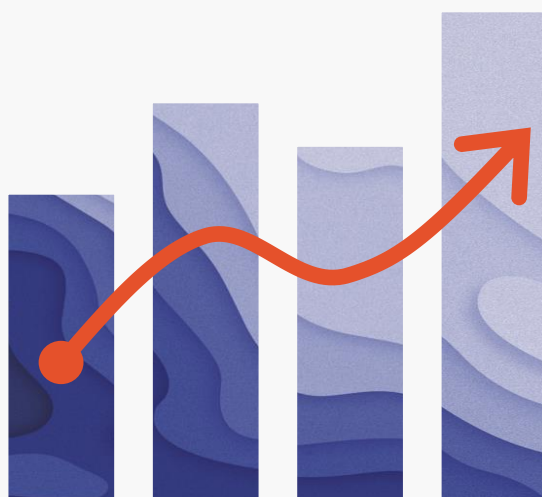


Conjoncture économique annuelle

Fiches éco - 15 ans

Roses du Val de Loire

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 02.47.60.55.14
Fanny GAUTIER : f.gautier@vinsdeloire.f 02.47.60.55.08

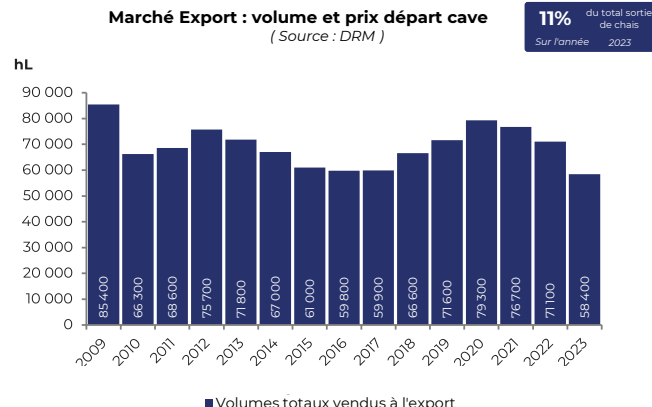
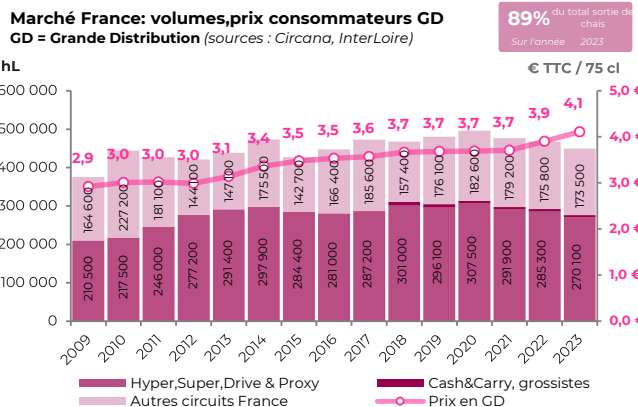
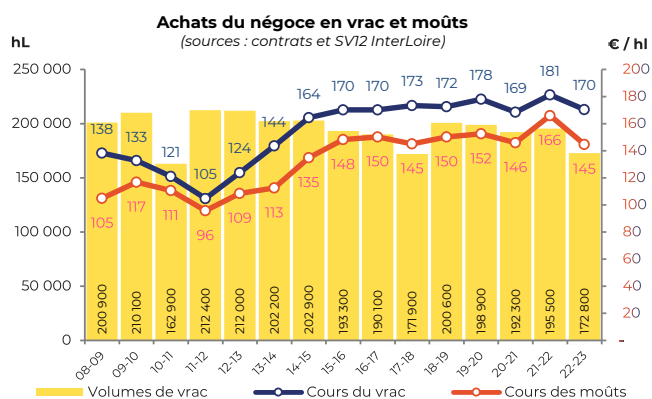
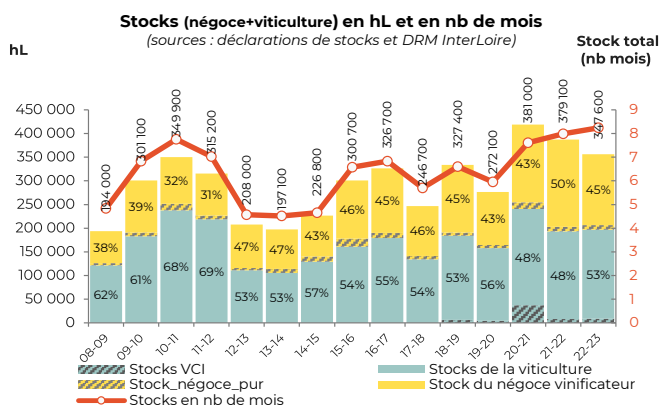
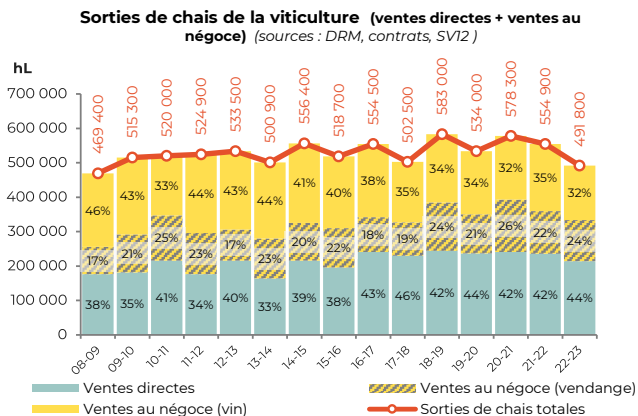
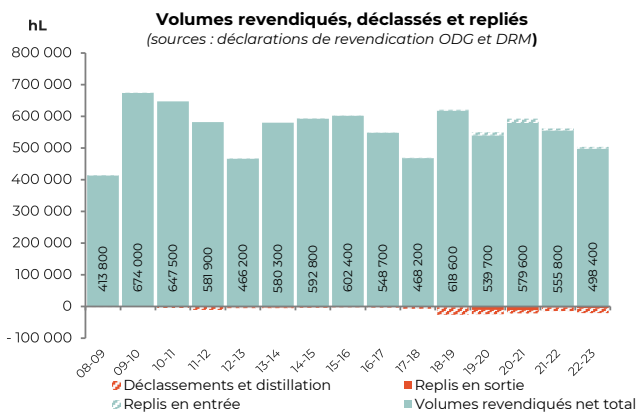
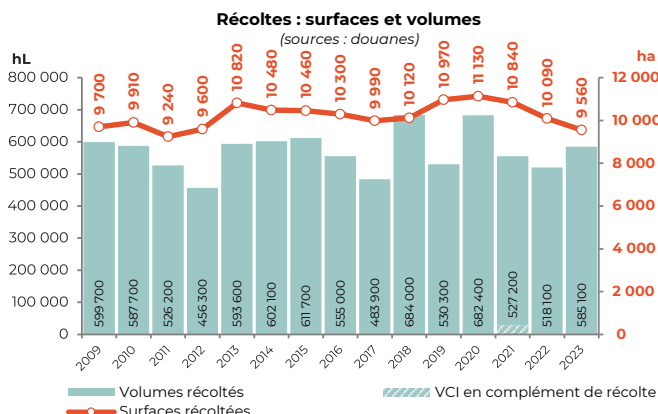
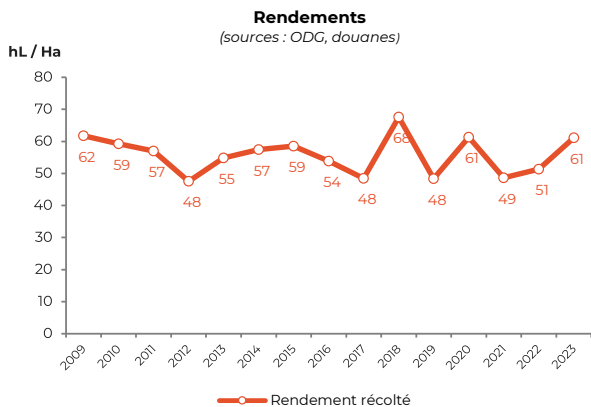
FICHE ÉCO 15 ANS

TOTAL AOP ROSÉS D'INTERLOIRE & IGP ROSÉS DU VAL DE LOIRE

Tous les vins AOP rosés du ressort d'InterLoire & tous les vins IGP rosés du Val de Loire



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

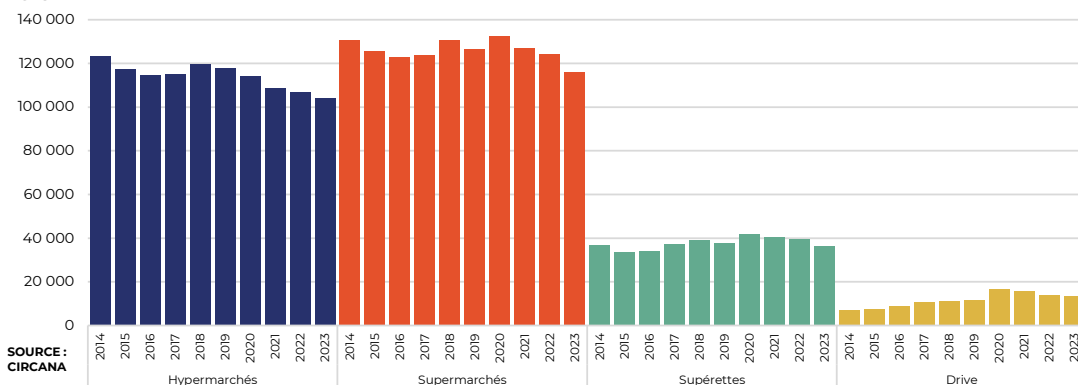




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

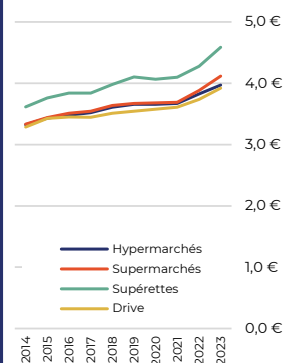
VOLUME hL

CIRCUITS DE DISTRIBUTION



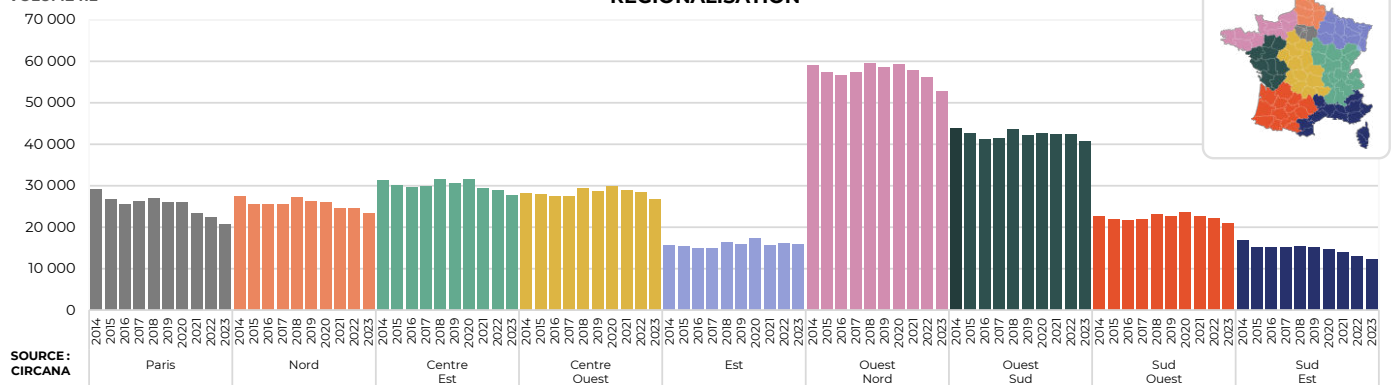
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

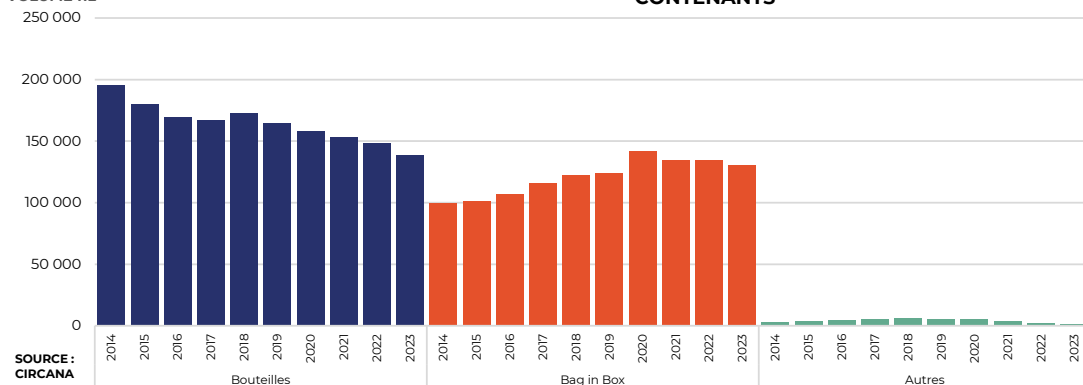
RÉGIONALISATION



SOURCE : CIRCANA

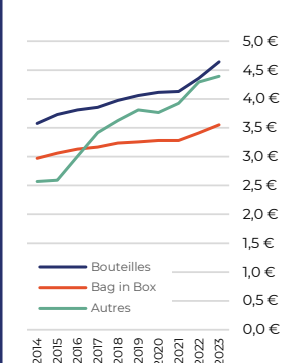
VOLUME hL

CONTENANTS



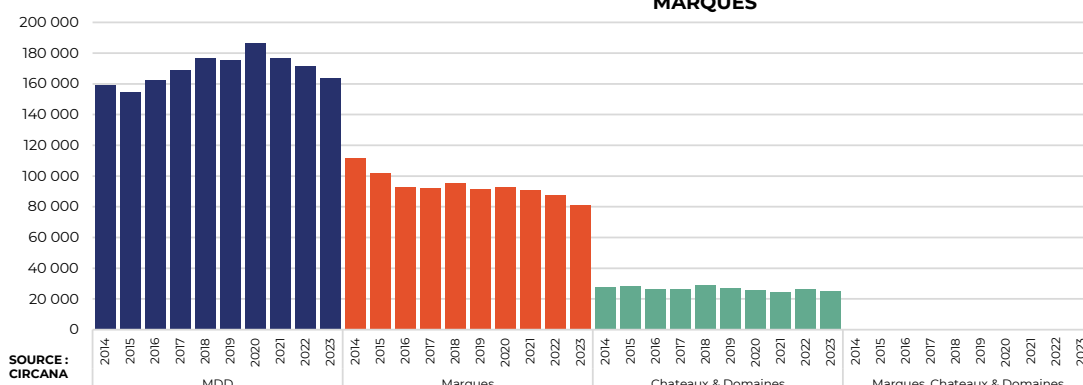
SOURCE : CIRCANA

PRIX € TTC / 75 cL



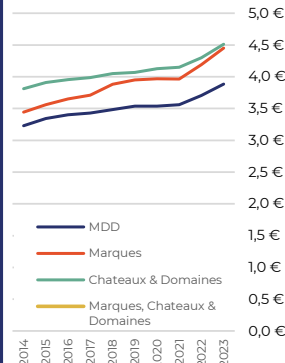
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX € TTC / 75 cL

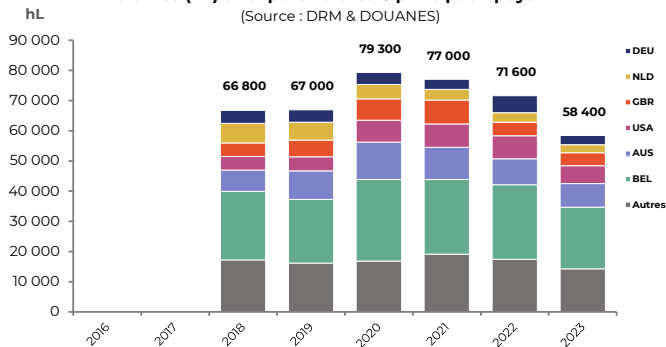




ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM & DOUANES)



Les données de valeur et de prix ne sont pas disponibles

BEL-Belgique

35% de l'export sur l'année 2023

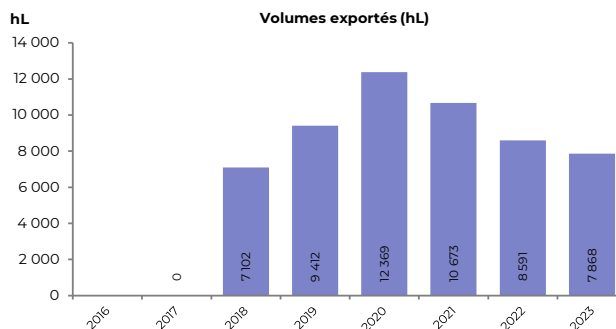
Volumes exportés (hL)



AUS-Australie

13% de l'export sur l'année 2023

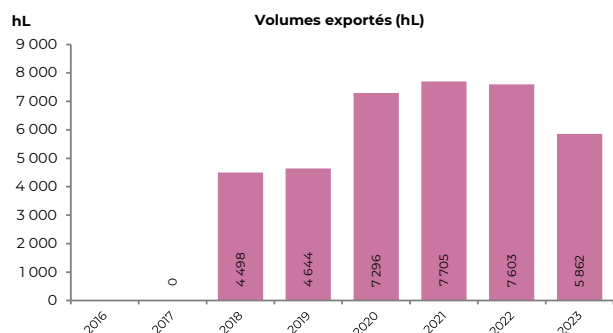
Volumes exportés (hL)



USA-États-Unis

10% de l'export sur l'année 2023

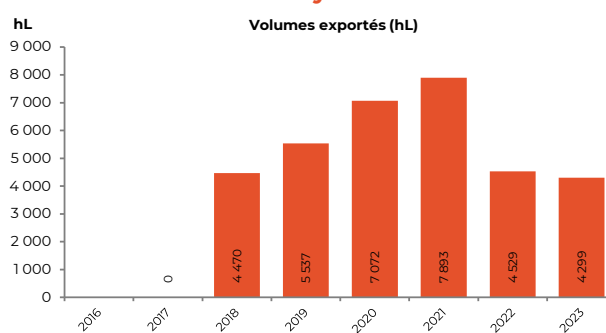
Volumes exportés (hL)



GBR-Royaume-Uni

7% de l'export sur l'année 2023

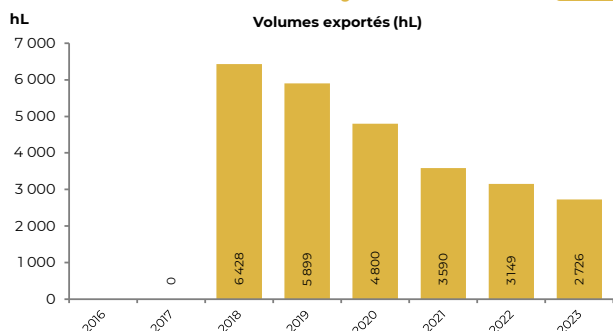
Volumes exportés (hL)



NLD-Pays-Bas

5% de l'export sur l'année 2023

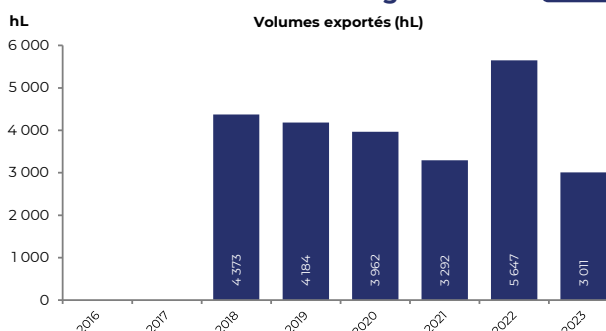
Volumes exportés (hL)



DEU-Allemagne

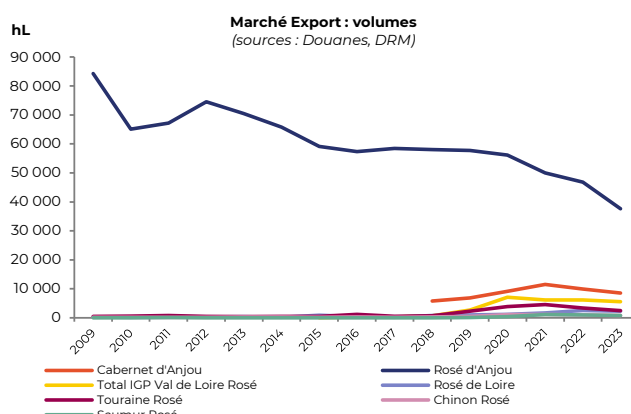
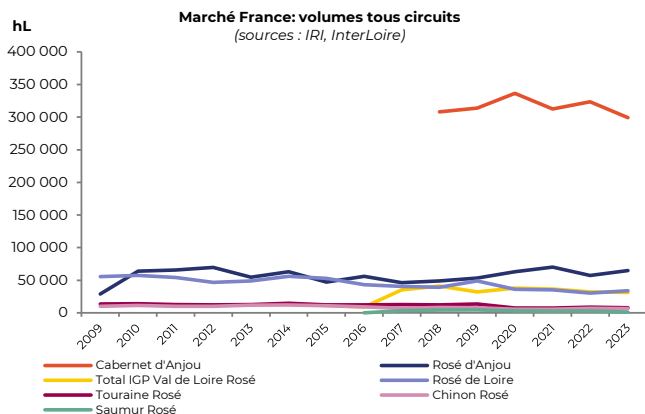
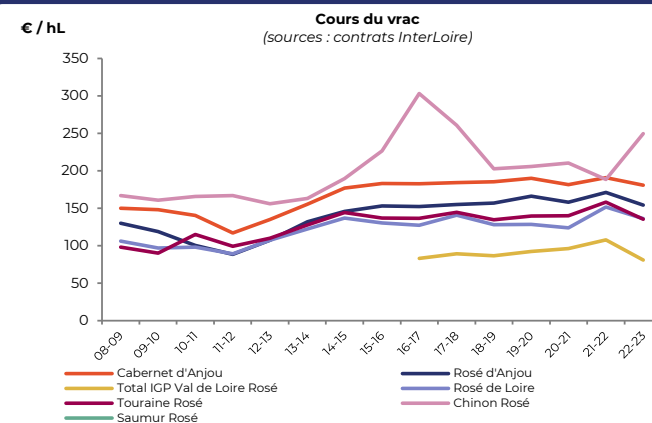
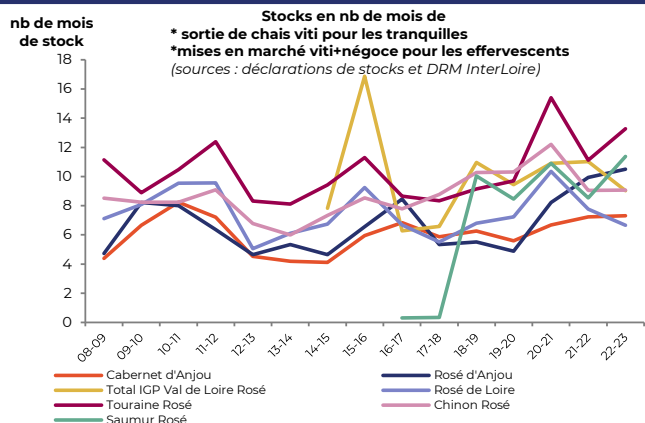
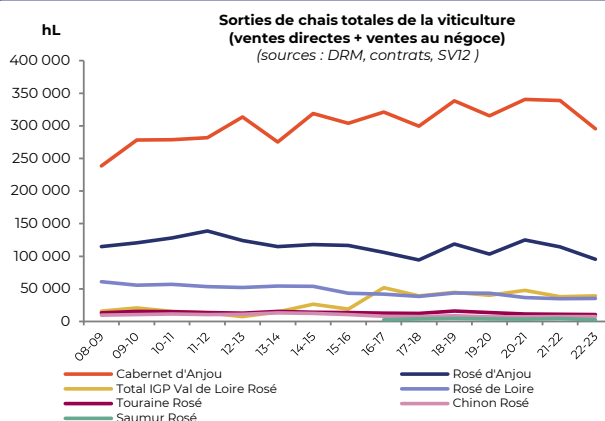
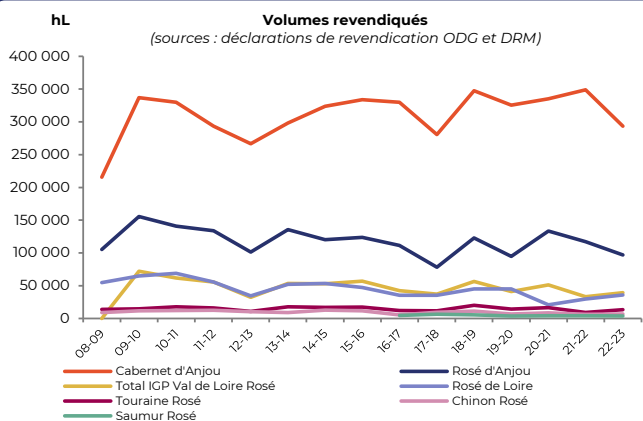
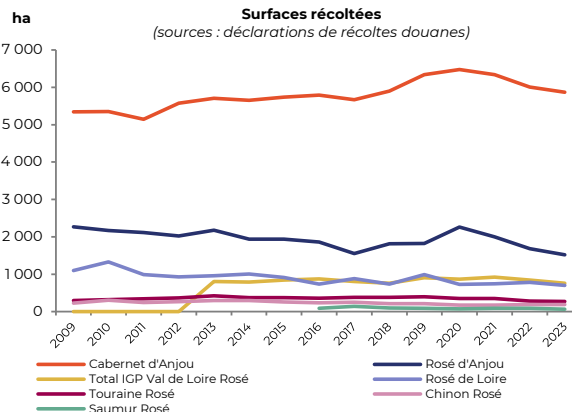
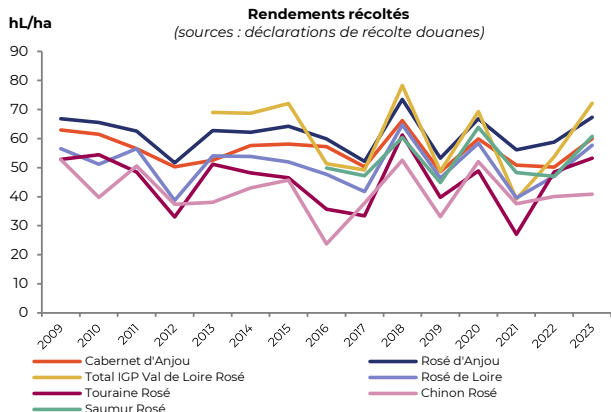
5% de l'export sur l'année 2023

Volumes exportés (hL)





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



FICHE ÉCO 15 ANS

TOTAL AOP ROSÉS DU VAL DE LOIRE

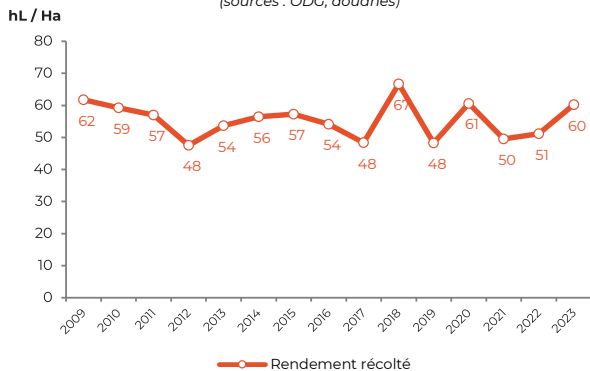
Tous les vins rosés sous AOP du ressort d'InterLoire



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

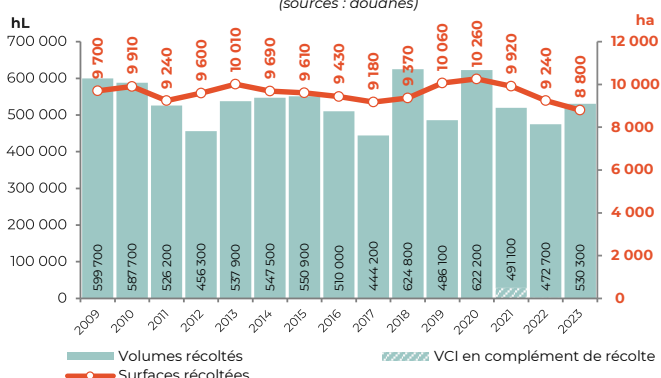
Rendements

(sources : ODG, douanes)



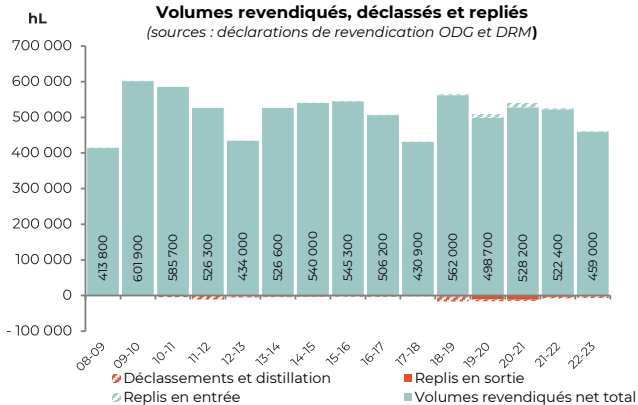
Récoltes : surfaces et volumes

(sources : douanes)



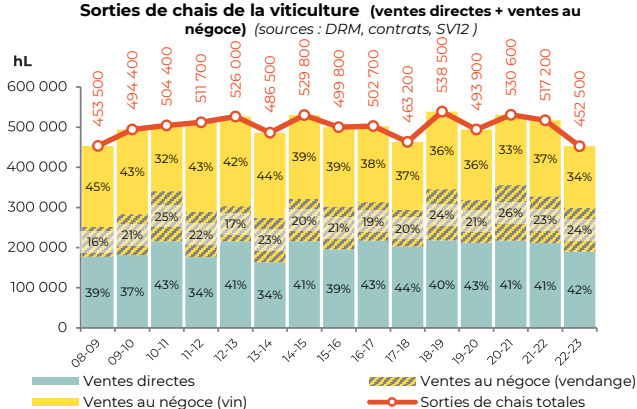
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



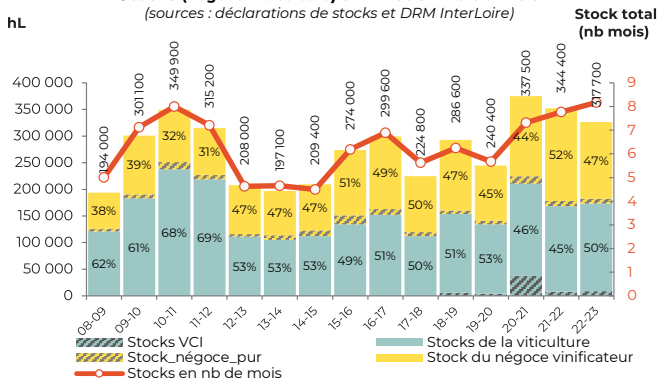
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



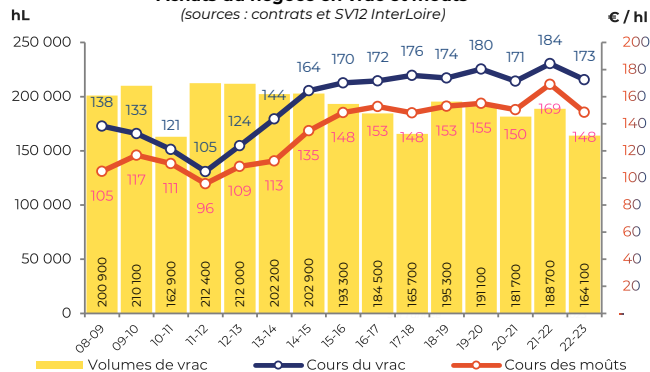
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

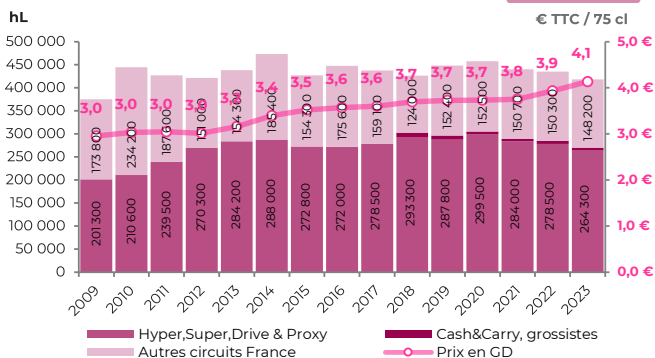
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

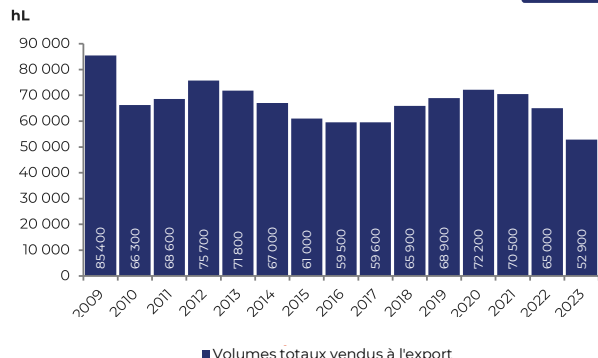
89% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

11% du total sortie de chais Sur l'année 2023



FICHE ÉCO 15 ANS

TOTAL AOP ROSÉS DU VAL DE LOIRE

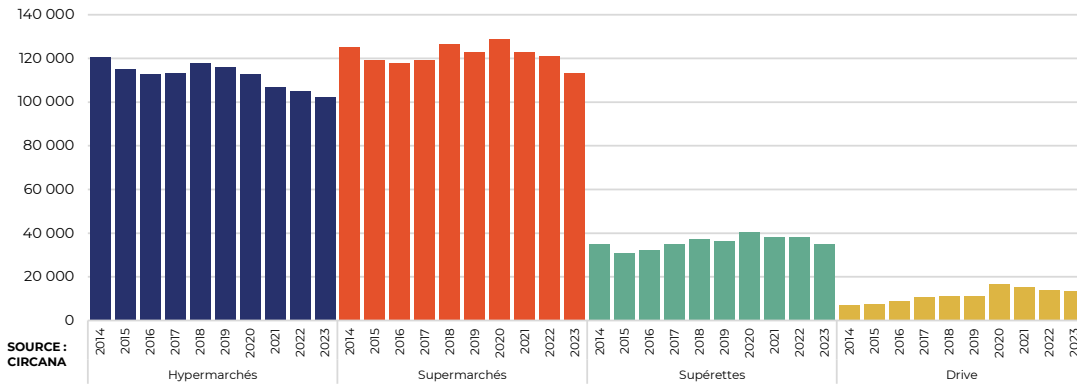
Tous les vins rosés sous AOP du ressort d'InterLoire



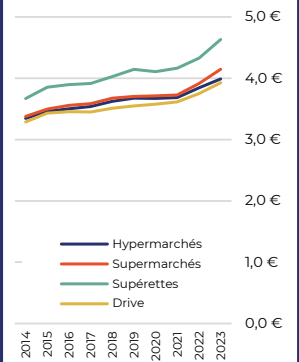
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

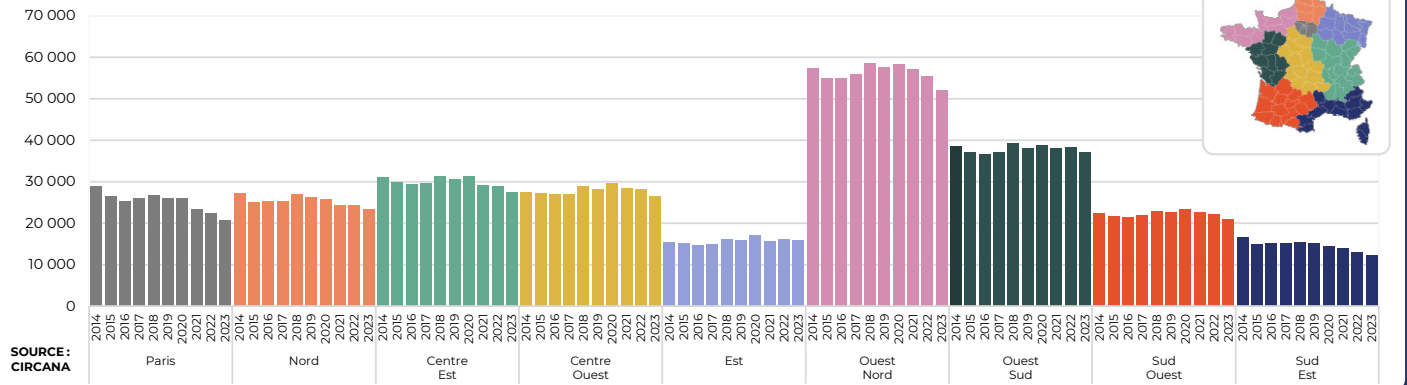


PRIX TTC / 75 cL



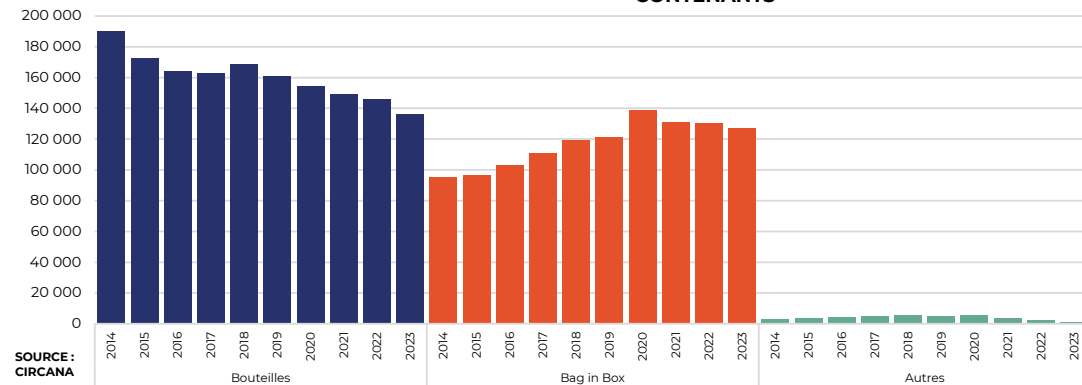
VOLUME hL

RÉGIONALISATION

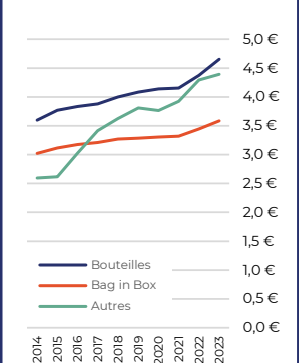


VOLUME hL

CONTENANTS

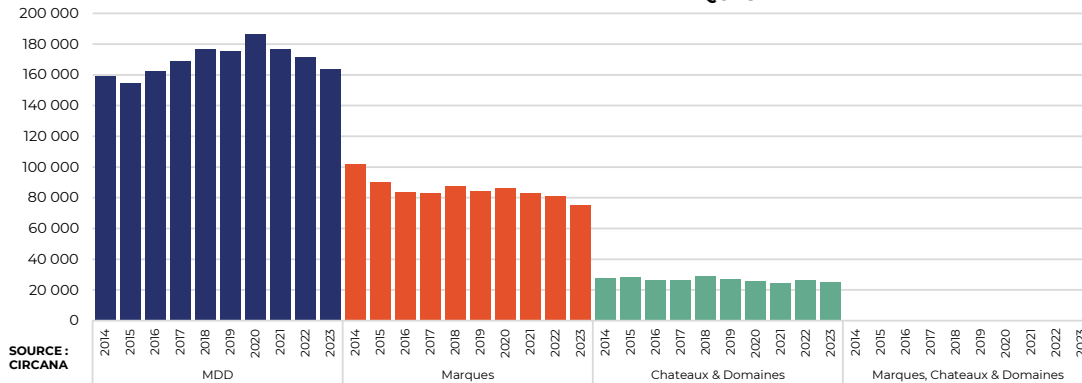


PRIX TTC / 75 cL

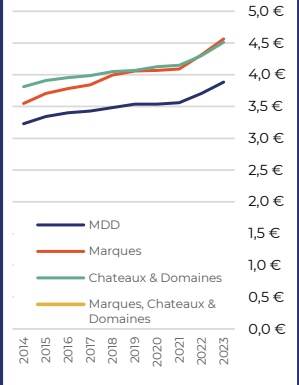


VOLUME hL

MARQUES



PRIX TTC / 75 cL



Contacts : Service Économie & Études - InterLoire
 Antoine FRANÇOIS : a.francois@vinsvalde Loire.fr / 02.47.60.55.14
 Fanny GAUTIER : f.gautier@vinsvalde Loire.fr / 02.47.60.55.08

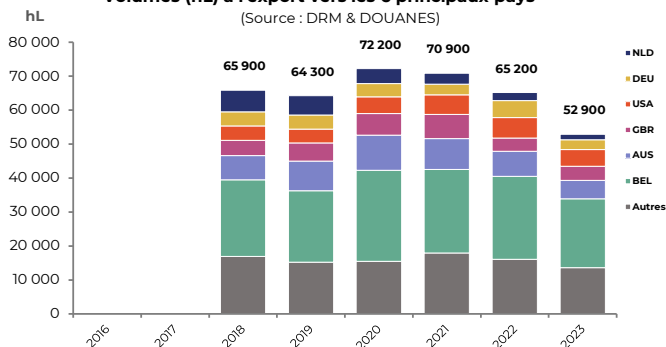
INTERLoire
 INTERPROFESSION
 DES VINS DE LOIRE



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM & DOUANES)

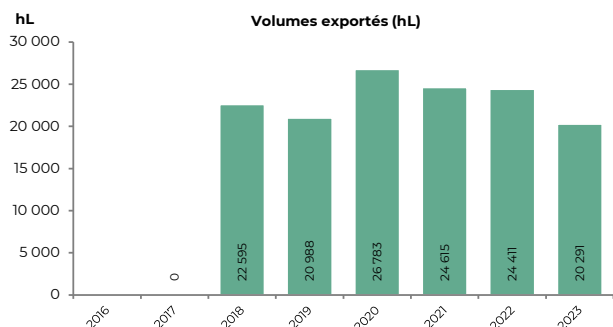


Les données de valeur et de prix ne sont pas disponibles

BEL-Belgique

38% de l'export sur l'année 2023

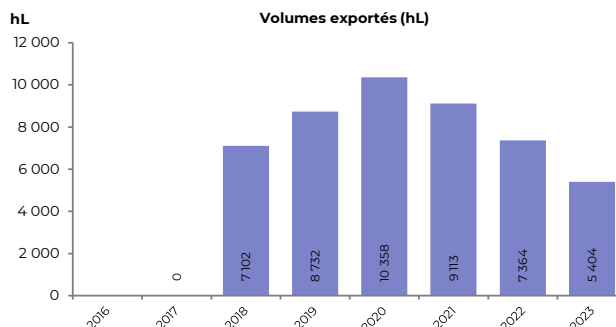
Volumes exportés (hL)



AUS-Australie

10% de l'export sur l'année 2023

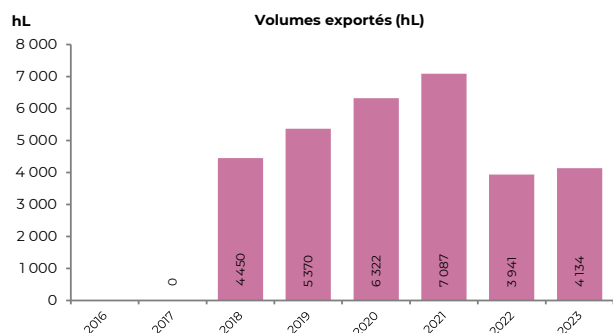
Volumes exportés (hL)



GBR-Royaume-Uni

8% de l'export sur l'année 2023

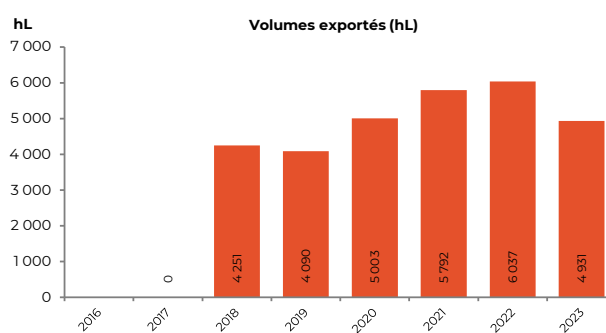
Volumes exportés (hL)



USA-États-Unis

9% de l'export sur l'année 2023

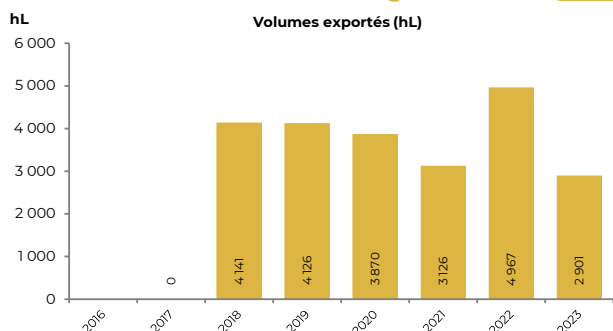
Volumes exportés (hL)



DEU-Allemagne

5% de l'export sur l'année 2023

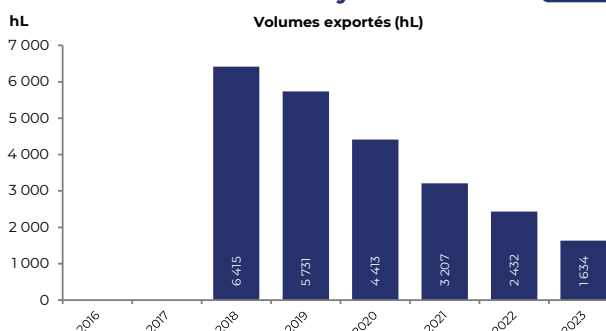
Volumes exportés (hL)



NLD-Pays-Bas

3% de l'export sur l'année 2023

Volumes exportés (hL)



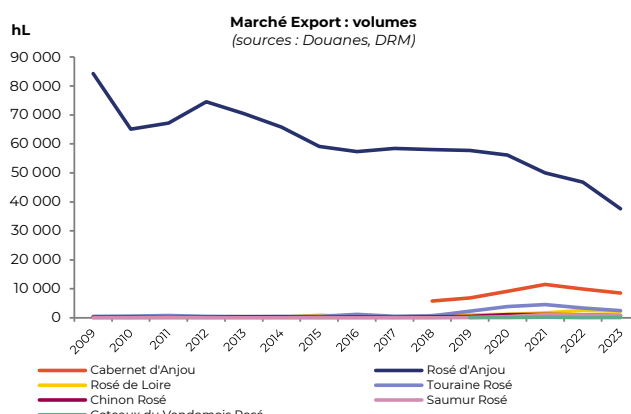
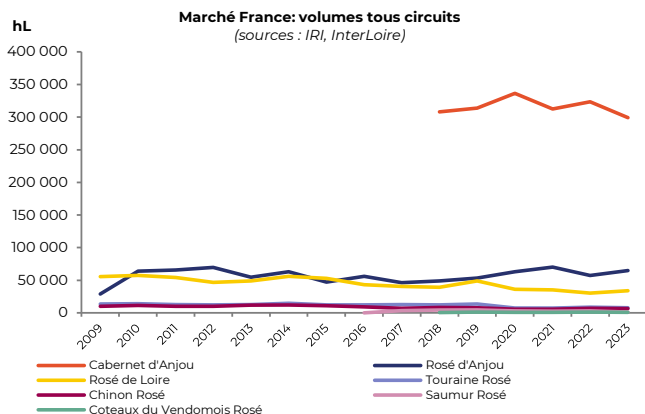
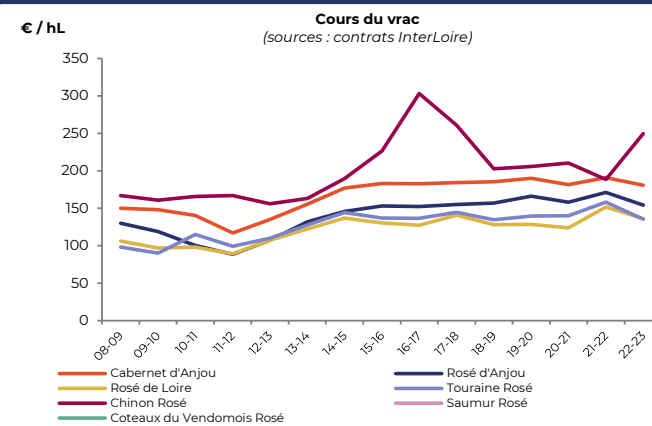
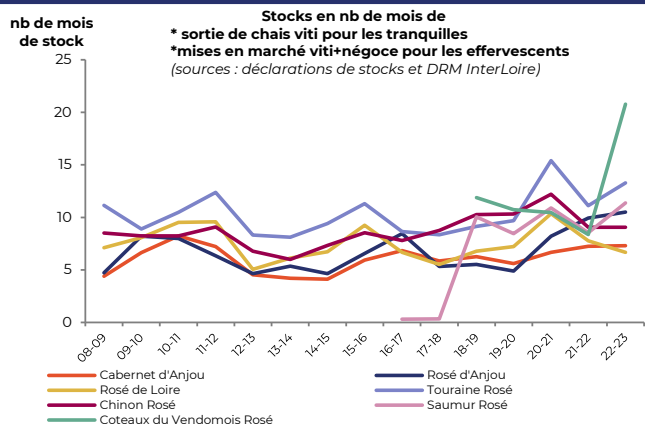
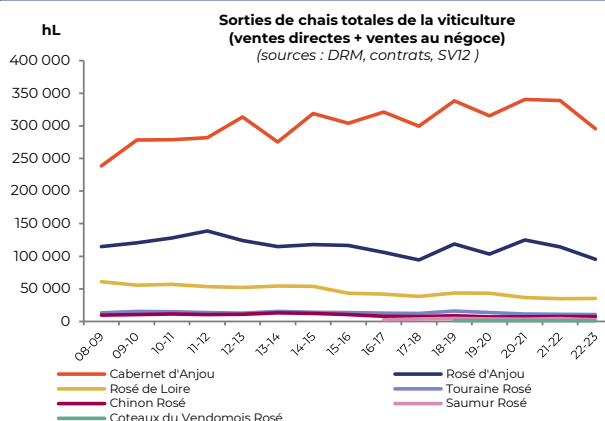
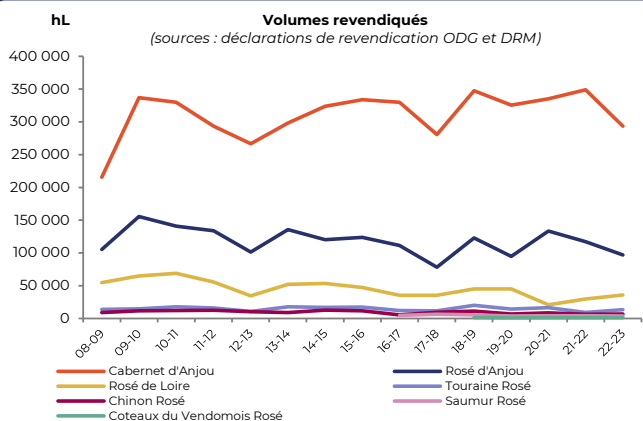
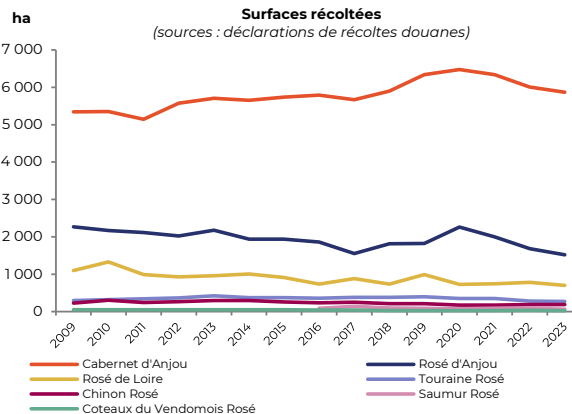
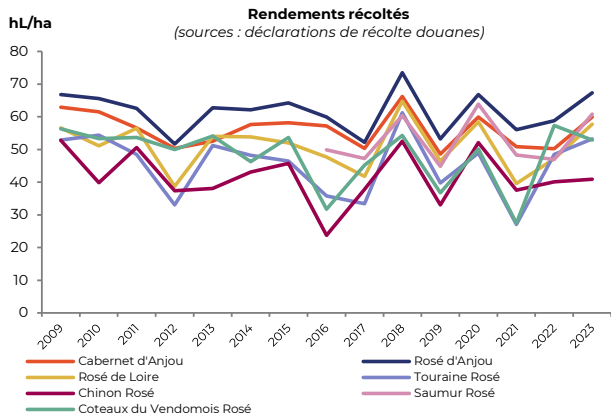
Contacts :

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



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

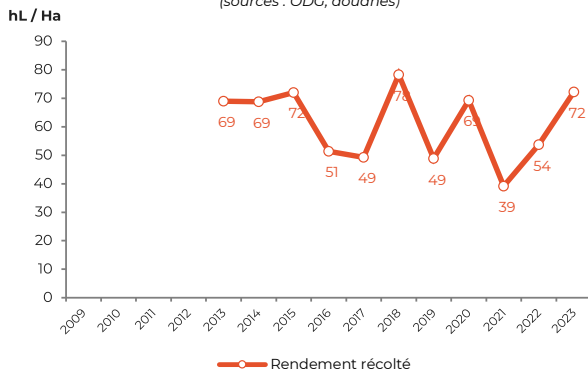




DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

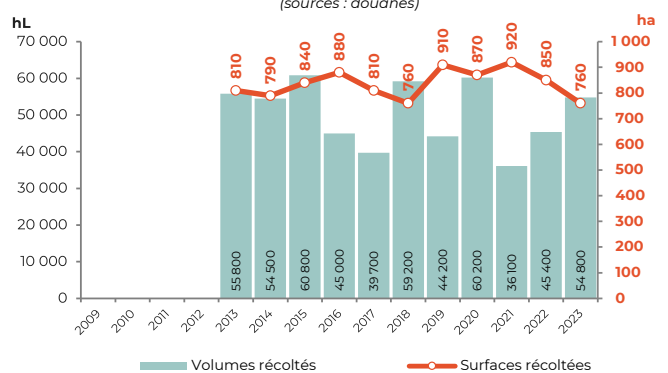
Rendements

(sources : ODG, douanes)



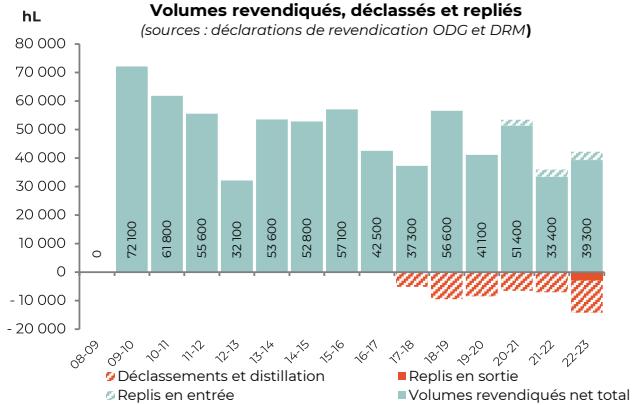
Récoltes : surfaces et volumes

(sources : douanes)



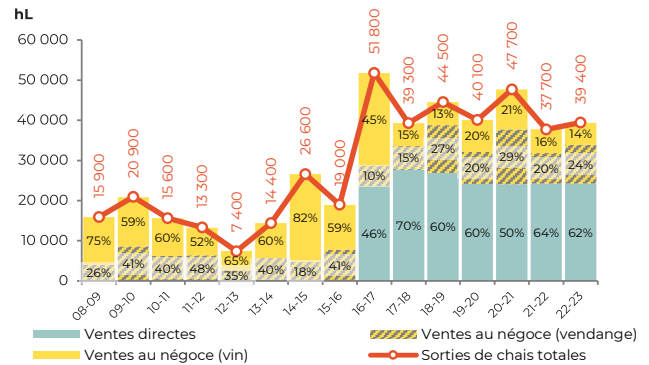
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



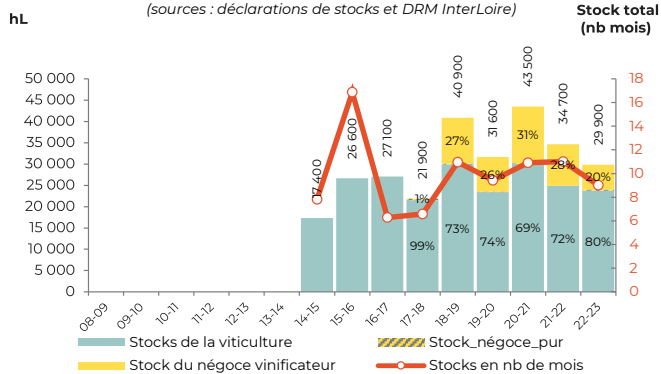
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



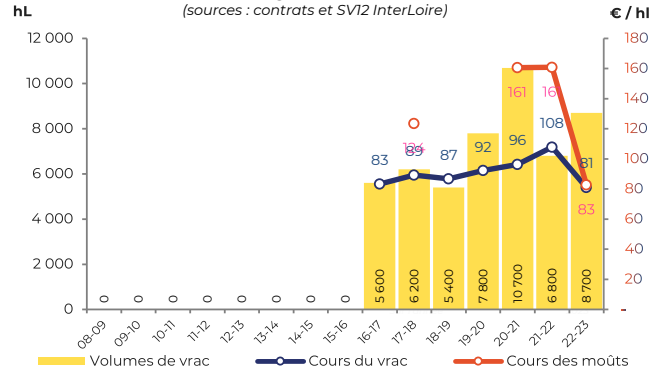
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

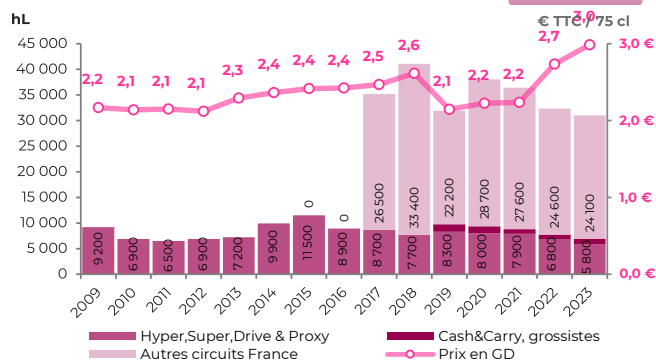
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

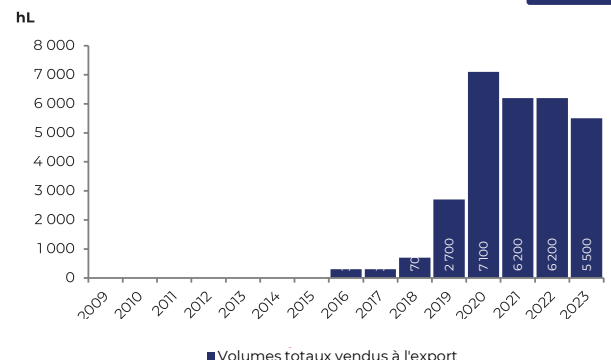
85% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

15% du total sortie de chais Sur l'année 2023



FICHE ÉCO 15 ANS

TOTAL IGP VAL DE LOIRE ROSÉ

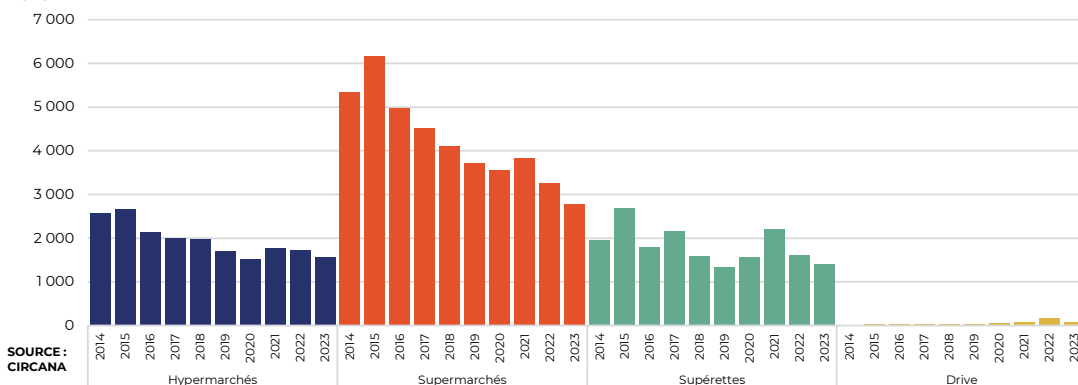
Tous les vins IGP rosés du Val de Loire



ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

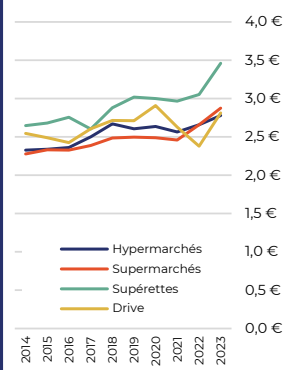
VOLUME hL

CIRCUITS DE DISTRIBUTION



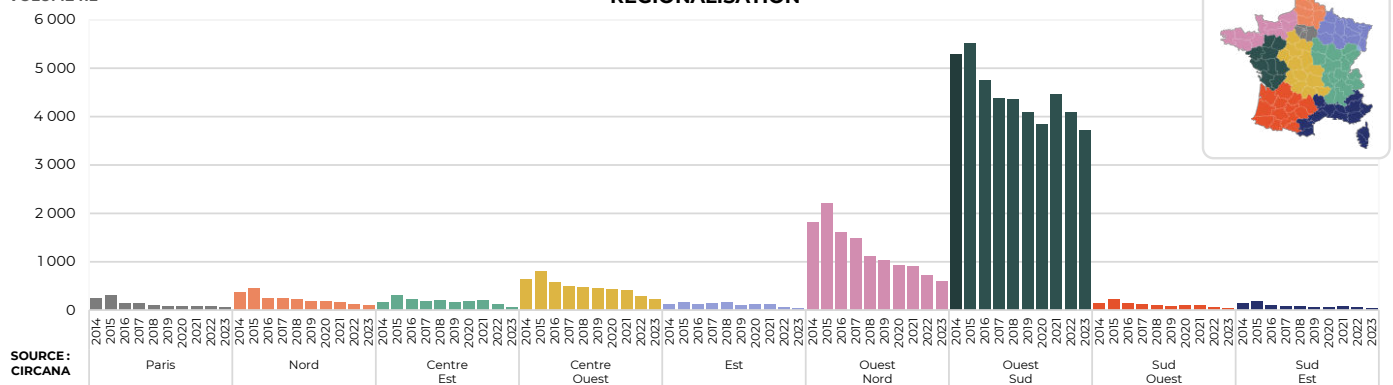
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

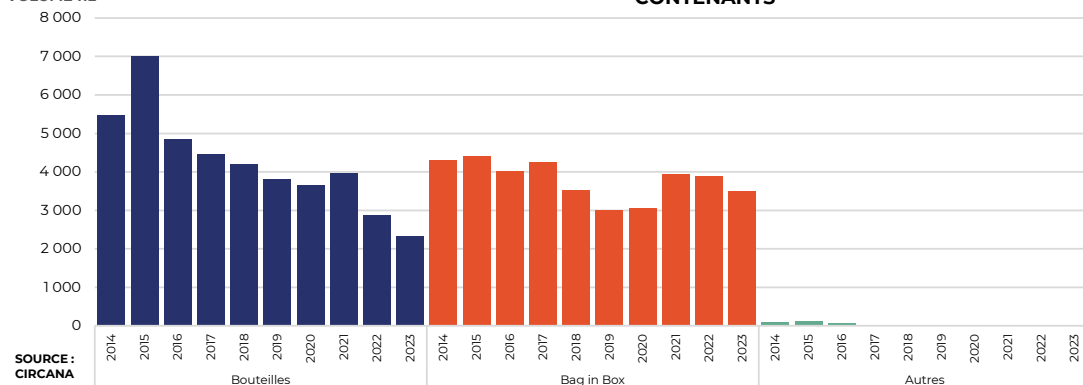
RÉGIONALISATION



SOURCE : CIRCANA

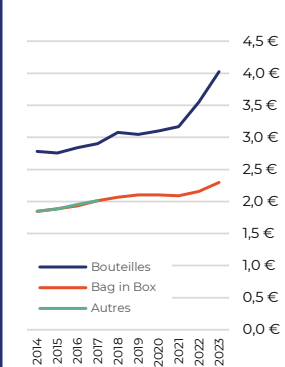
VOLUME hL

CONTENANTS



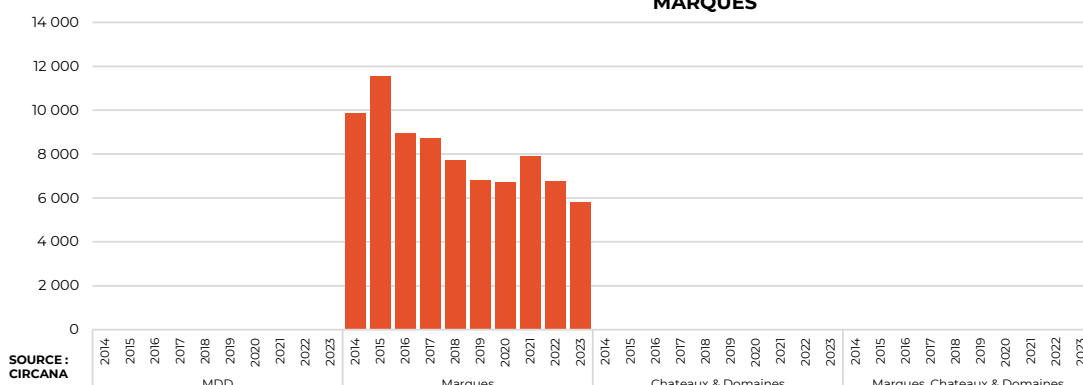
SOURCE : CIRCANA

PRIX € TTC / 75 cL



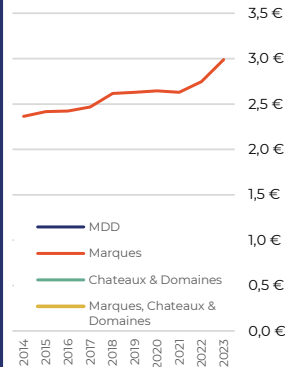
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX € TTC / 75 cL



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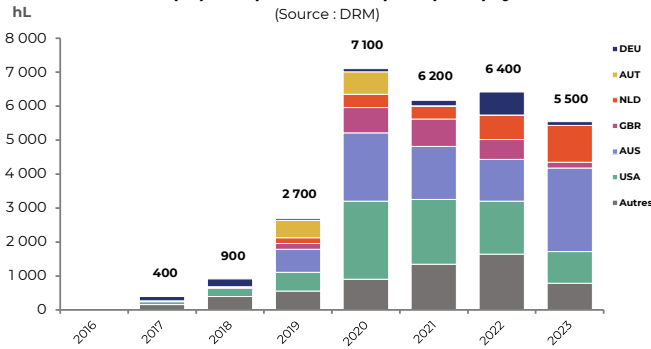
a.francois@vinsvaldeloire.fr / 02.47.60.55.14
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08

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INTERPROFESSION
DES VINS DE LOIRE



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

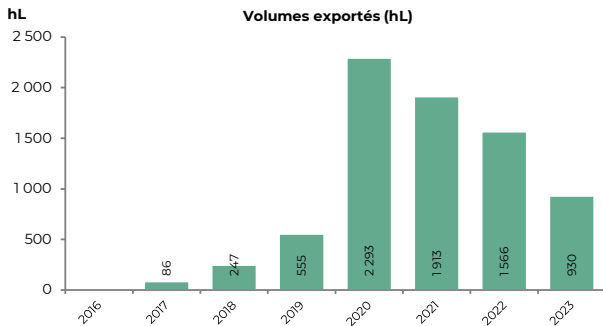
Volumes (hL) à l'export vers les 6 principaux pays
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

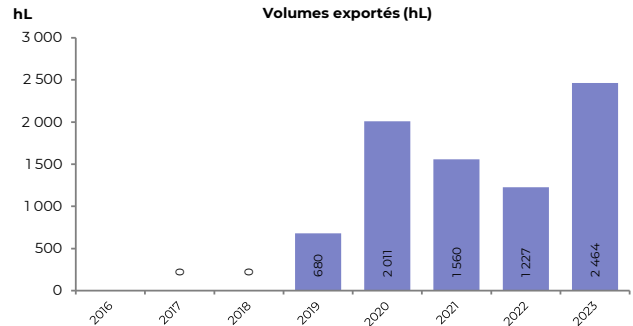
USA-États-Unis

17% de l'export sur l'année 2023



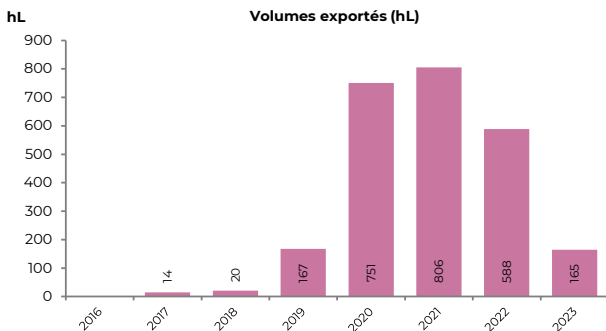
AUS-Australie

44% de l'export sur l'année 2023



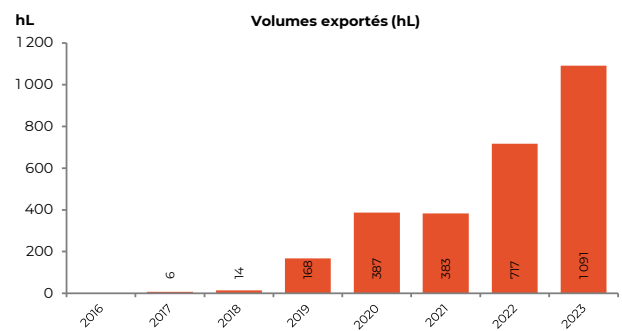
GBR-Royaume-Uni

3% de l'export sur l'année 2023



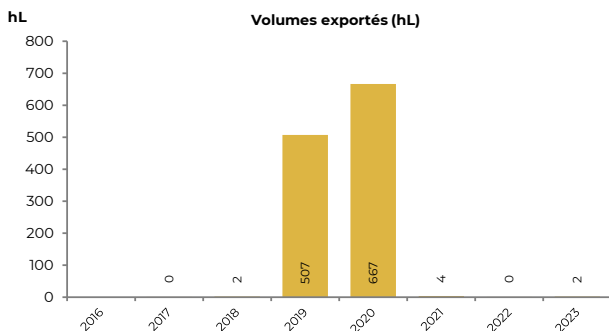
NLD-Pays-Bas

20% de l'export sur l'année 2023



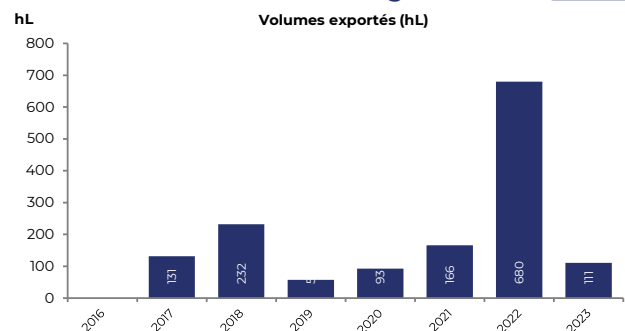
AUT-Autriche

0% de l'export sur l'année 2023



DEU-Allemagne

2% de l'export sur l'année 2023



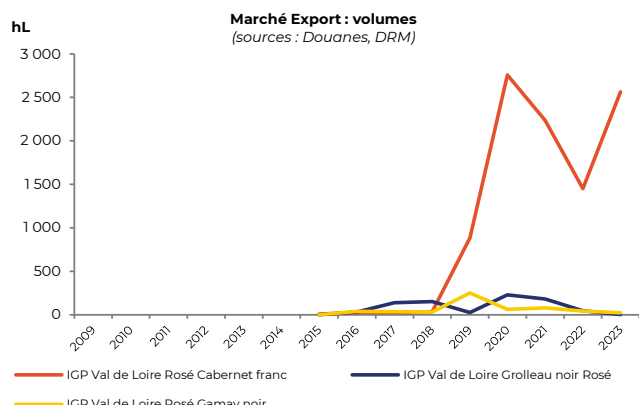
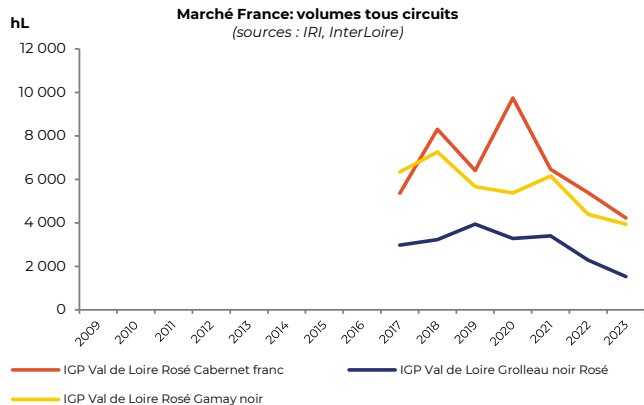
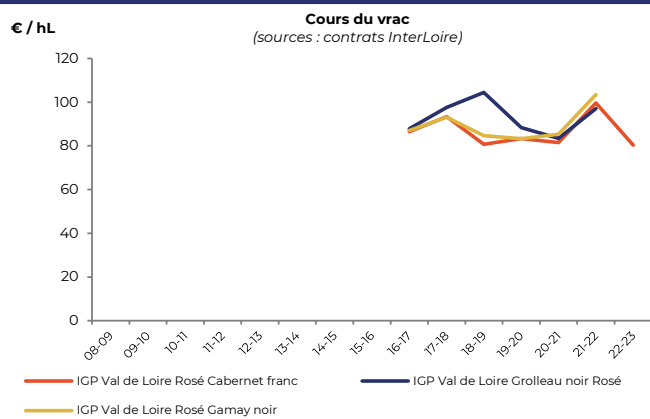
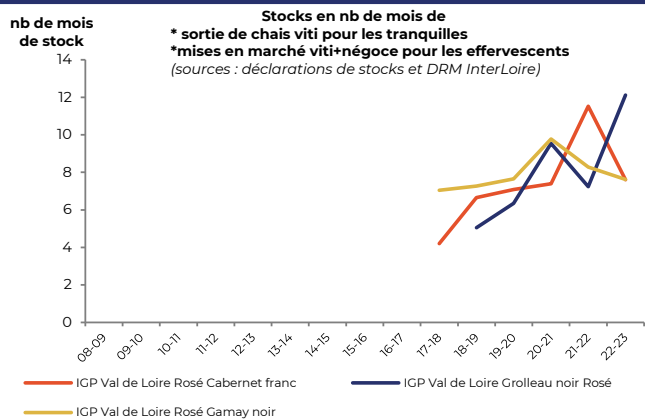
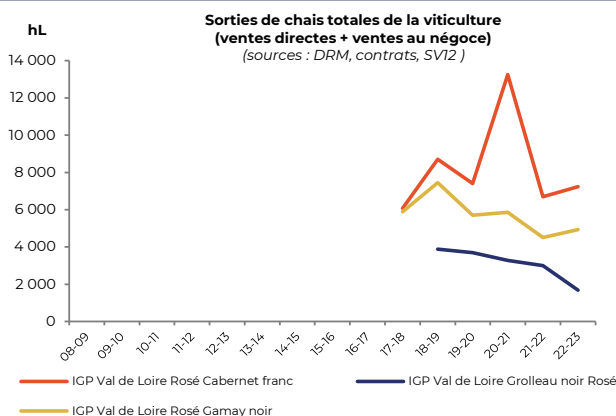
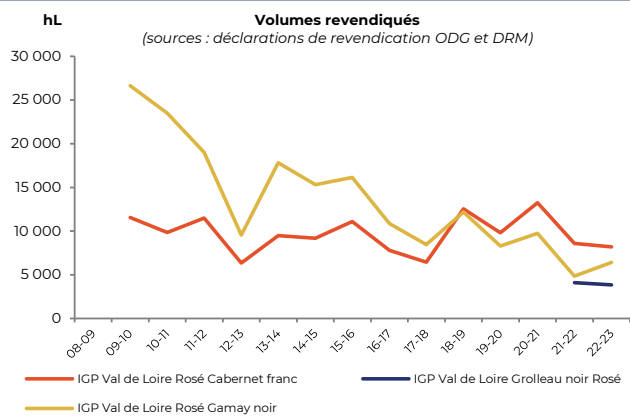
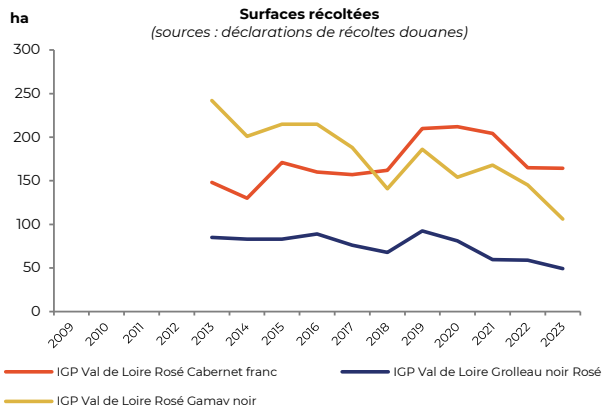
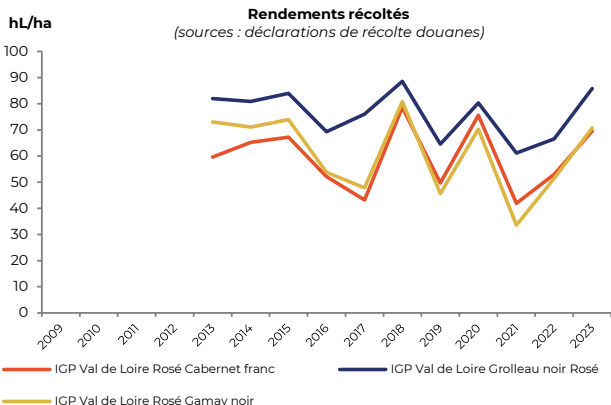
FICHE ÉCO 15 ANS

TOTAL IGP VAL DE LOIRE ROSÉ

Tous les vins IGP rosés du Val de Loire



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



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