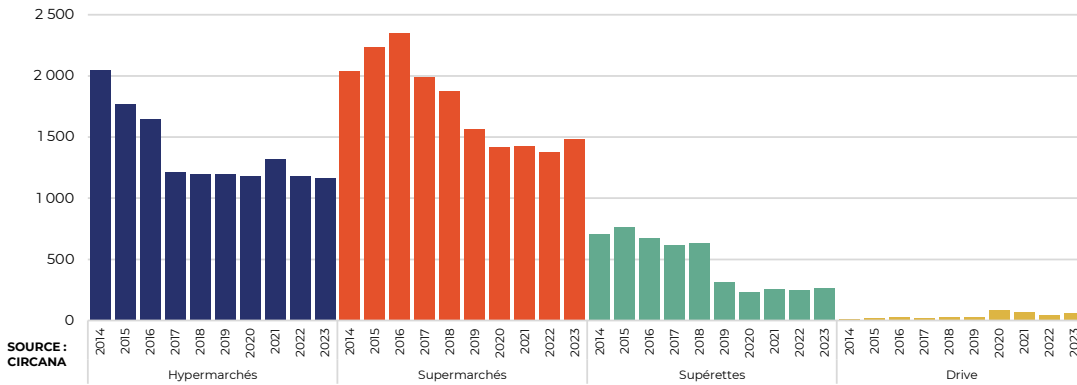




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

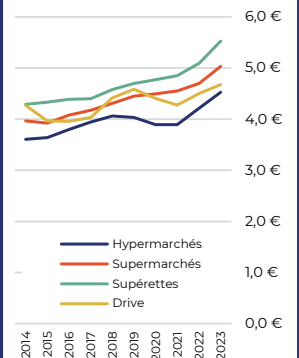
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



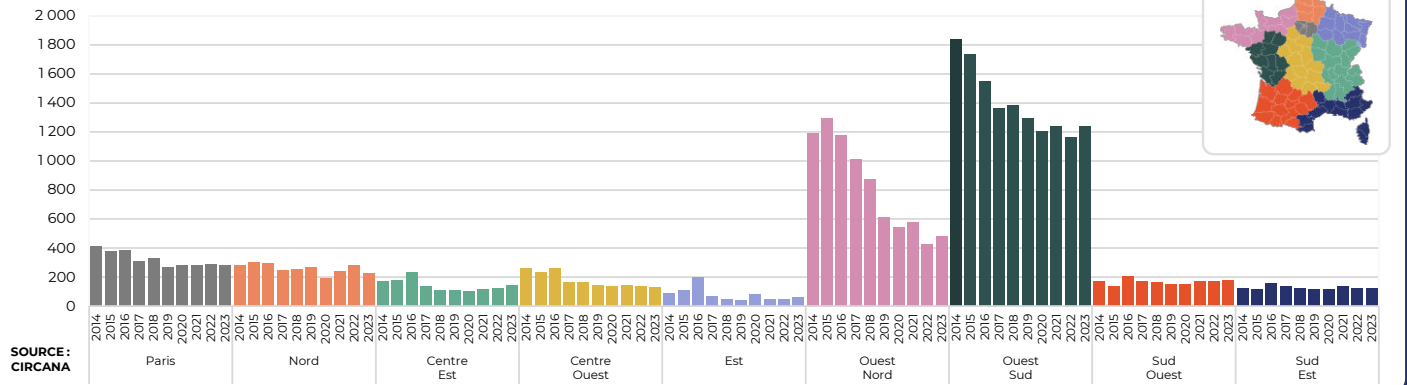
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

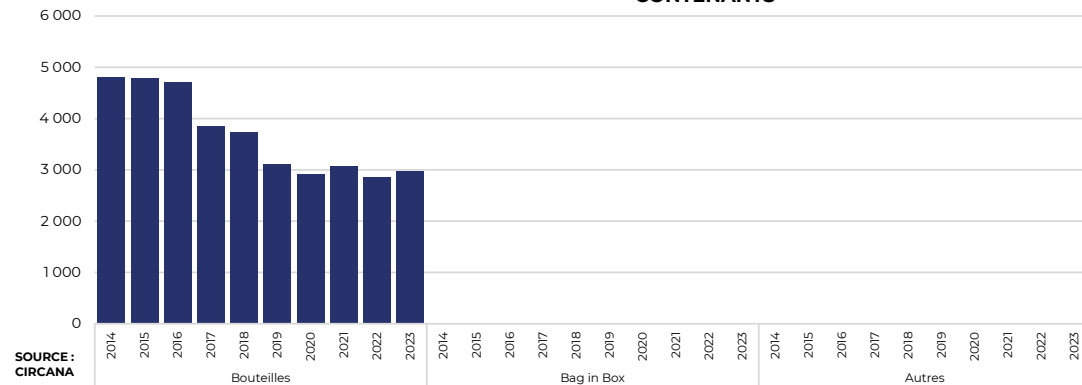
#### RÉGIONALISATION



SOURCE : CIRCANA

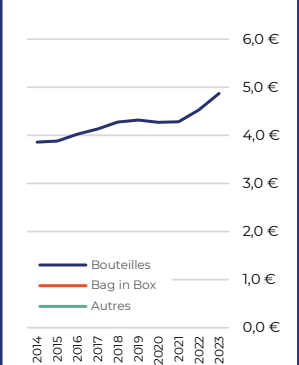
VOLUME hL

#### CONTENANTS



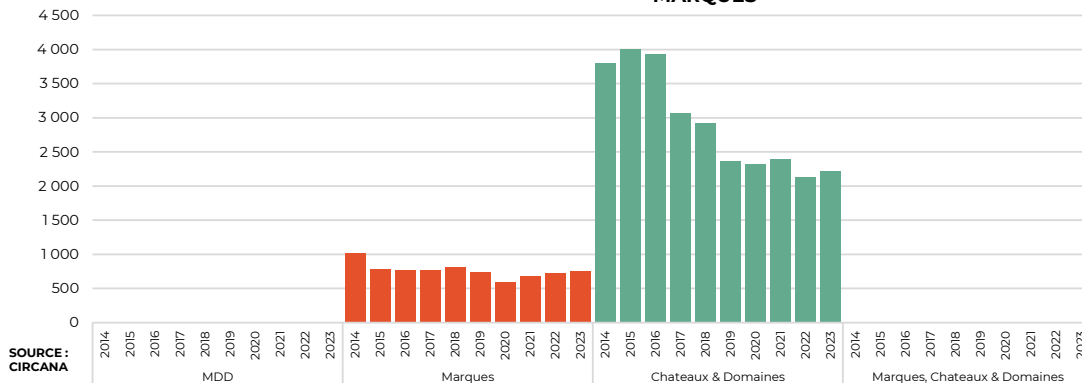
SOURCE : CIRCANA

PRIX € TTC / 75 cL



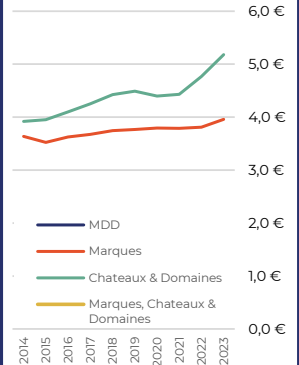
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX € TTC / 75 cL



Contacts :

Antoine FRANÇOIS :  
Fanny GAUTIER :

Service Économie & Études - InterLoire

a.francois@vinsvalde Loire.fr / 02.47.60.55.14  
f.gautier@vinsvalde Loire.fr / 02.47.60.55.08

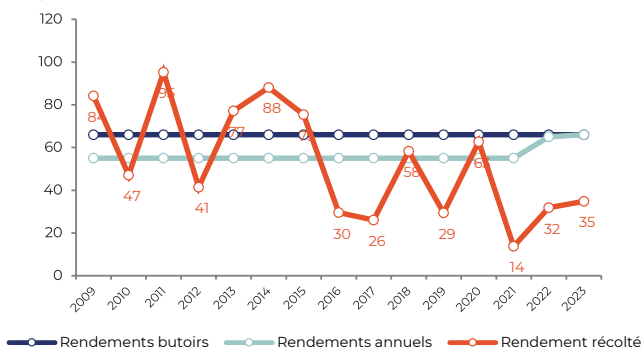


### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

#### Rendements

(sources : ODG, douanes)

hL / Ha

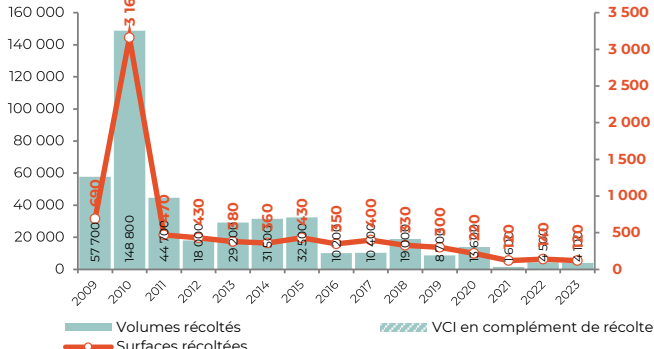


#### Récoltes : surfaces et volumes

(sources : douanes)

hL

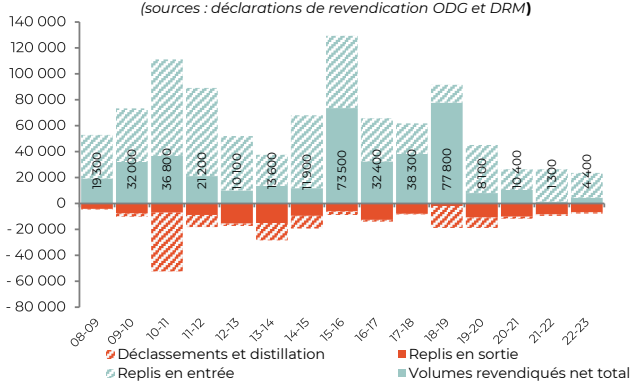
ha



#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)

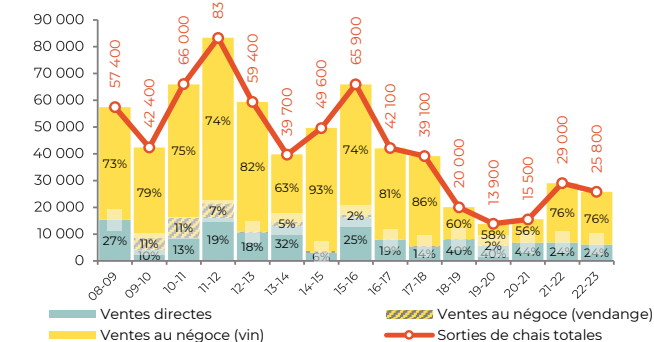
hL



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

(sources : DRM, contrats, SVI2)

hL

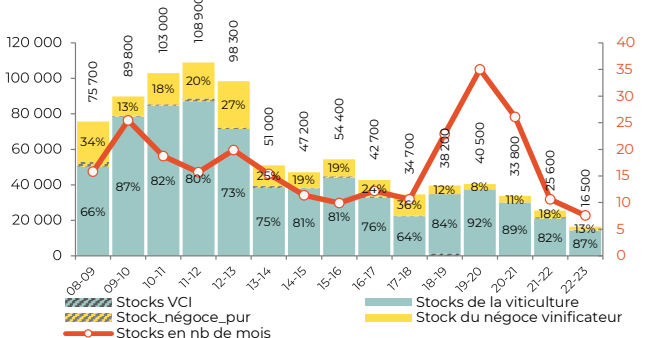


#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)

hL

Stock total (nb mois)

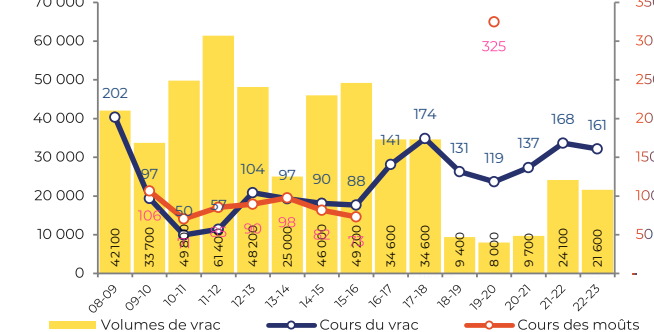


#### Achats du négoce en vrac et moûts

(sources : contrats et SVI2 InterLoire)

hL

€ / hl



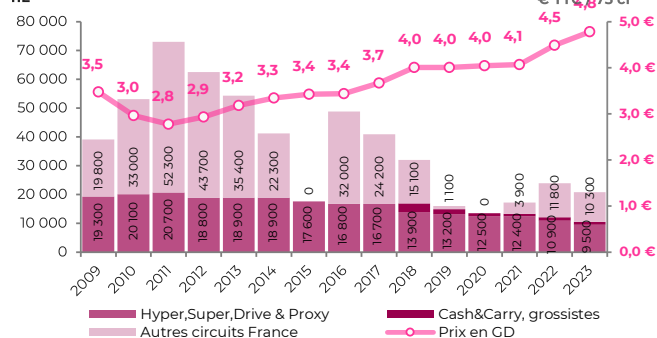
#### Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

88% du total sortie de chais Sur l'année 2023

hL

€ TTC / 75 cl

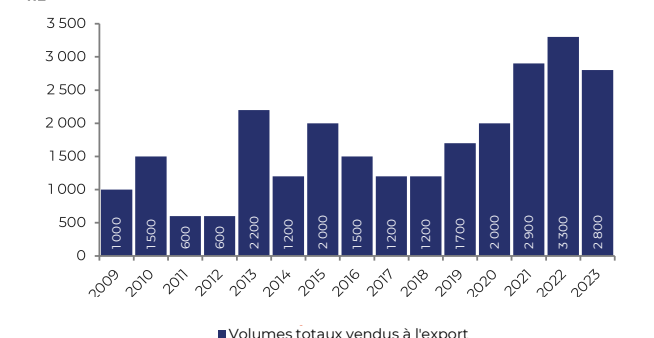


#### Marché Export : volume et prix départ cave

(Source : DRM)

12% du total sortie de chais Sur l'année 2023

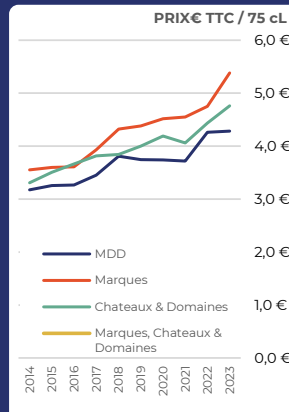
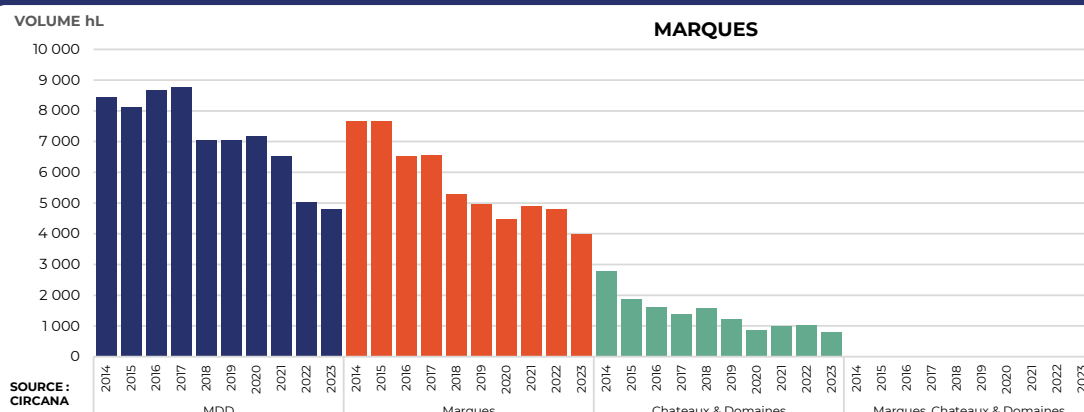
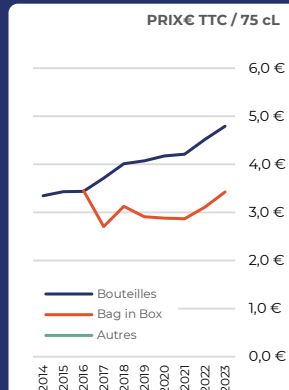
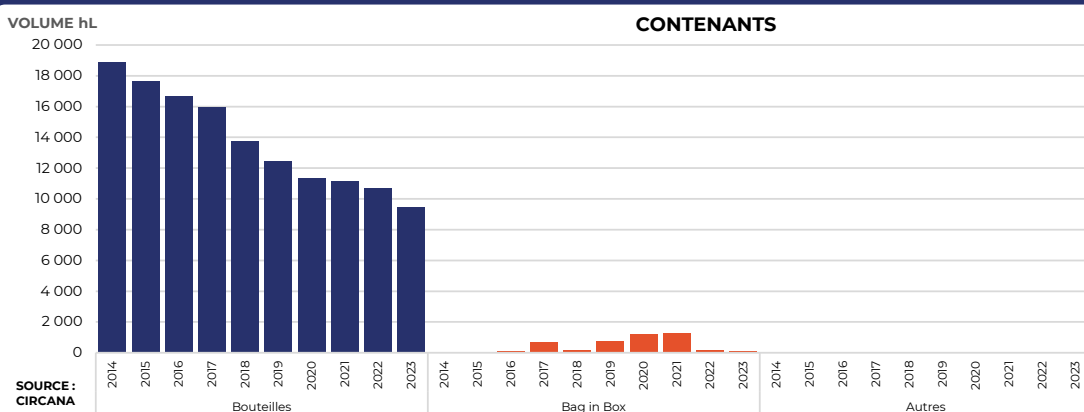
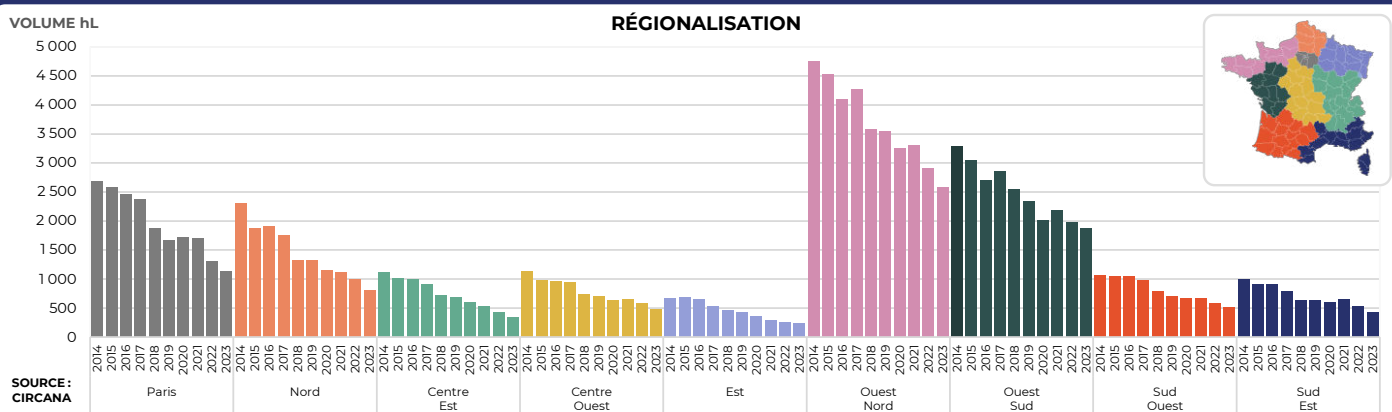
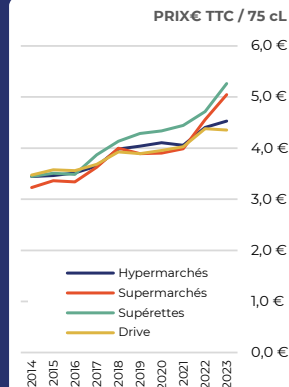
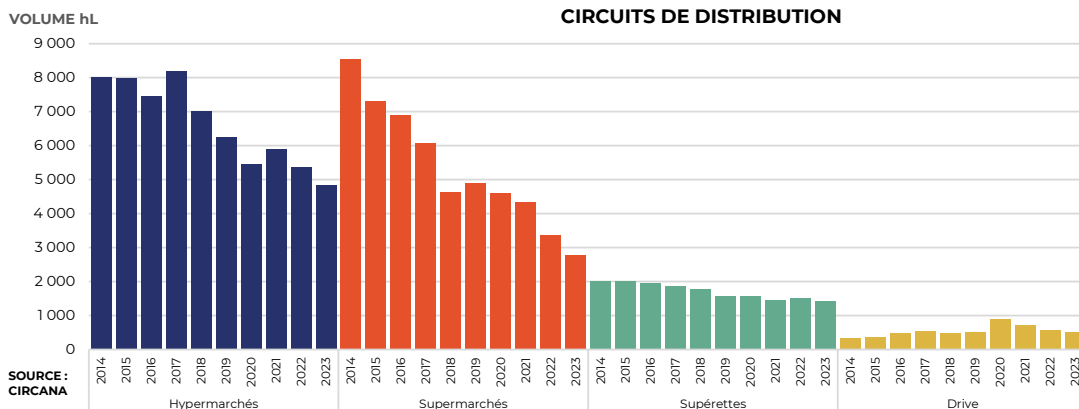
hL







### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

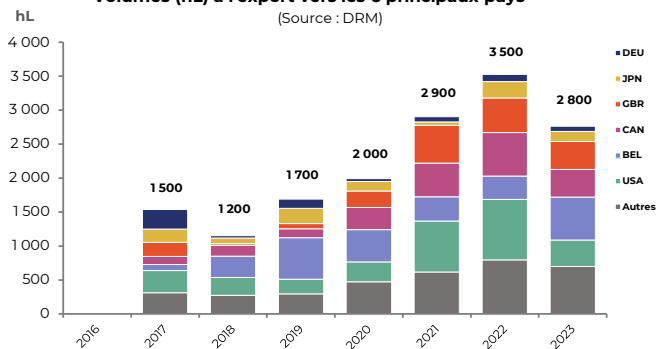




### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

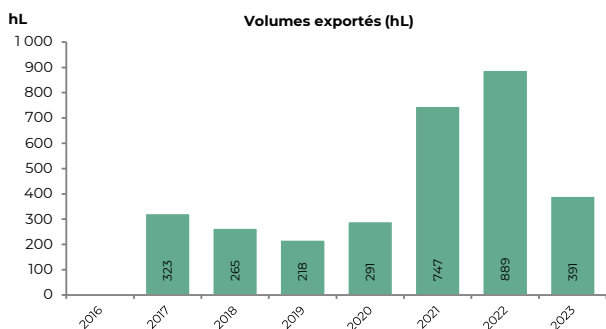


Les données de valeur et de prix ne sont pas disponibles

#### USA-États-Unis

14% de l'export sur l'année 2023

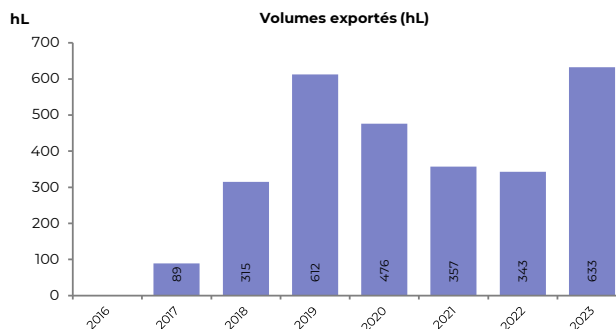
Volumes exportés (hL)



#### BEL-Belgique

23% de l'export sur l'année 2023

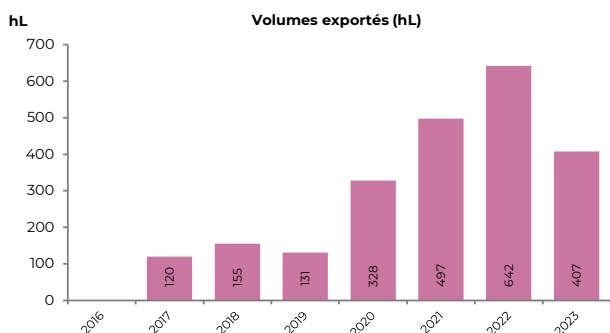
Volumes exportés (hL)



#### CAN-Canada

15% de l'export sur l'année 2023

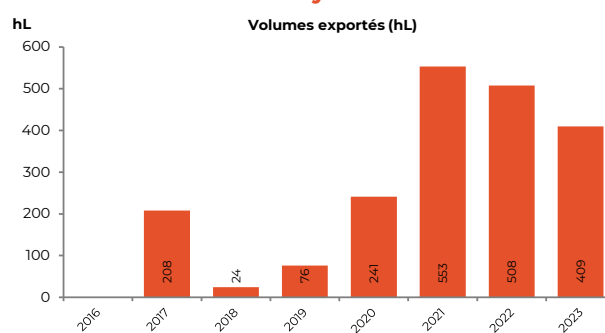
Volumes exportés (hL)



#### GBR-Royaume-Uni

15% de l'export sur l'année 2023

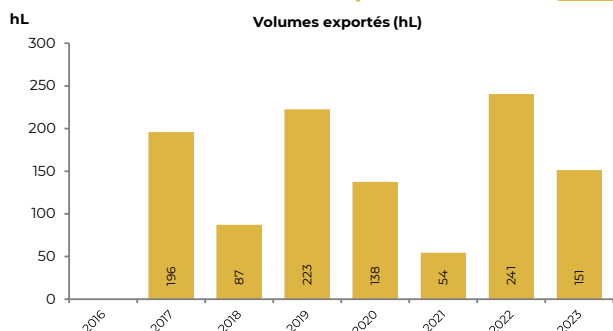
Volumes exportés (hL)



#### JPN-Japon

5% de l'export sur l'année 2023

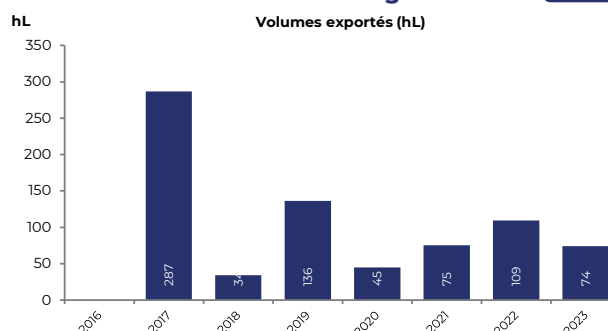
Volumes exportés (hL)



#### DEU-Allemagne

3% de l'export sur l'année 2023

Volumes exportés (hL)



# FICHE ÉCO 15 ANS

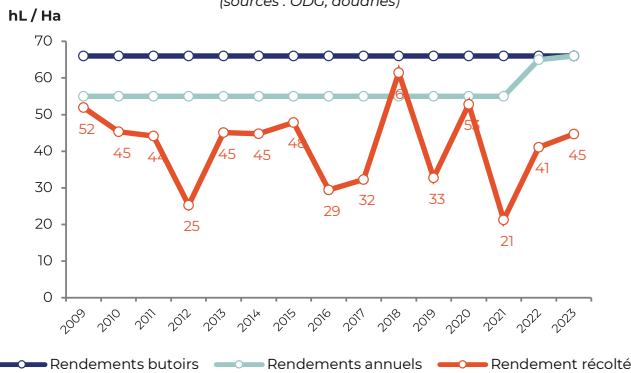
## MUSCADET SÈVRE ET MAINE SUR LIE



### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

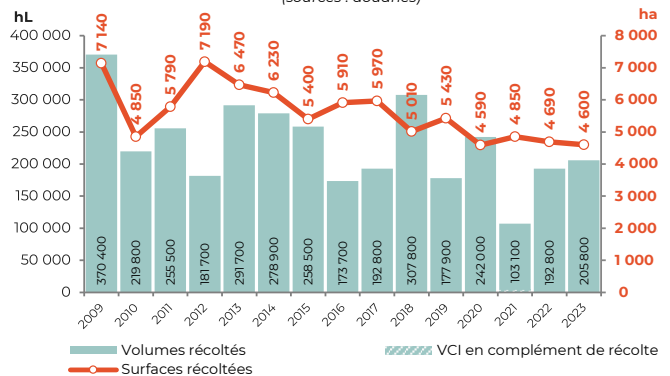
#### Rendements

(sources : ODG, douanes)



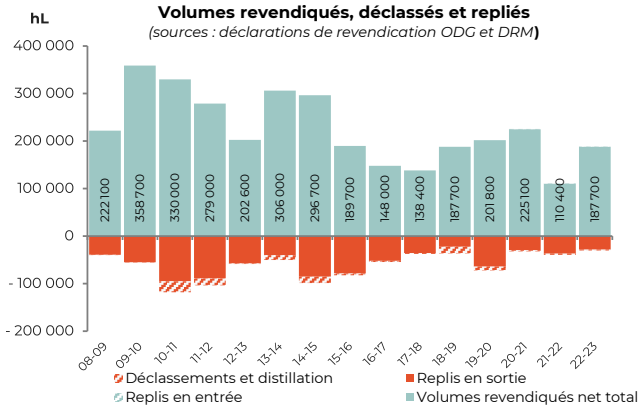
#### Récoltes : surfaces et volumes

(sources : douanes)



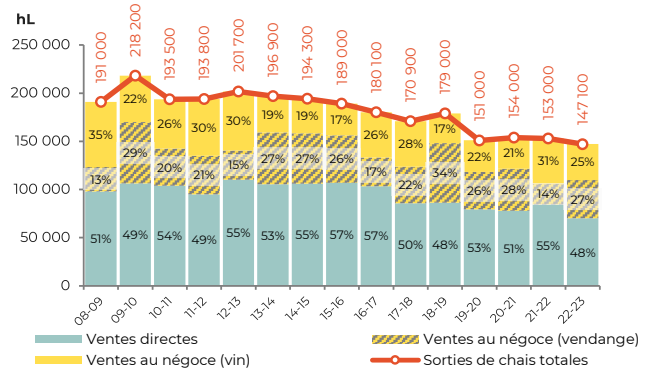
#### Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



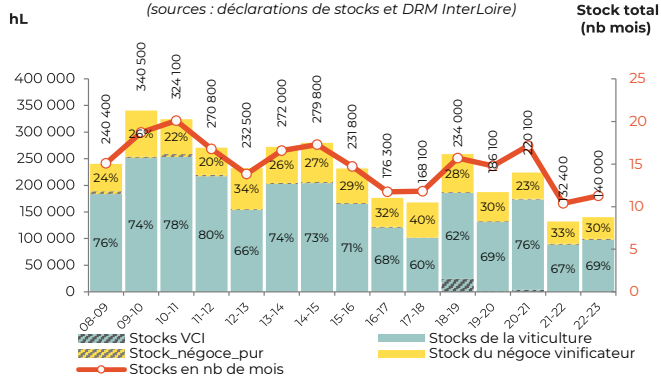
#### Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



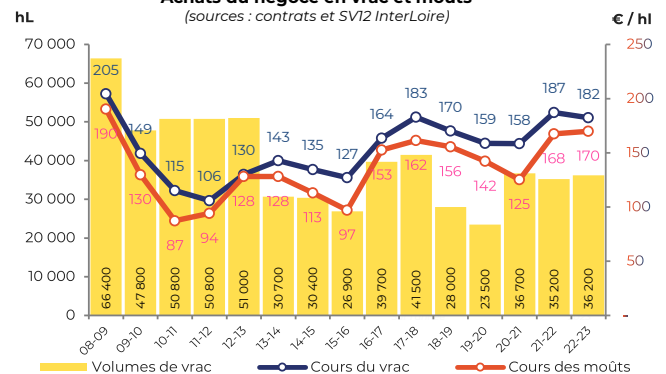
#### Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



#### Achats du négoce en vrac et moûts

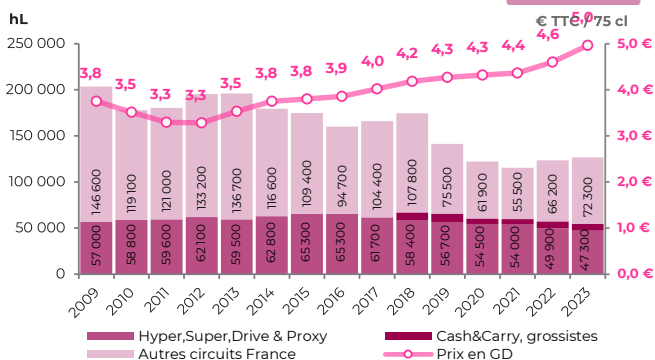
(sources : contrats et SVI2 InterLoire)



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

GD = Grande Distribution (sources : Circana, InterLoire)

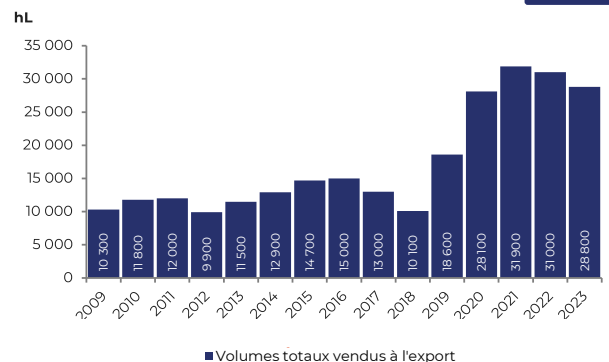
81% du total sortie de chais Sur l'année 2023



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

(Source : DRM)

19% du total sortie de chais Sur l'année 2023

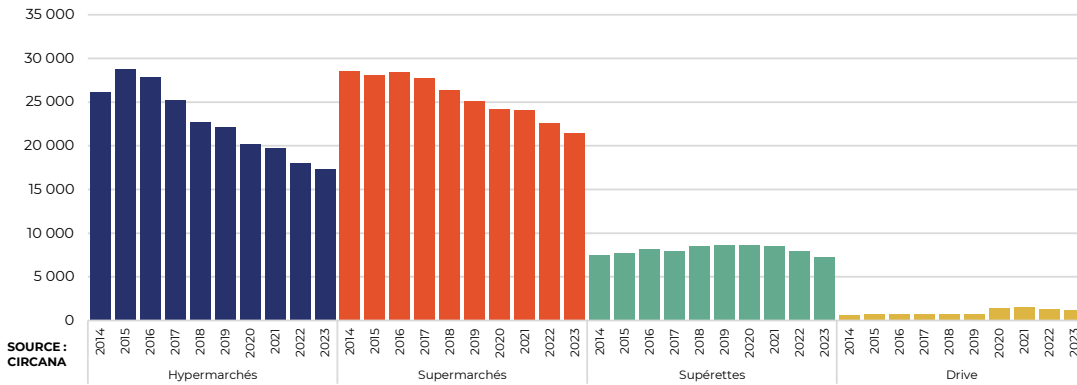




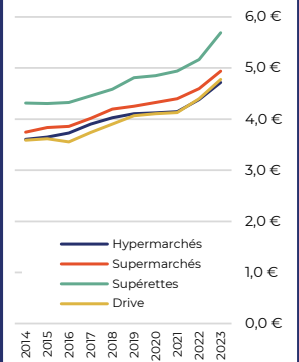
### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

#### CIRCUITS DE DISTRIBUTION

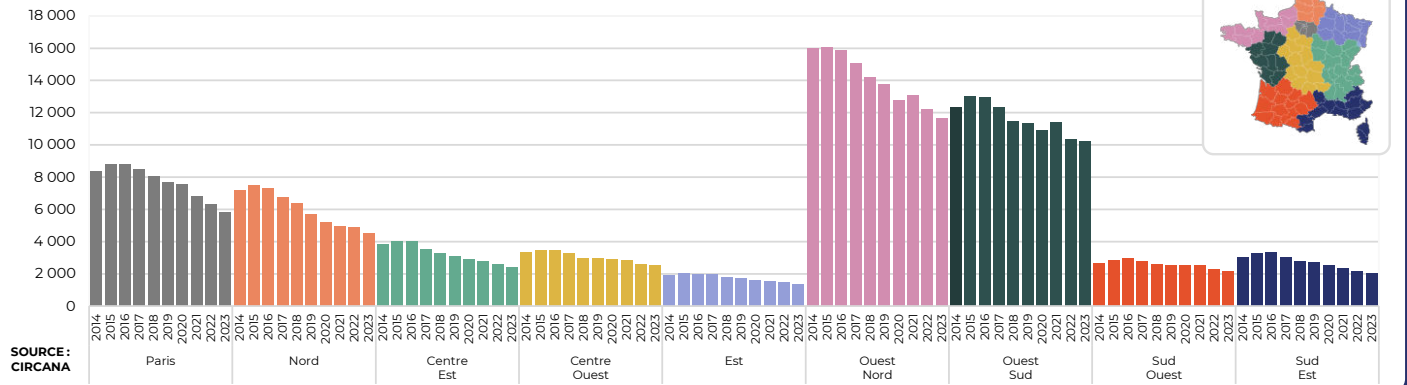


PRIX TTC / 75 cL



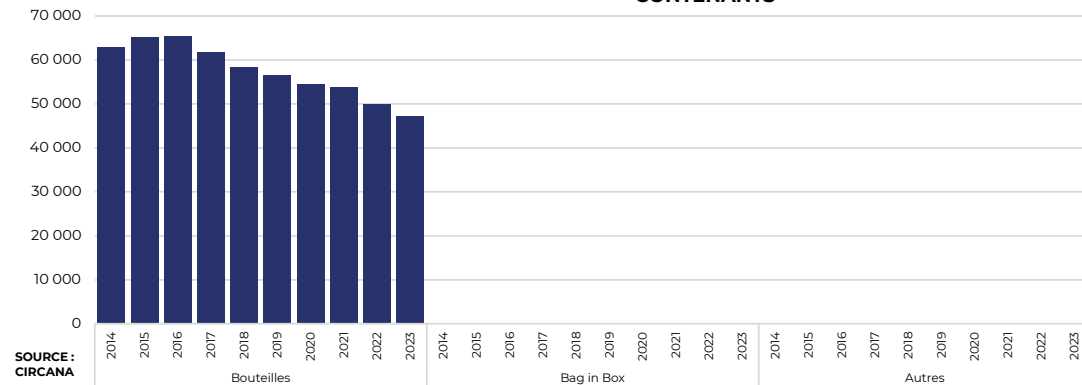
VOLUME hL

#### RÉGIONALISATION

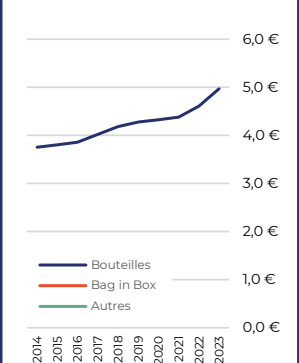


VOLUME hL

#### CONTENANTS

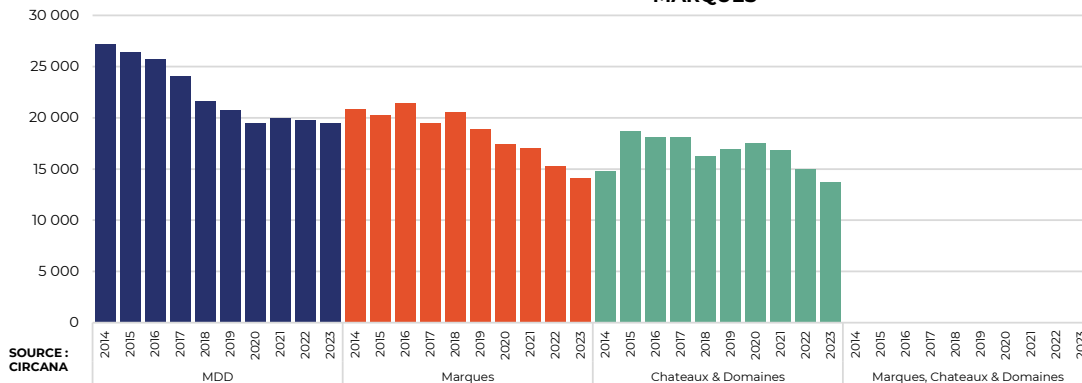


PRIX TTC / 75 cL

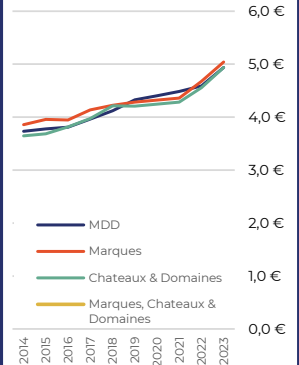


VOLUME hL

#### MARQUES



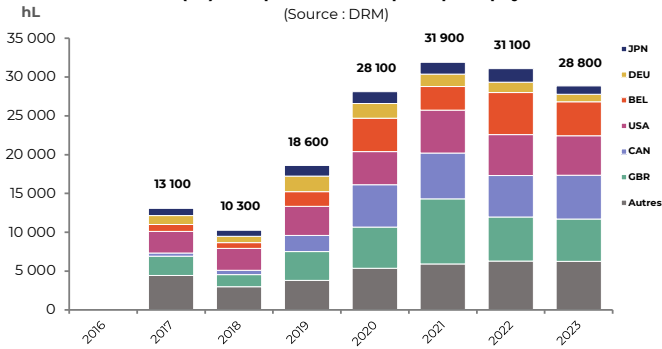
PRIX TTC / 75 cL





### ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

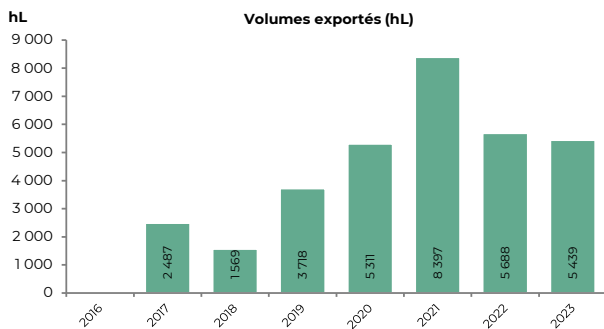
Volumes (hL) à l'export vers les 6 principaux pays  
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

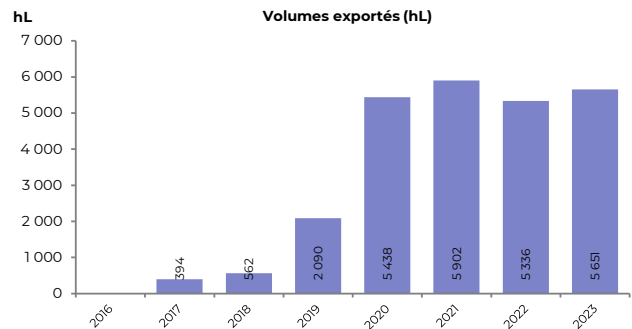
#### GBR-Royaume-Uni

19% de l'export sur l'année 2023



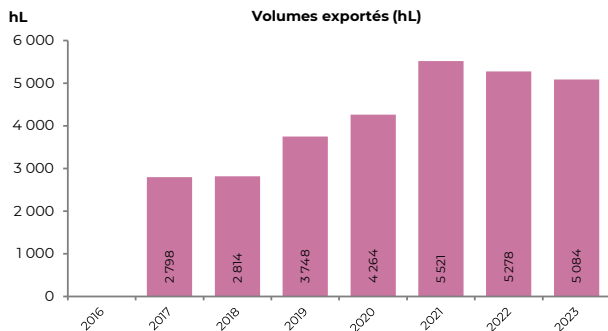
#### CAN-Canada

20% de l'export sur l'année 2023



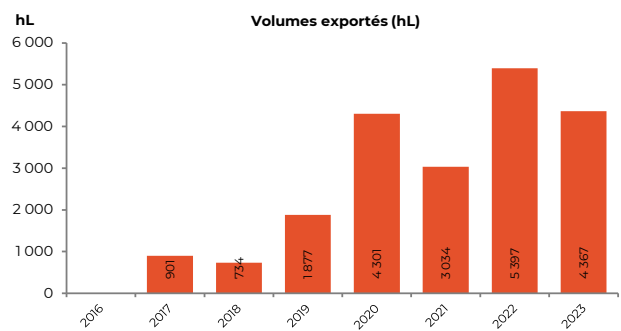
#### USA-États-Unis

18% de l'export sur l'année 2023



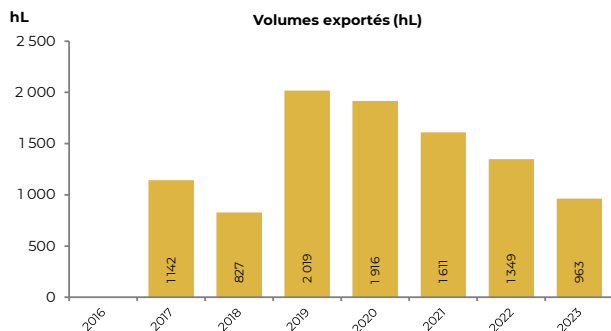
#### BEL-Belgique

15% de l'export sur l'année 2023



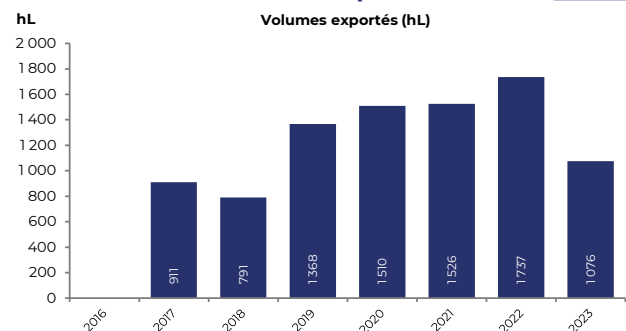
#### DEU-Allemagne

3% de l'export sur l'année 2023



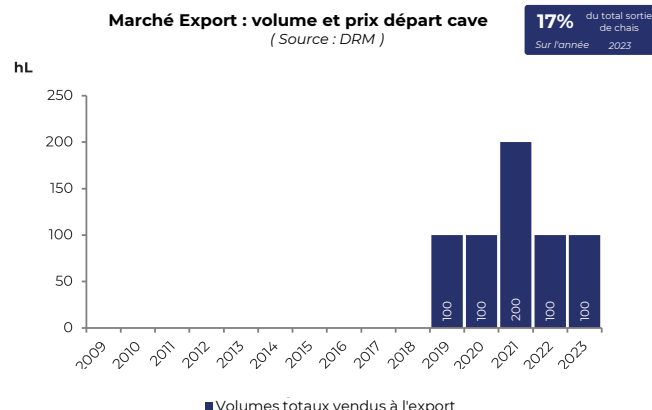
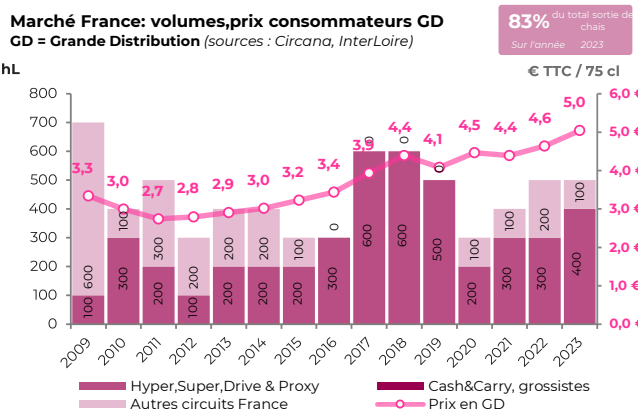
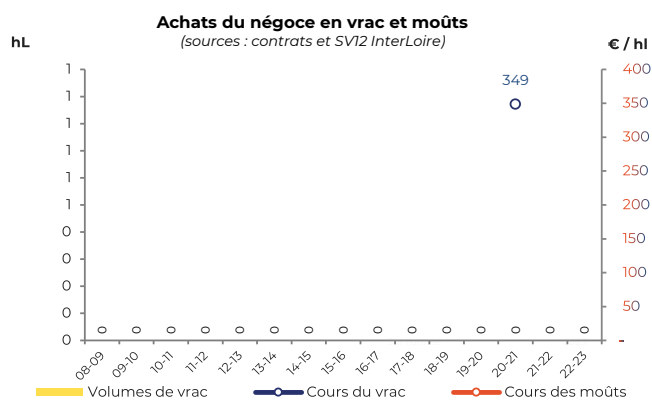
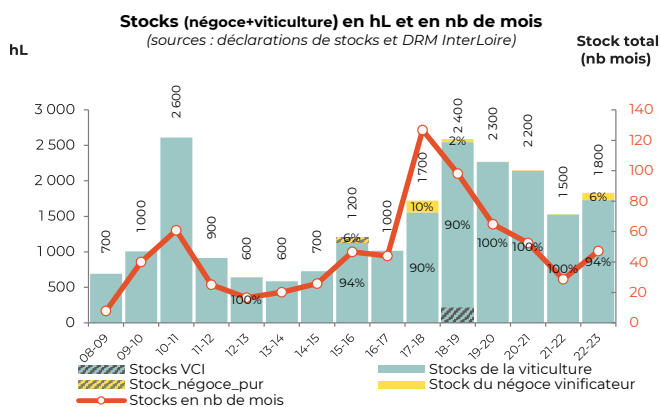
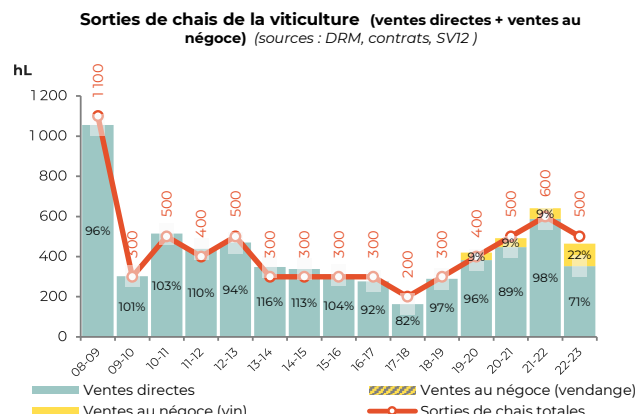
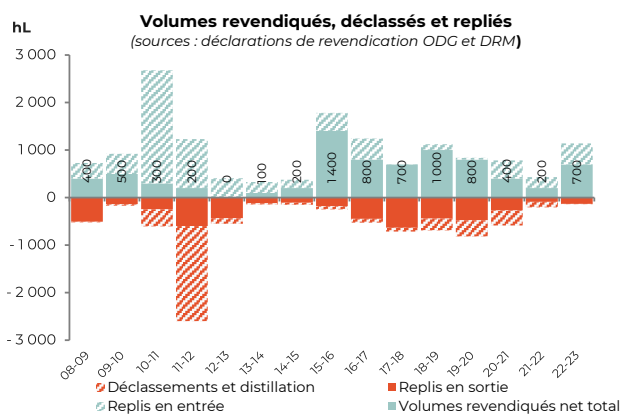
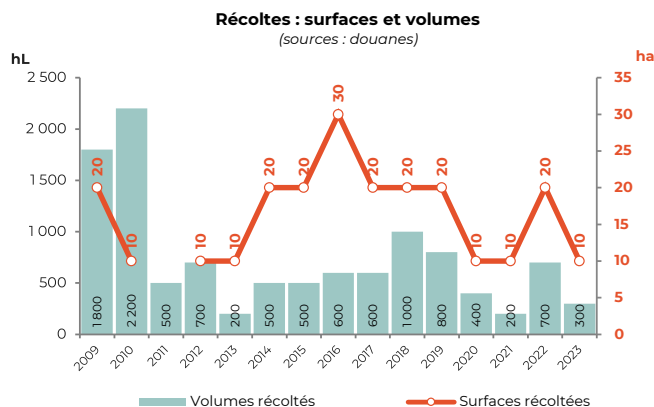
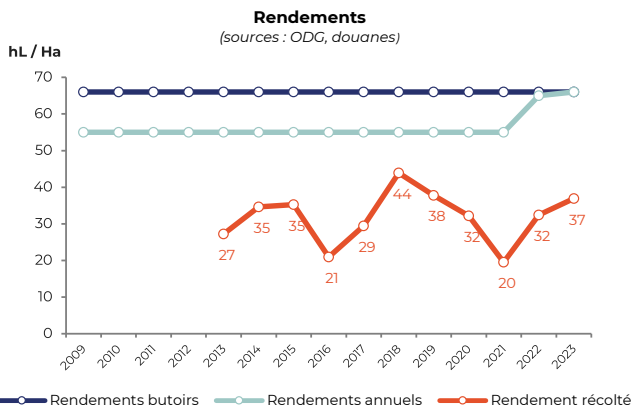
#### JPN-Japon

4% de l'export sur l'année 2023





### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

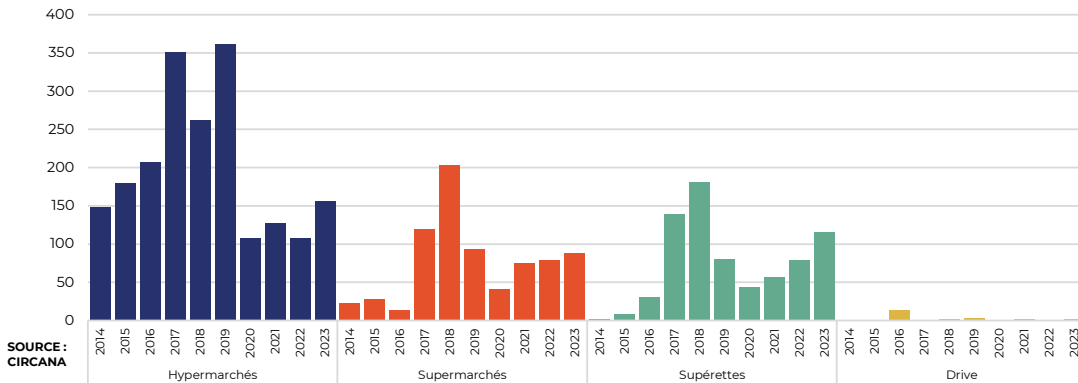




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

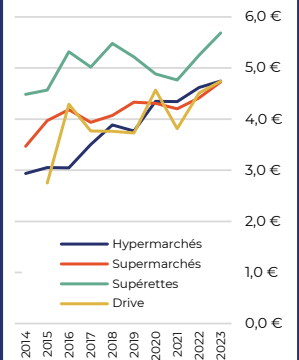
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



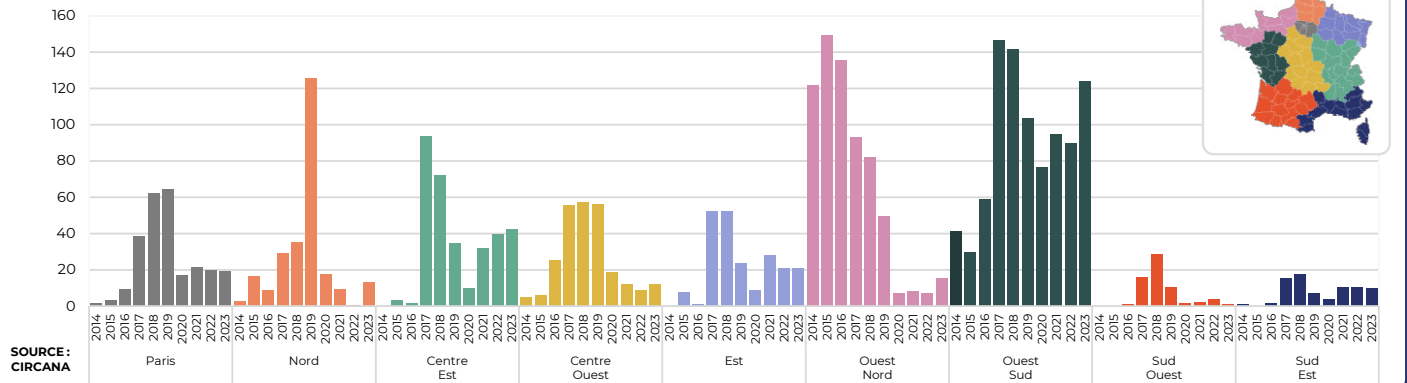
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

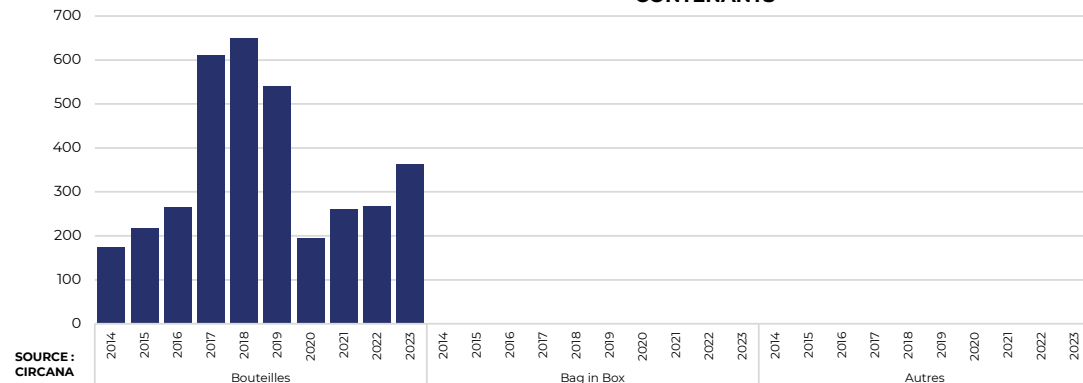
#### RÉGIONALISATION



SOURCE : CIRCANA

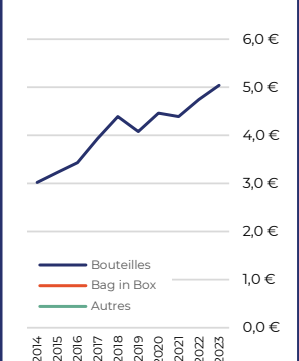
VOLUME hL

#### CONTENANTS



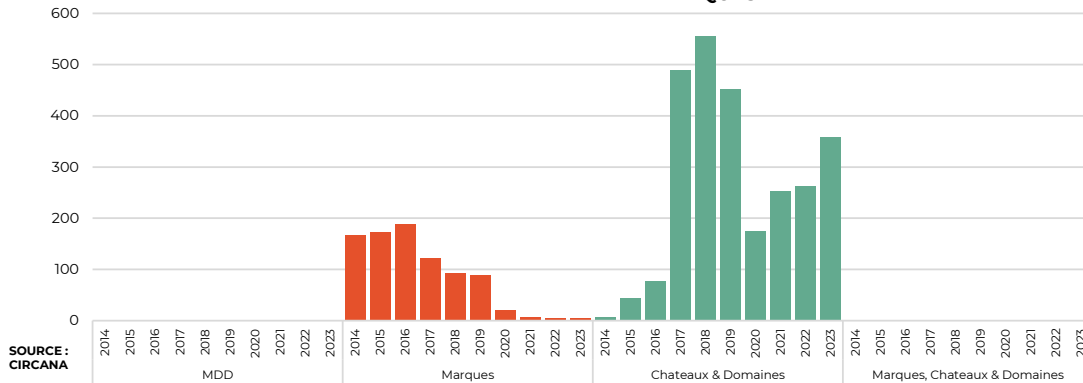
SOURCE : CIRCANA

PRIX TTC / 75 cL



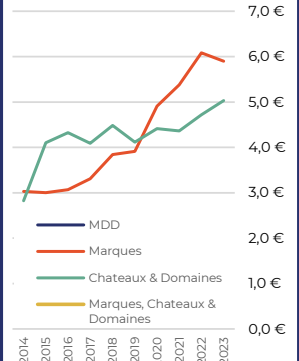
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

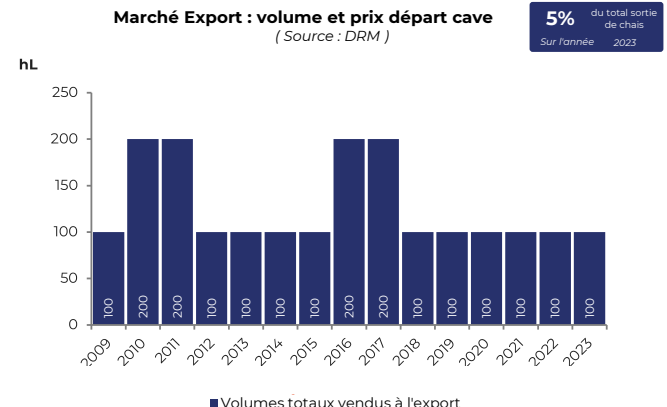
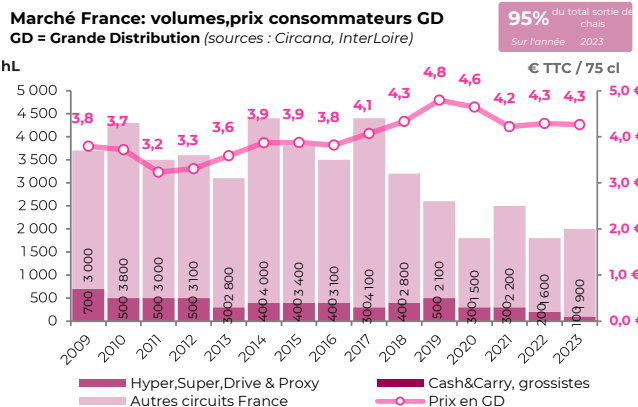
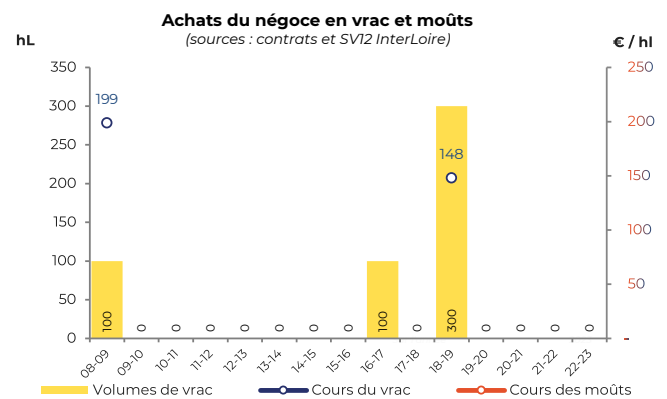
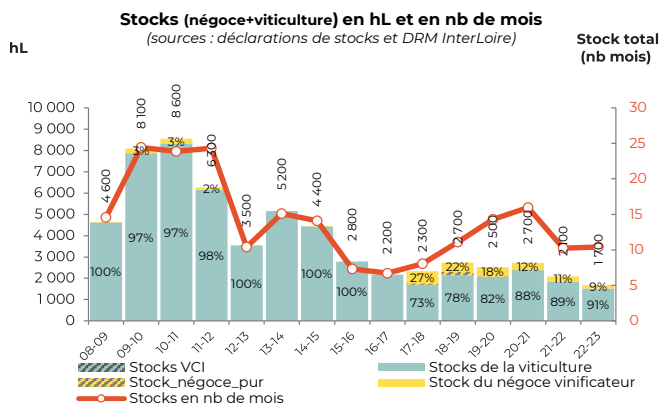
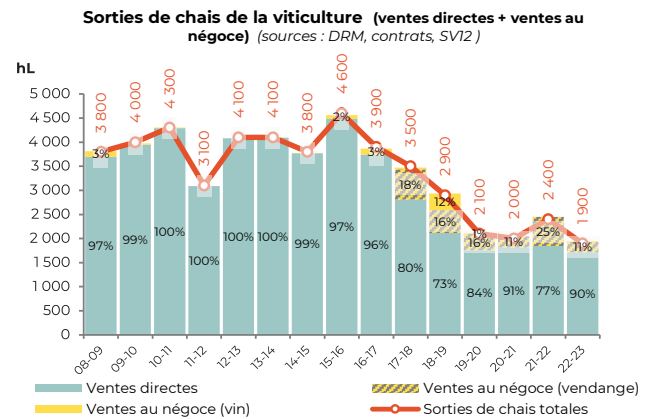
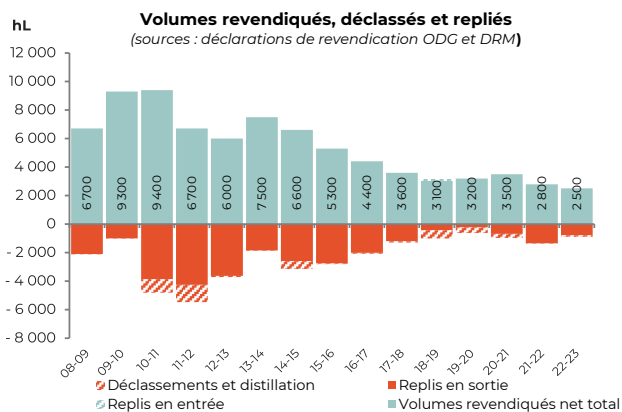
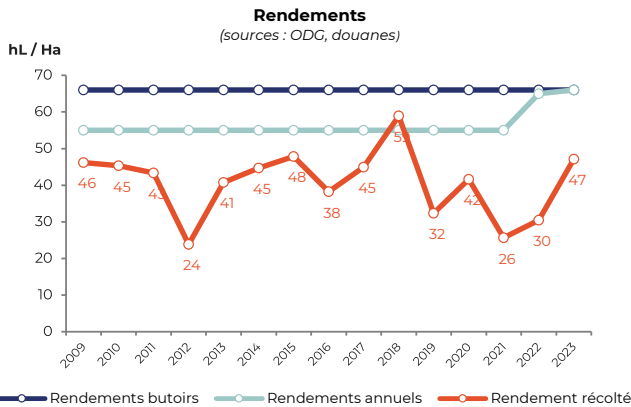
PRIX TTC / 75 cL







### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

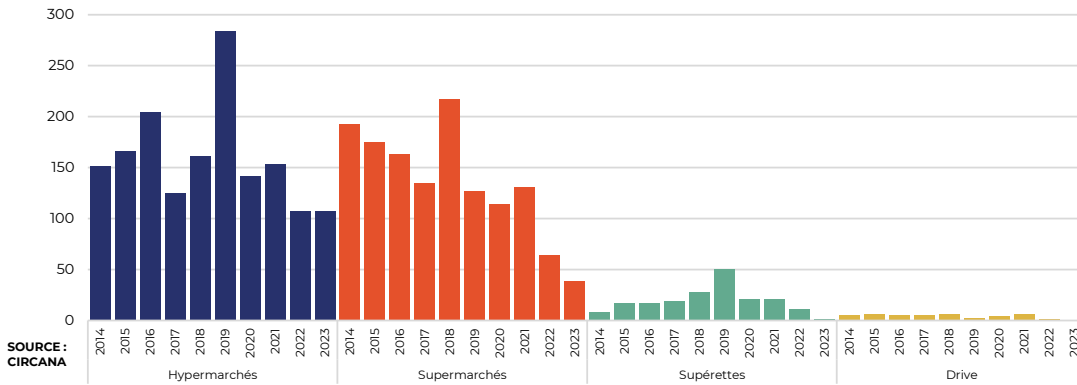




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

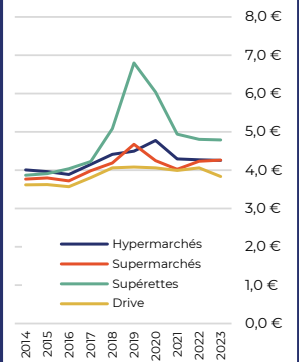
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



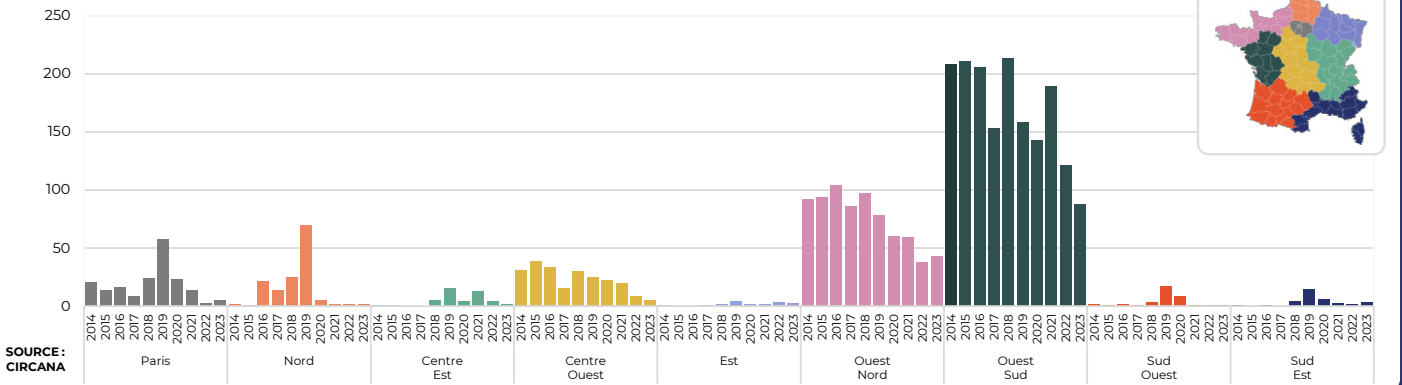
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PRIX TTC / 75 cL



VOLUME hL

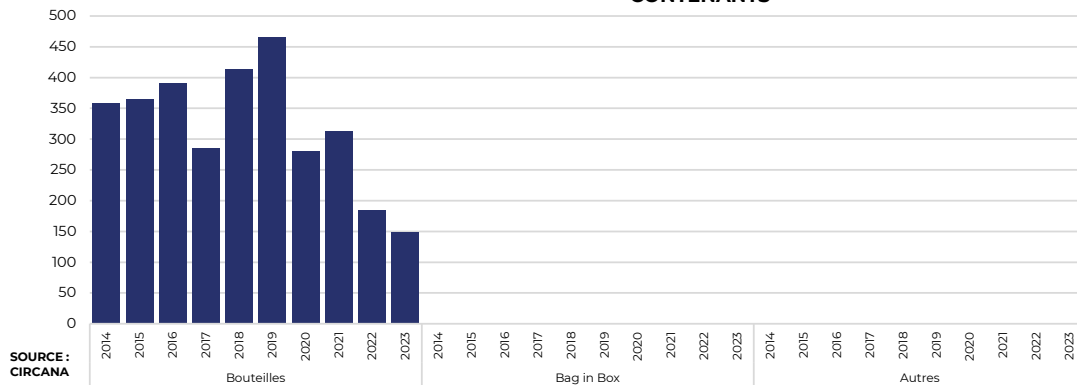
#### RÉGIONALISATION



SOURCE : CIRCANA

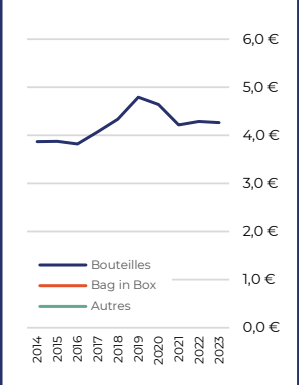
VOLUME hL

#### CONTENANTS



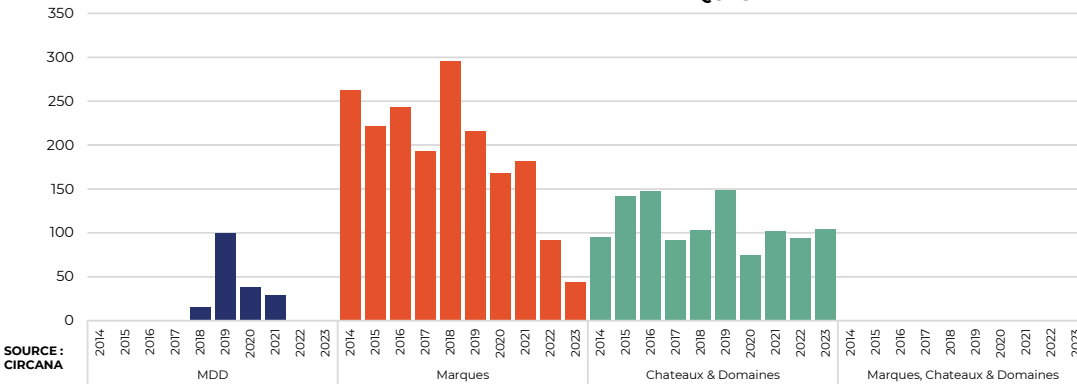
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PRIX TTC / 75 cL



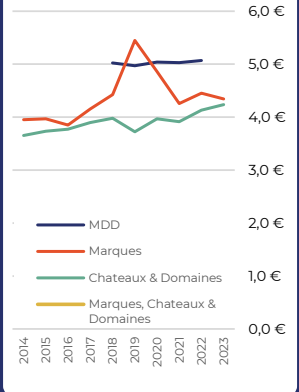
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL

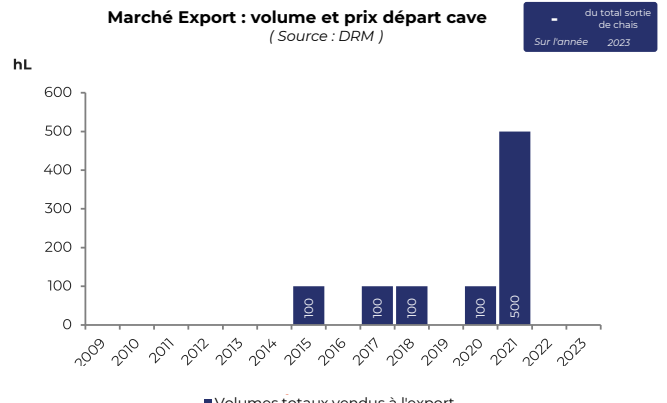
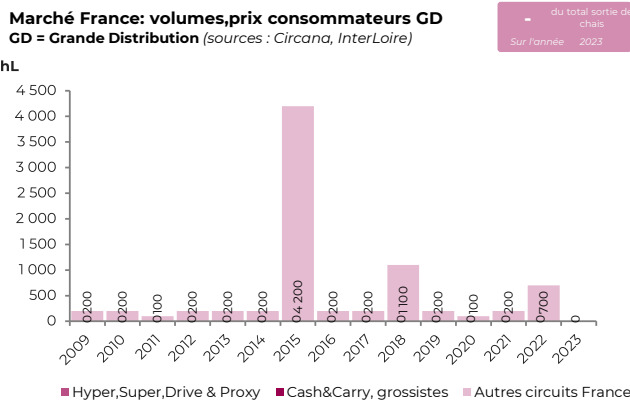
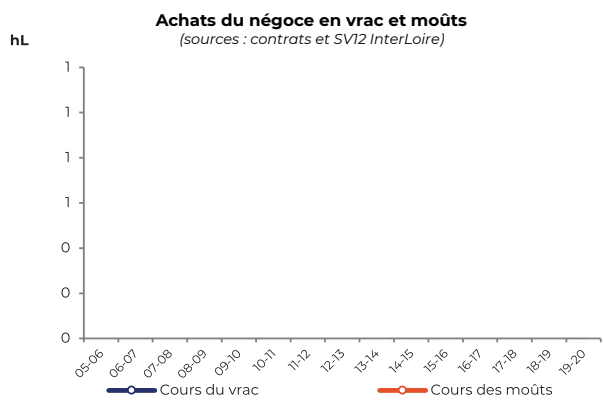
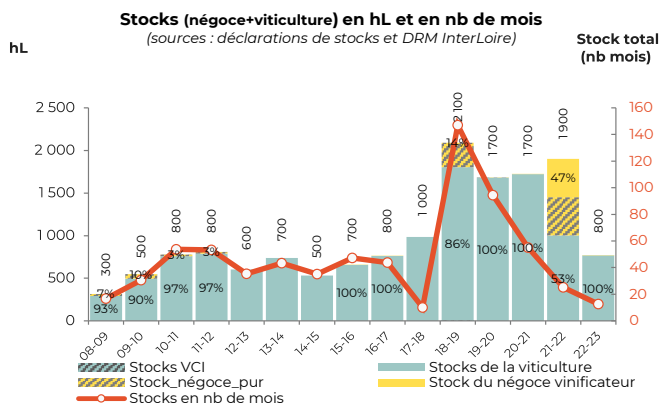
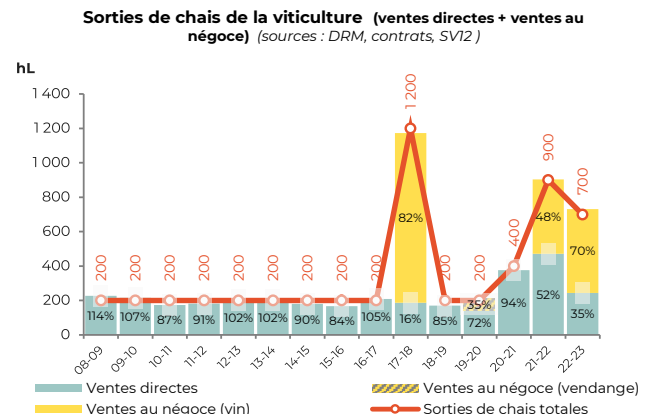
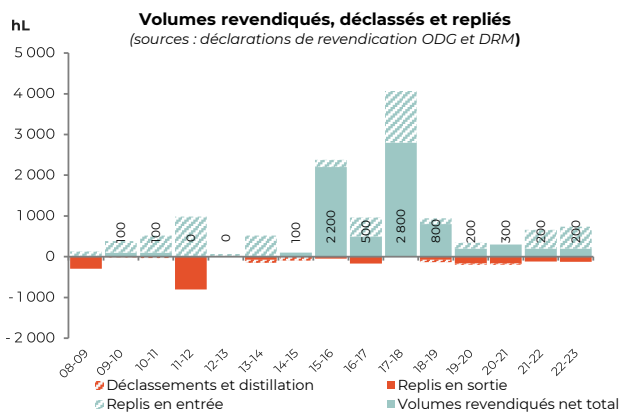
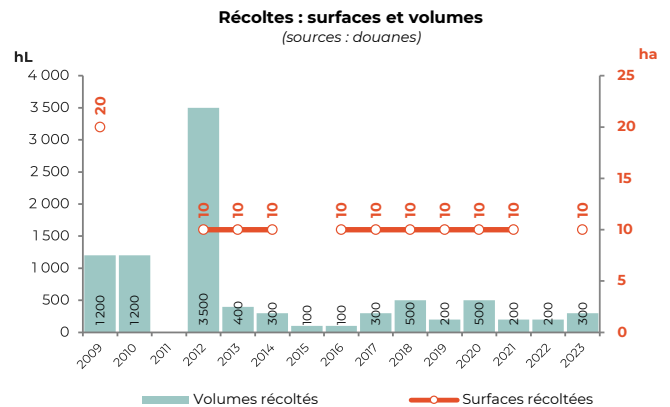
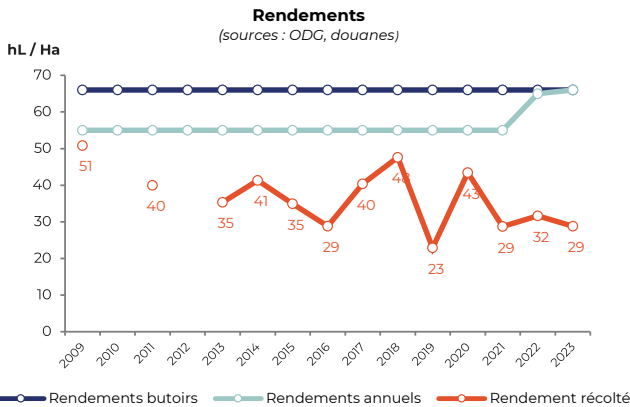


# FICHE ÉCO 15 ANS

## MUSCADET CÔTES DE GRAND LIEU

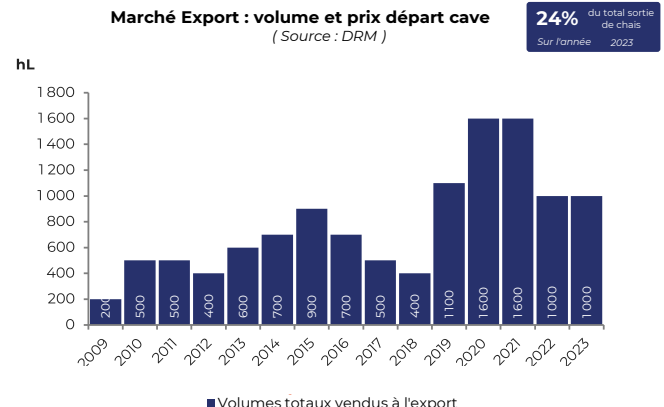
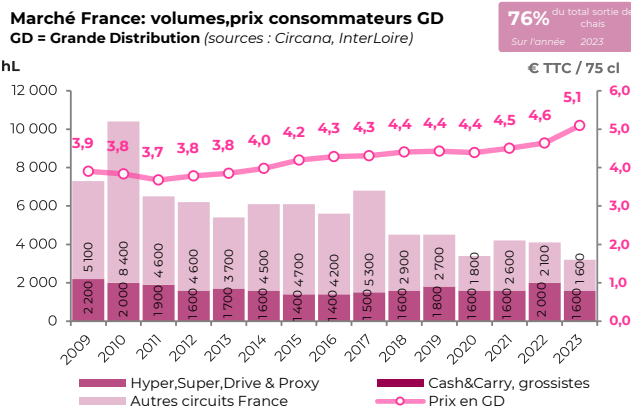
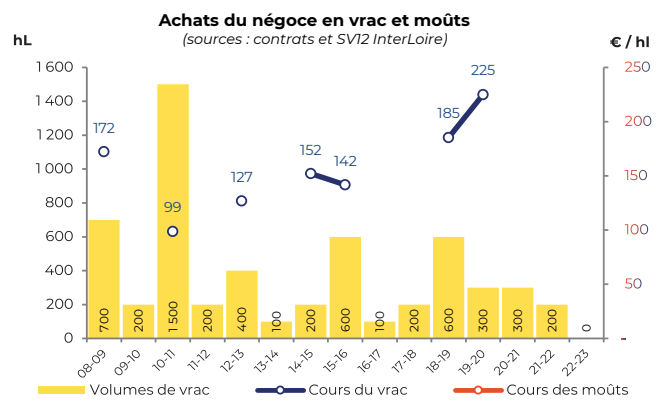
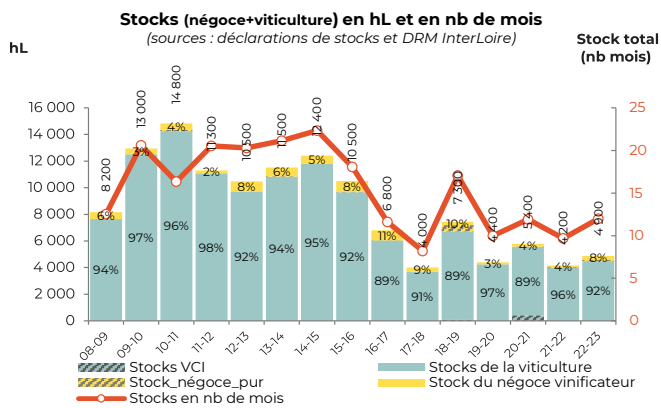
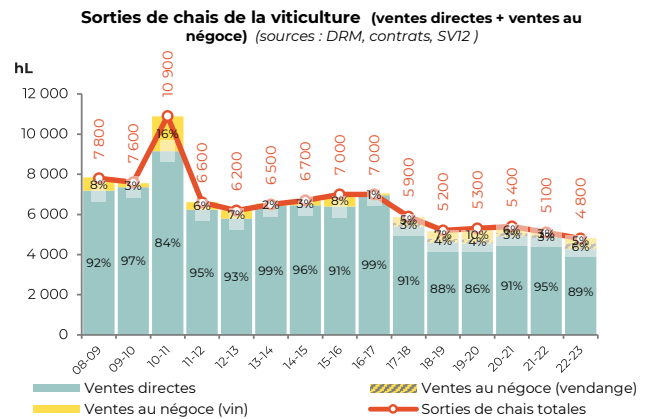
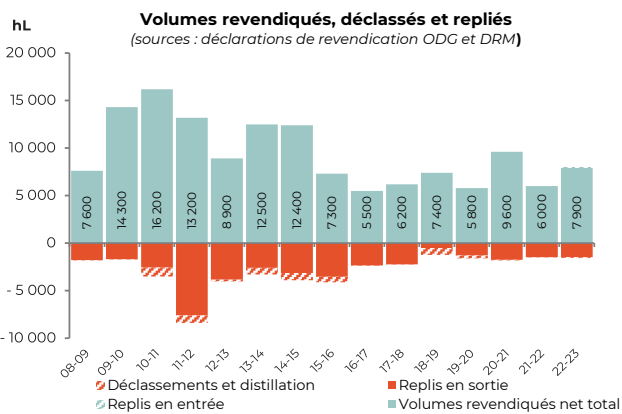
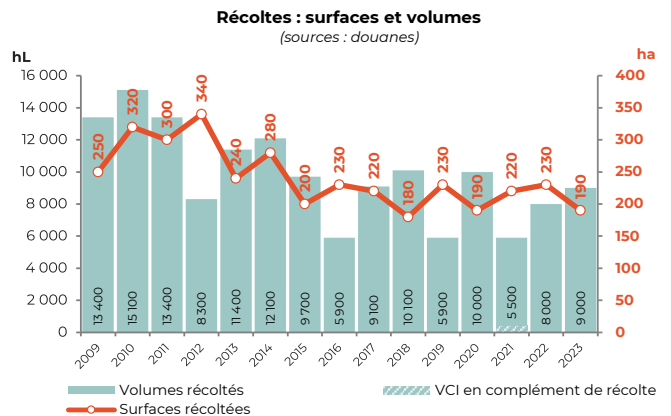
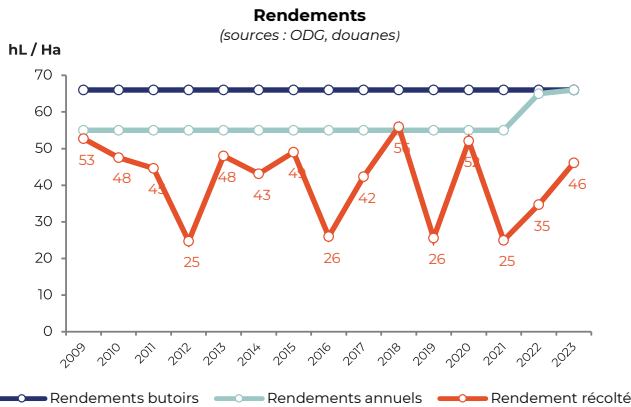


### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)





### DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

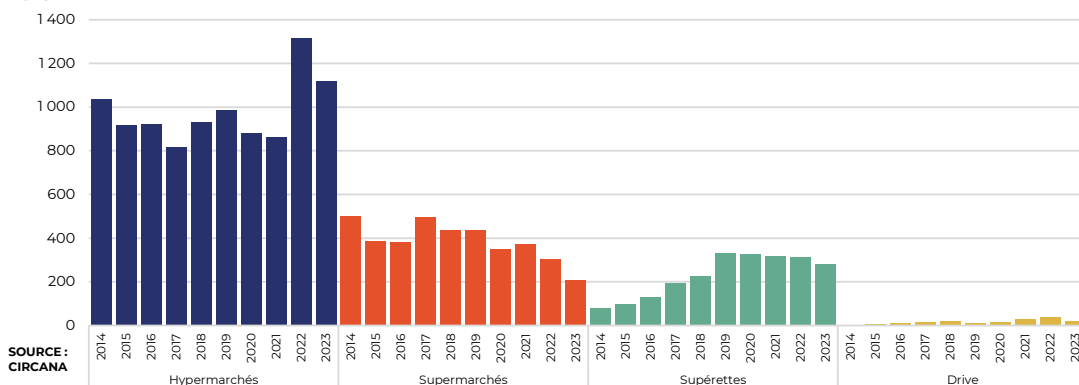




### ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

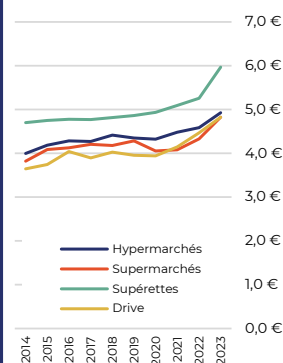
VOLUME hL

#### CIRCUITS DE DISTRIBUTION



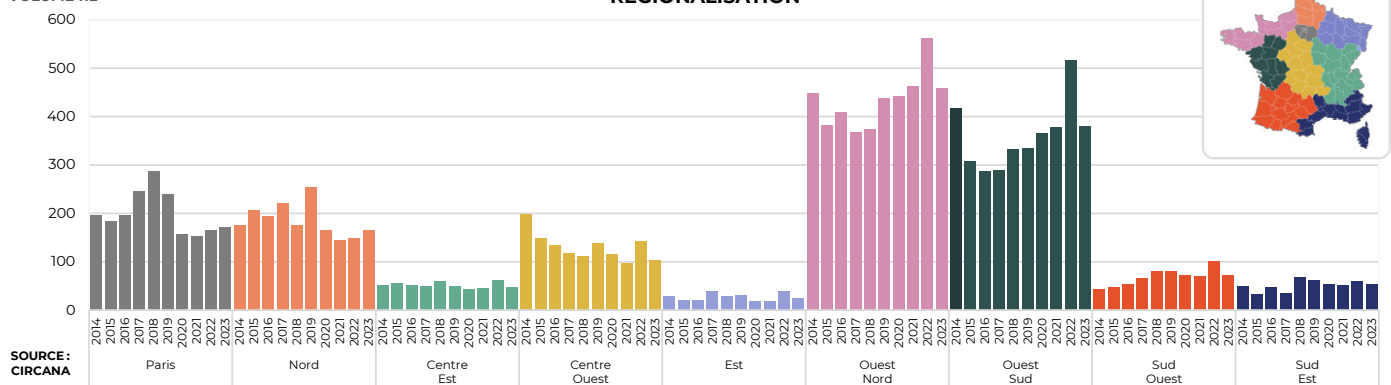
SOURCE : CIRCANA

PRIX TTC / 75 cL



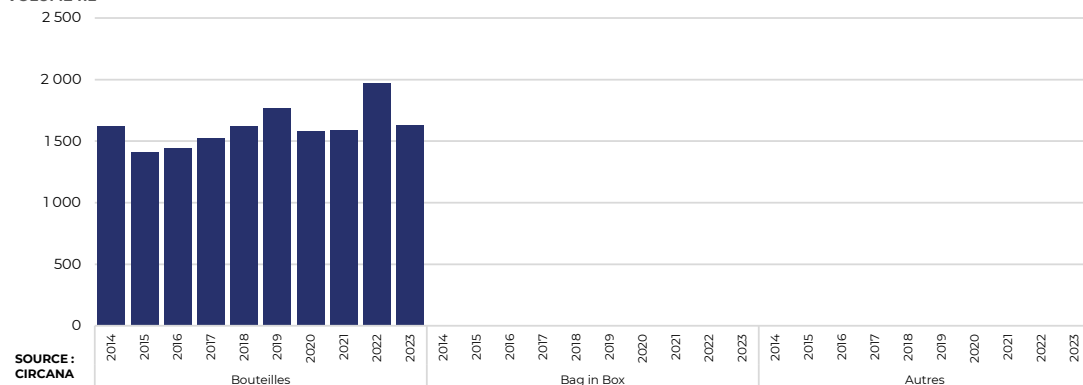
VOLUME hL

#### RÉGIONALISATION



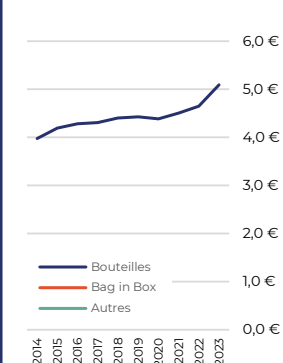
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VOLUME hL



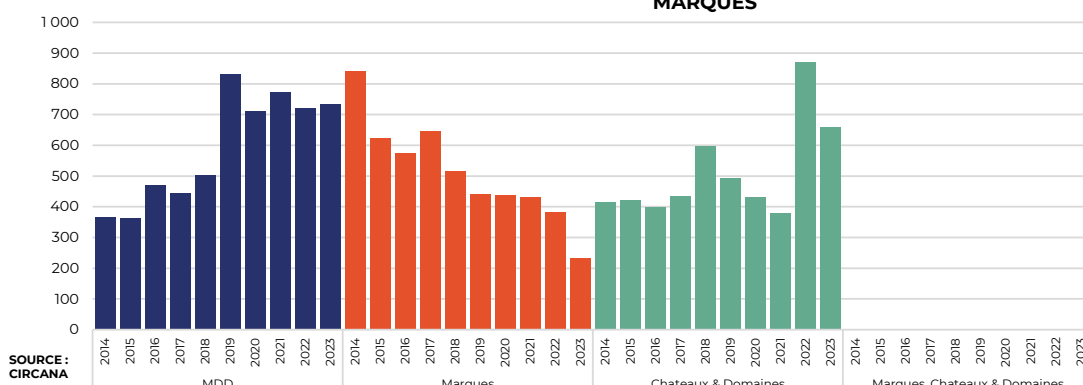
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PRIX TTC / 75 cL



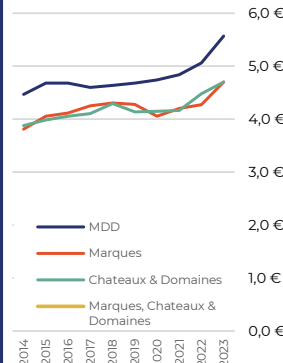
VOLUME hL

#### MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



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Service Économie & Études - InterLoire

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f.gautier@vinsvaldeloire.fr / 02.47.60.55.08