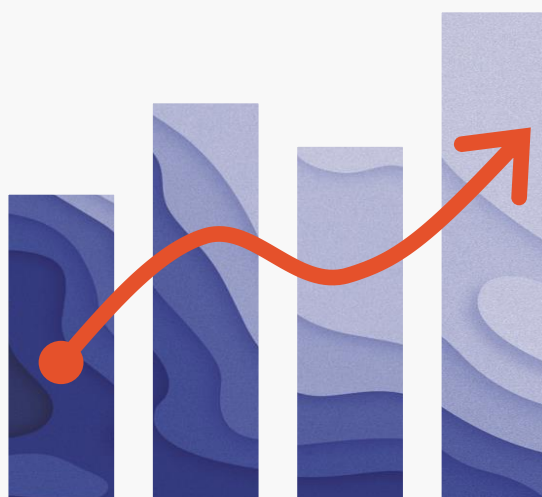


Conjoncture économique annuelle

Fiches éco - 15 ans

Touraine

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.fr 02.47.60.55.08

FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINES"

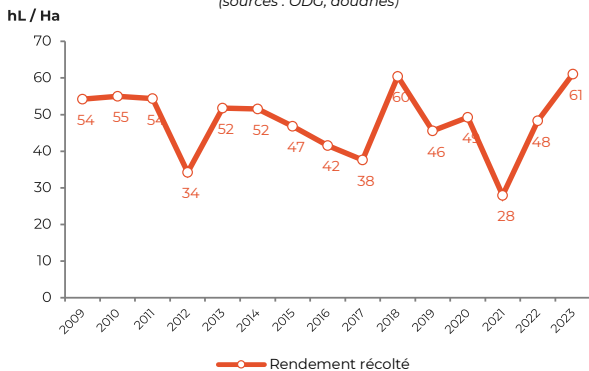
Touraines régionaux, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

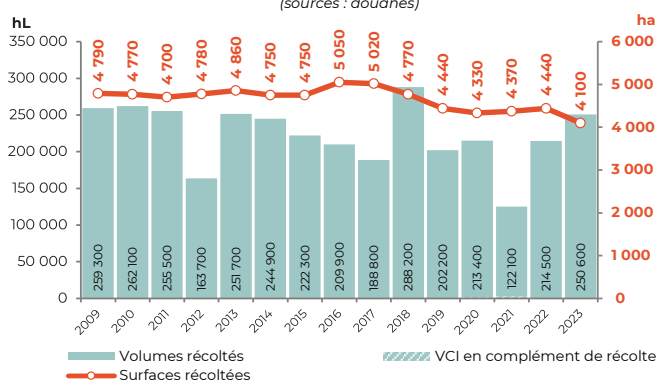
Rendements

(sources : ODG, douanes)



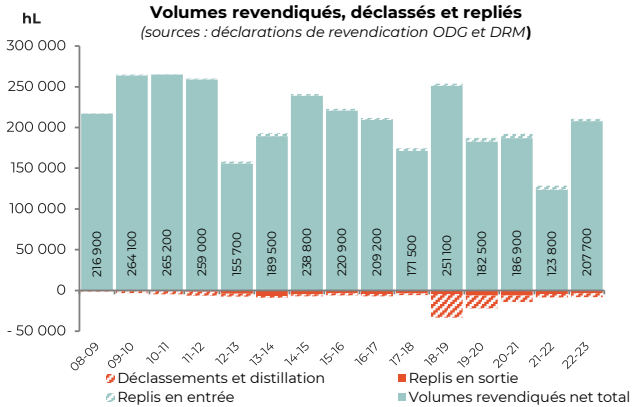
Récoltes : surfaces et volumes

(sources : douanes)



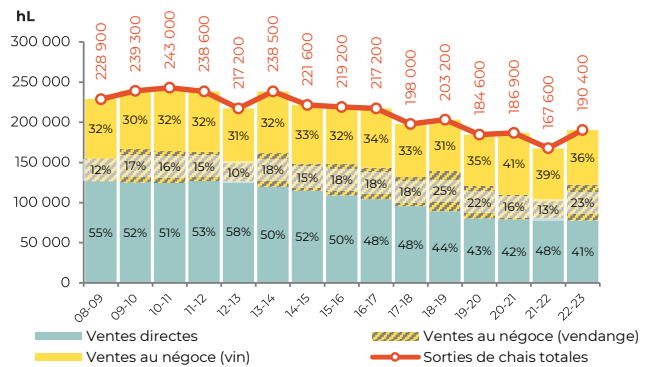
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



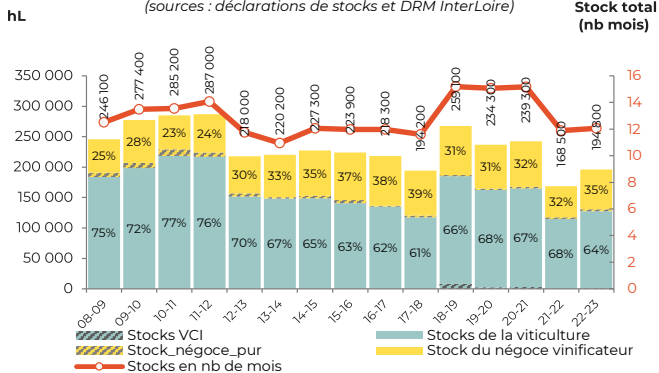
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



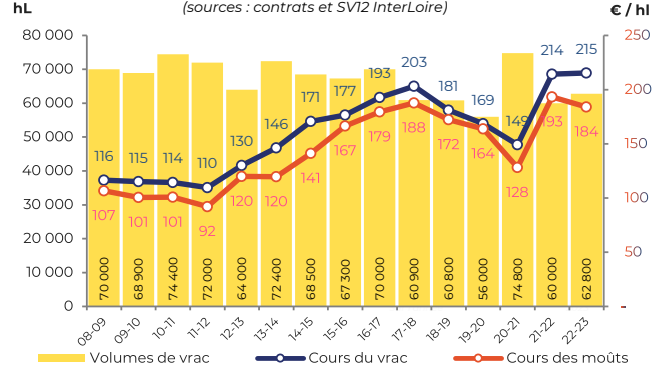
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

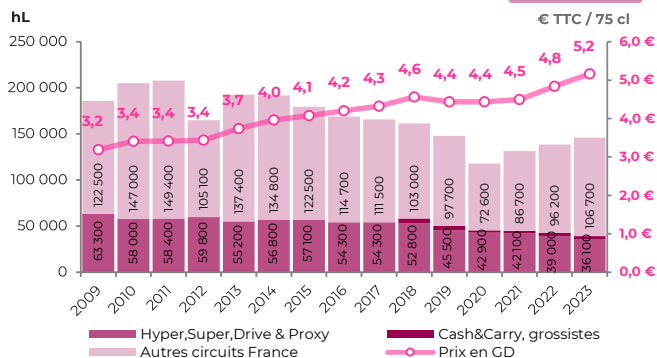
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

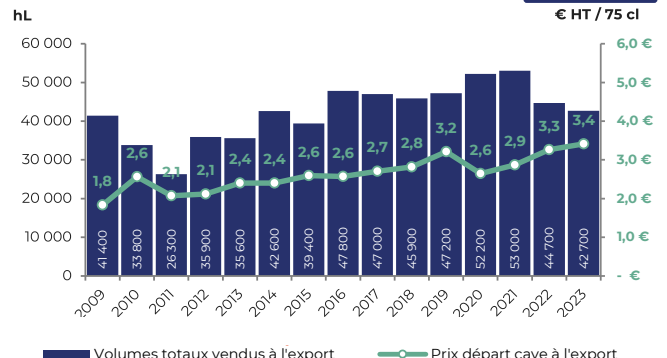
77% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

23% du total sortie de chais Sur l'année 2023



FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINES"

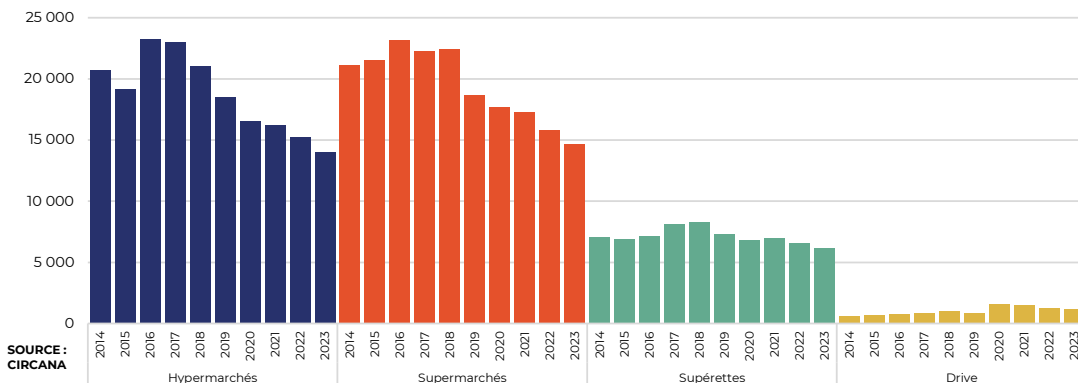
Touraines régionaux, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur



ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

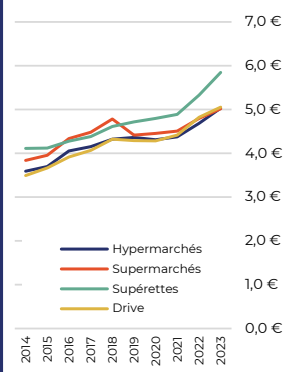
VOLUME hL

CIRCUITS DE DISTRIBUTION



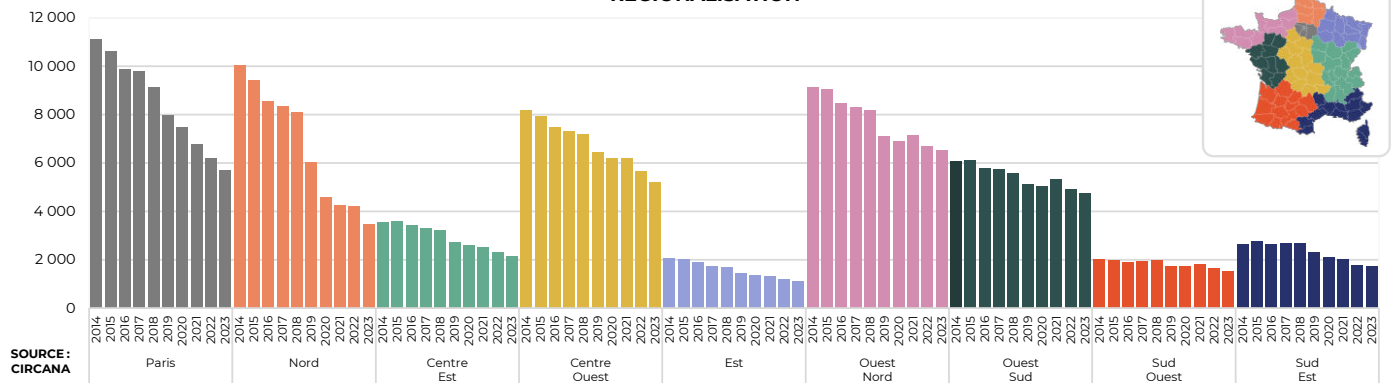
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

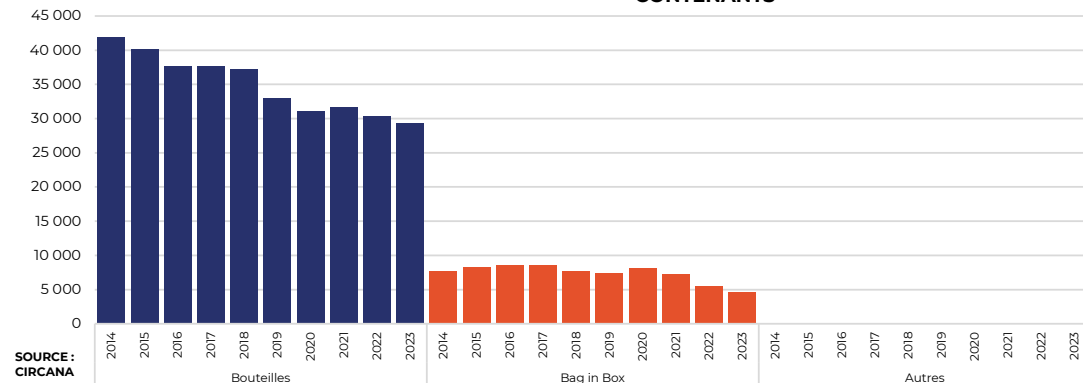
RÉGIONALISATION



SOURCE : CIRCANA

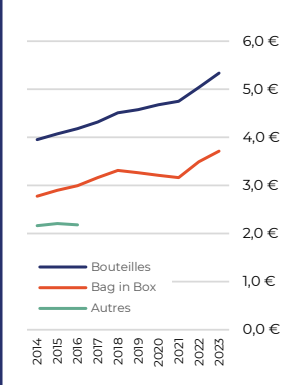
VOLUME hL

CONTENANTS



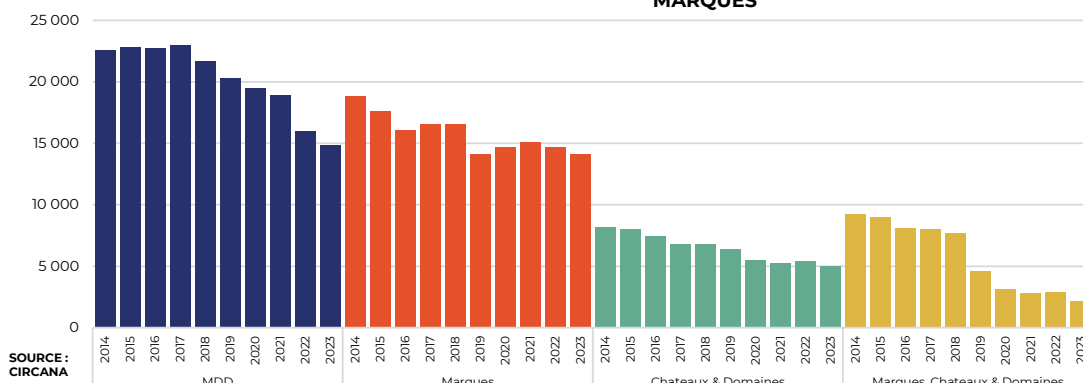
SOURCE : CIRCANA

PRIX € TTC / 75 cL



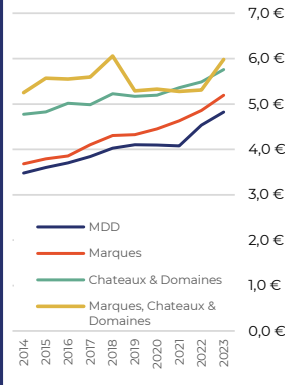
VOLUME hL

MARQUES



SOURCE : CIRCANA

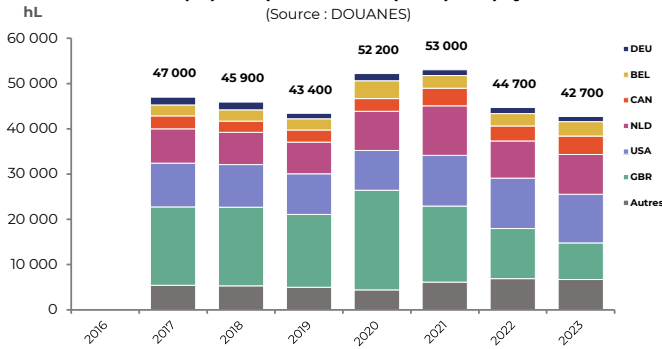
PRIX € TTC / 75 cL



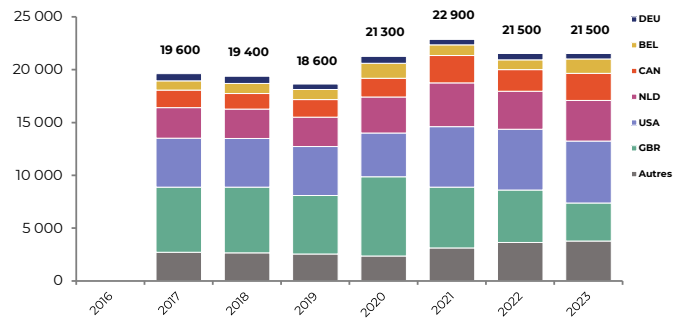


ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

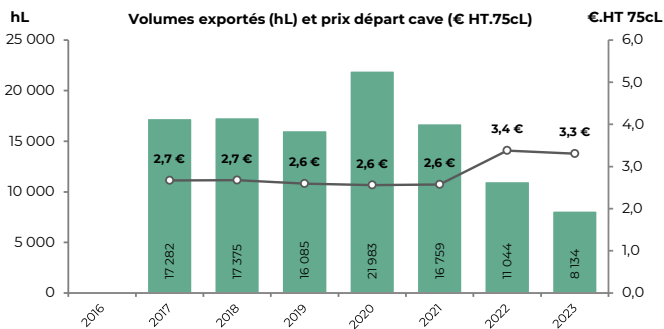


Valeur (k€ HT) à l'export vers les 6 principaux pays
(Source : DOUANES)



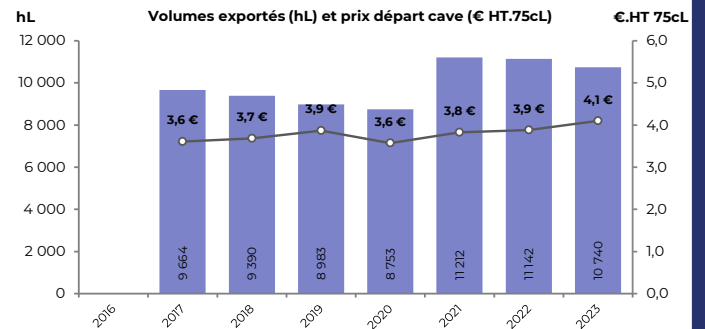
GBR-Royaume-Uni

19% de l'export sur l'année 2023



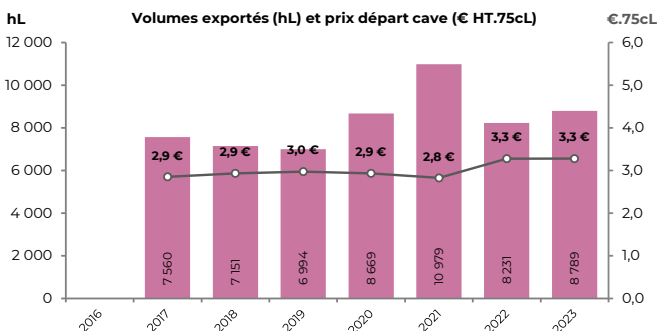
USA-États-Unis

25% de l'export sur l'année 2023



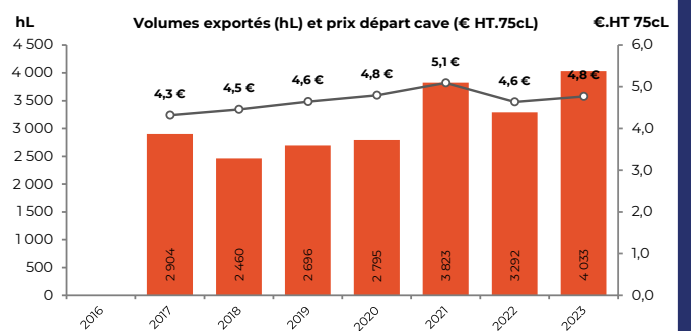
NLD-Pays-Bas

21% de l'export sur l'année 2023



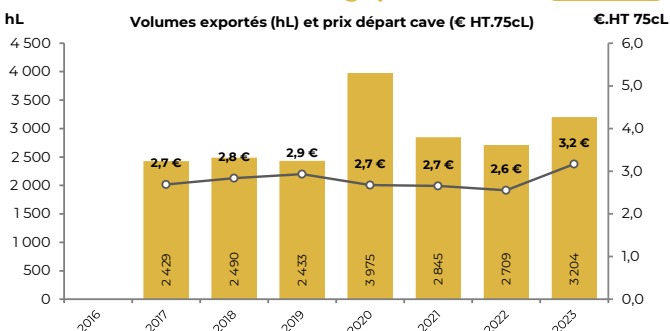
CAN-Canada

9% de l'export sur l'année 2023



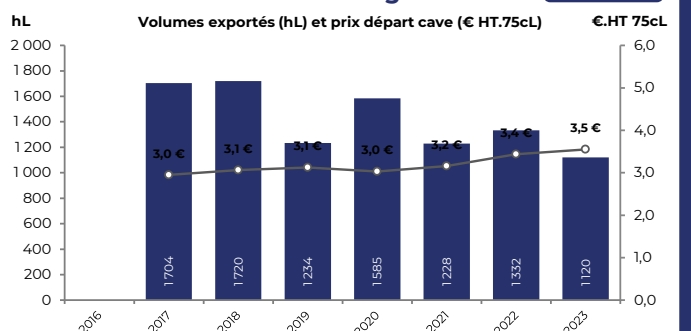
BEL-Belgique

8% de l'export sur l'année 2023



DEU-Allemagne

3% de l'export sur l'année 2023



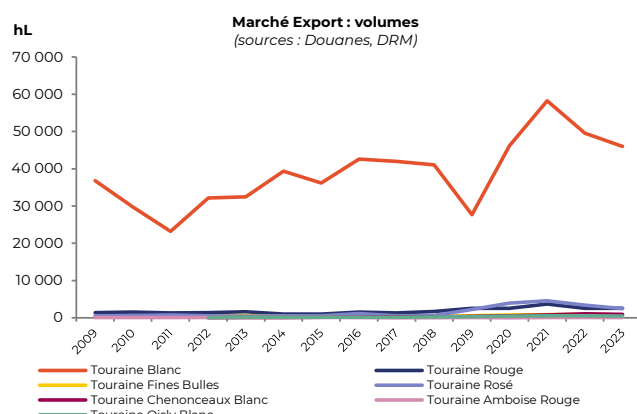
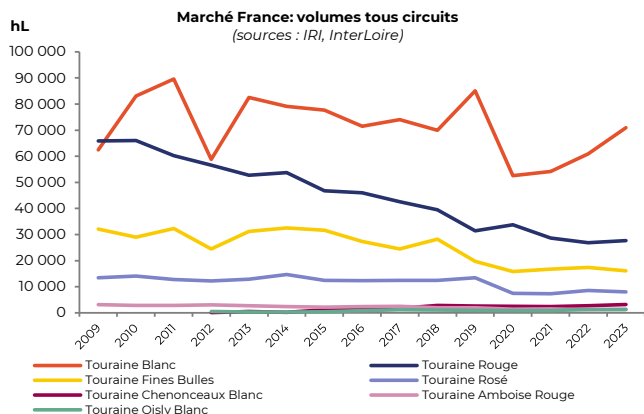
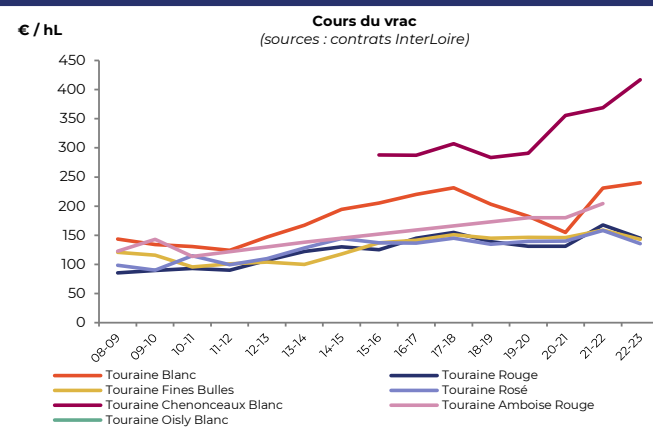
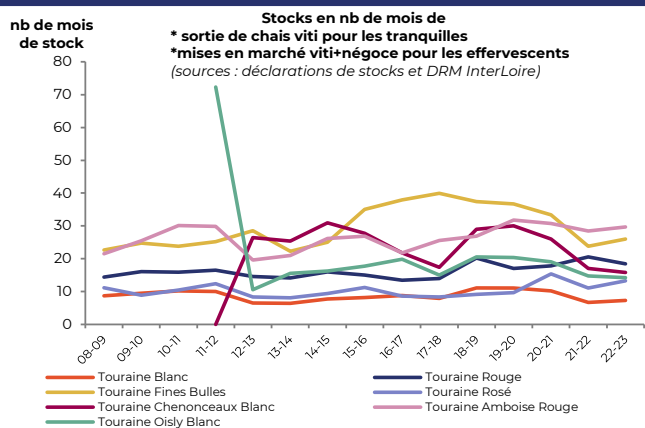
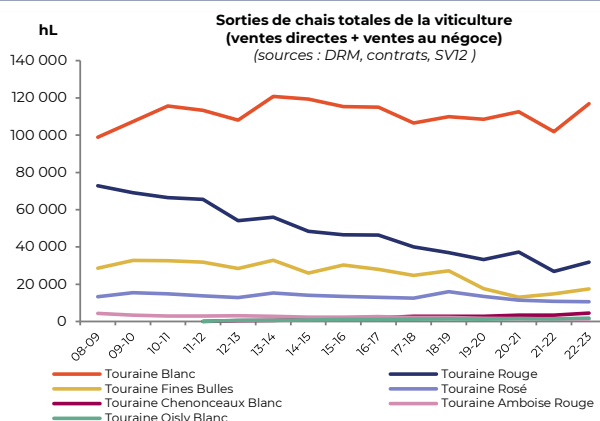
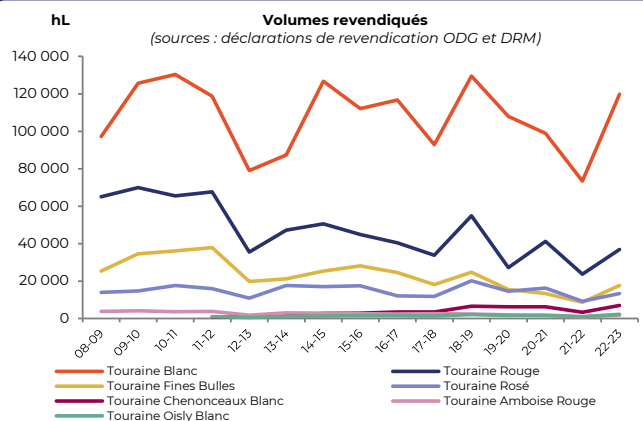
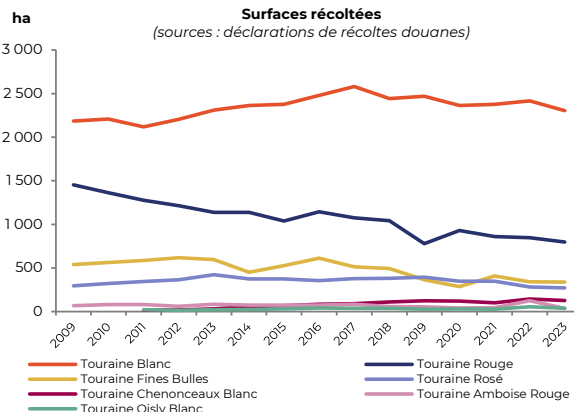
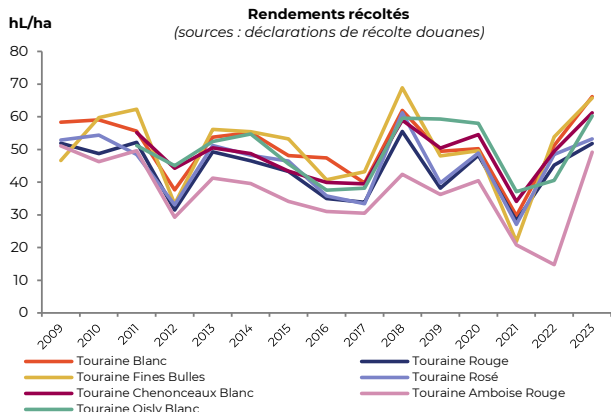
FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINES"

Touraines régionaux, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur



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



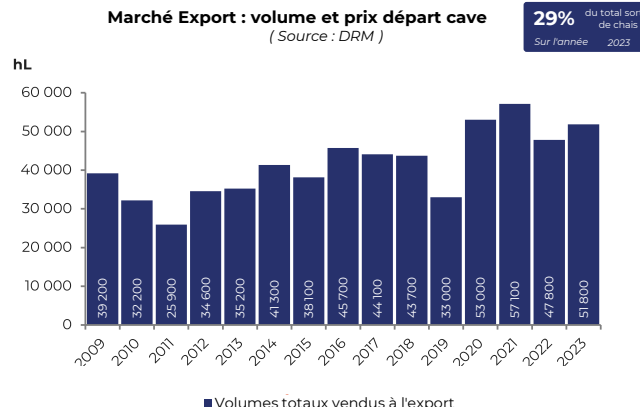
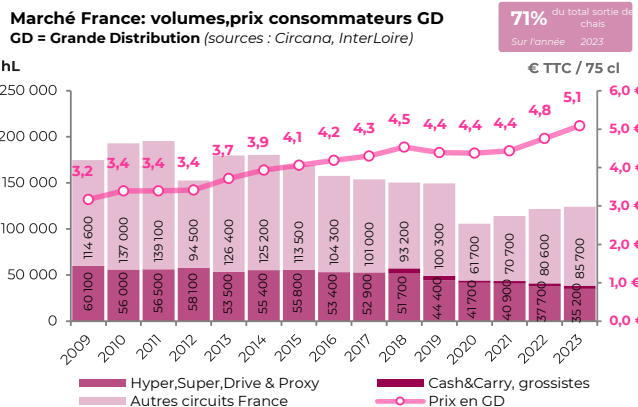
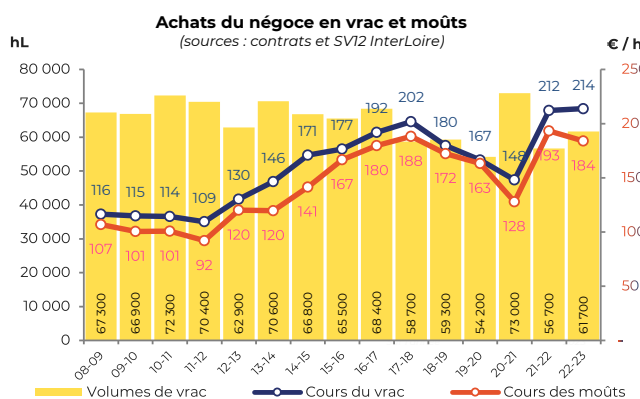
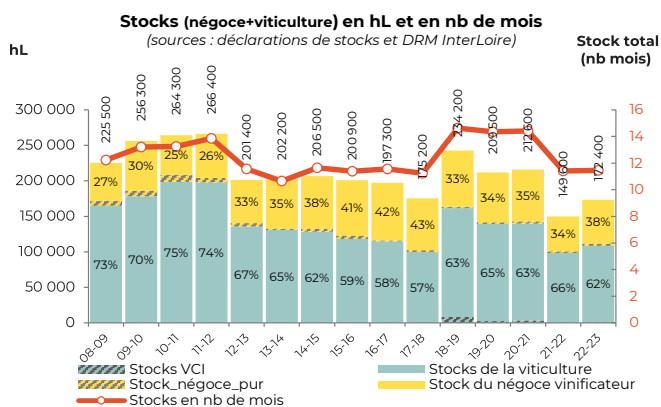
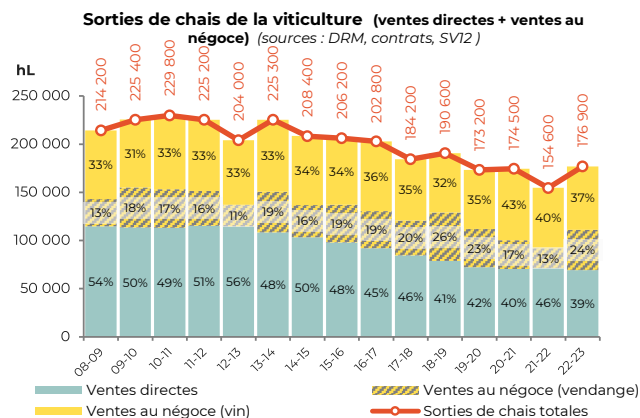
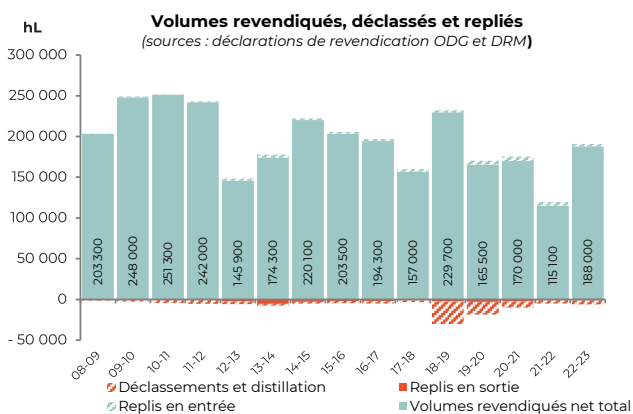
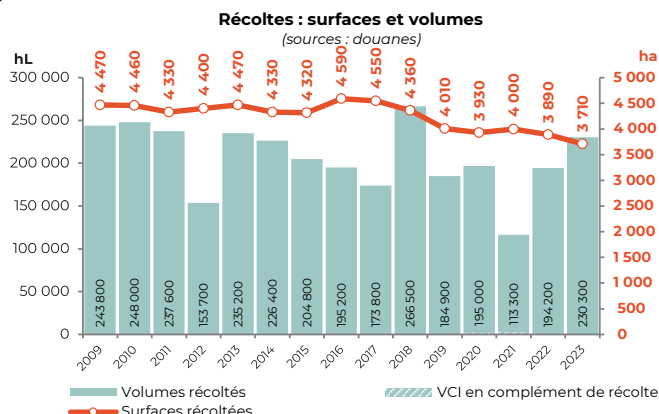
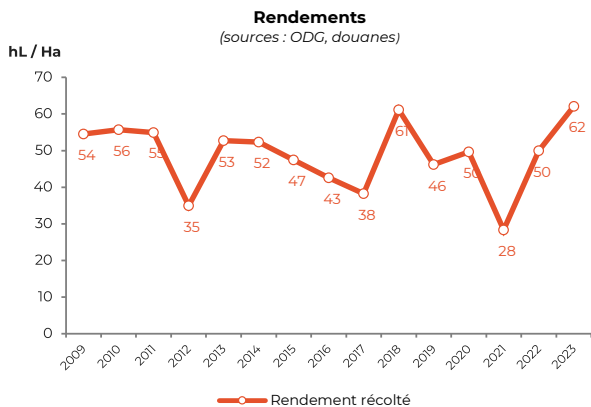
FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINÉ" RÉGIONALE

Touraine Blanc, Rouge&Primeur, Rosé, Fines Bulles



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

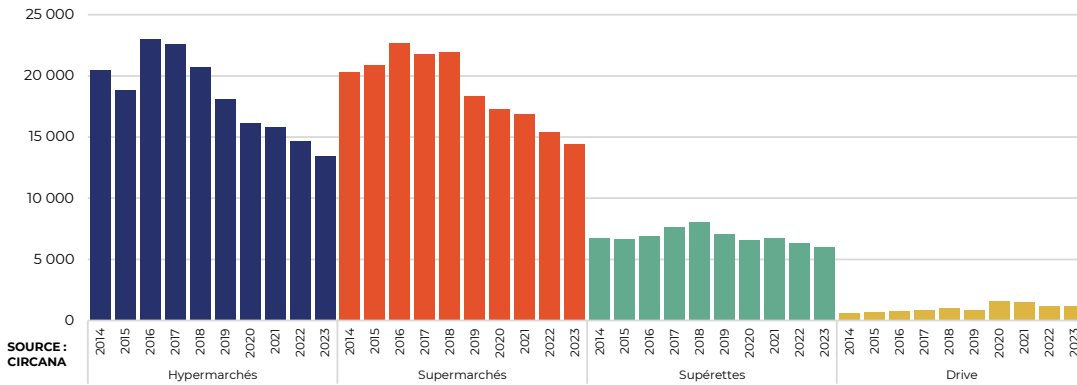




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

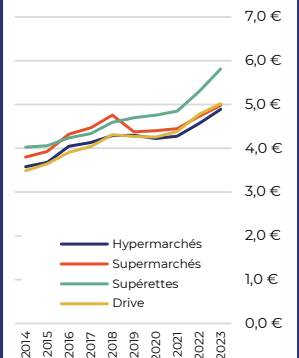
VOLUME hL

CIRCUITS DE DISTRIBUTION



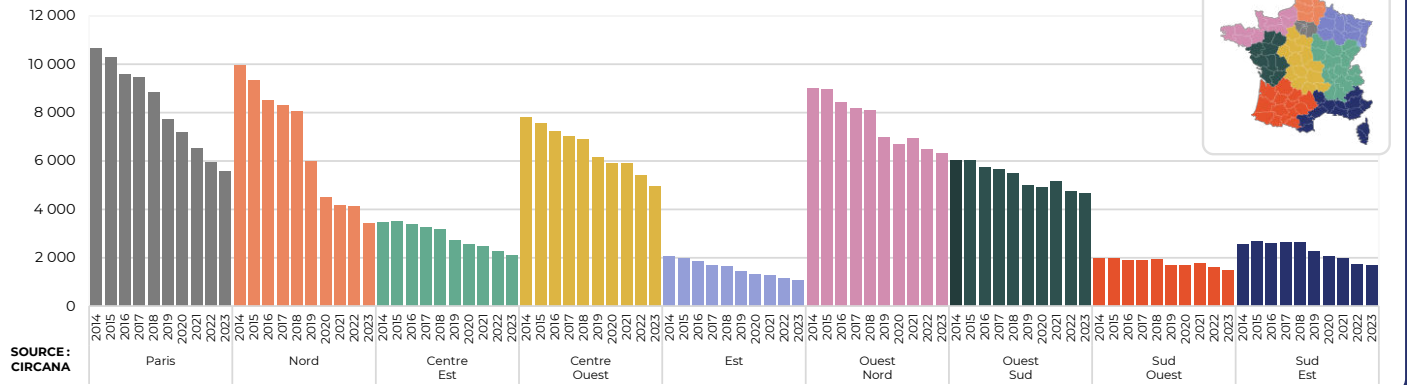
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

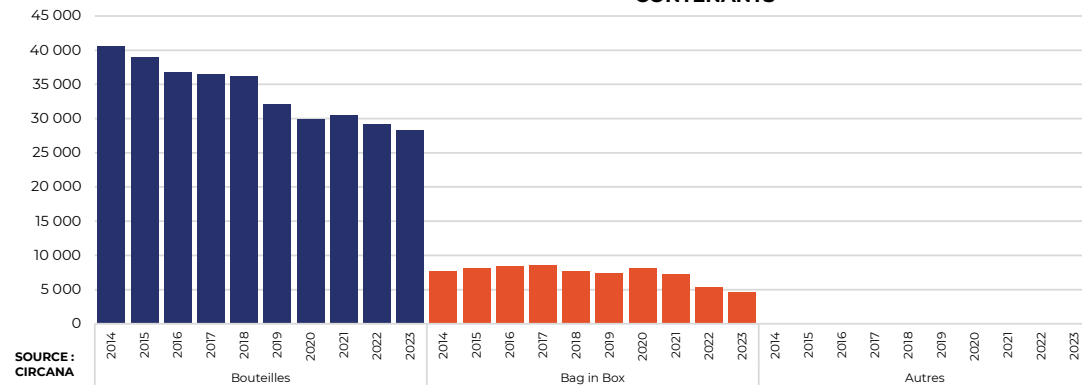
RÉGIONALISATION



SOURCE : CIRCANA

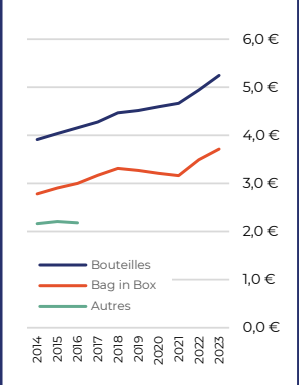
VOLUME hL

CONTENANTS



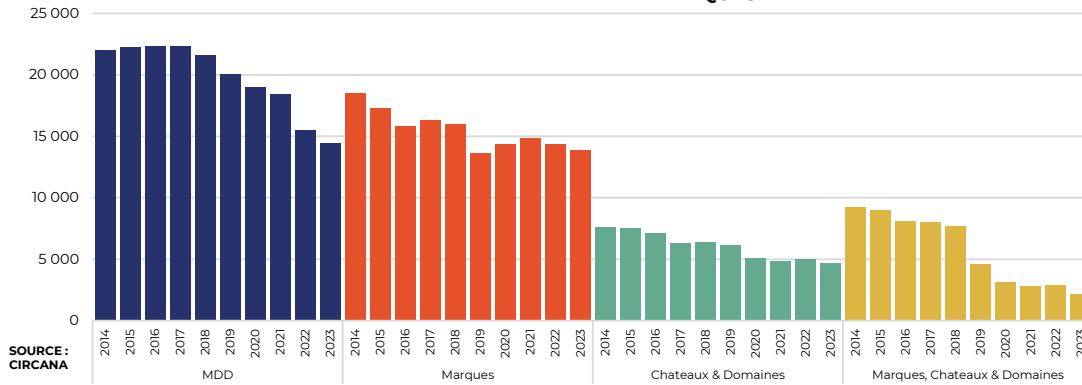
SOURCE : CIRCANA

PRIX € TTC / 75 cL



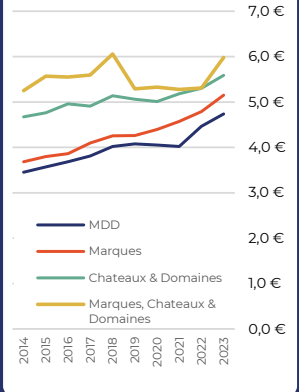
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX € TTC / 75 cL



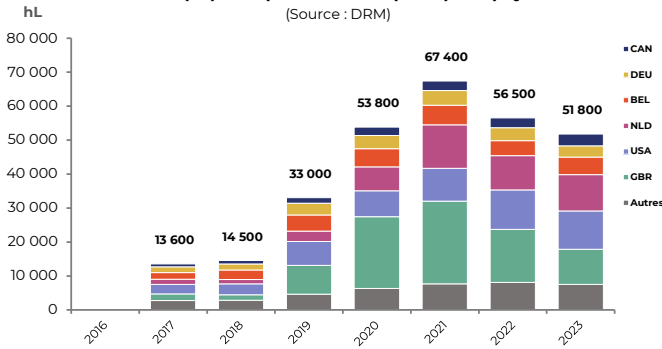
TOTAL DE L'AOP "TOURAINÉ" RÉGIONALE

Touraine Blanc, Rouge&Primeur, Rosé, Fines Bulles



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

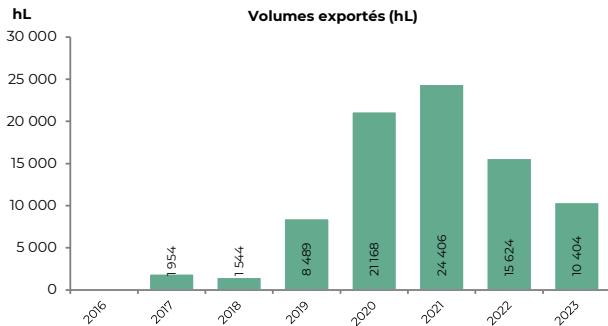
Volumes (hL) à l'export vers les 6 principaux pays
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

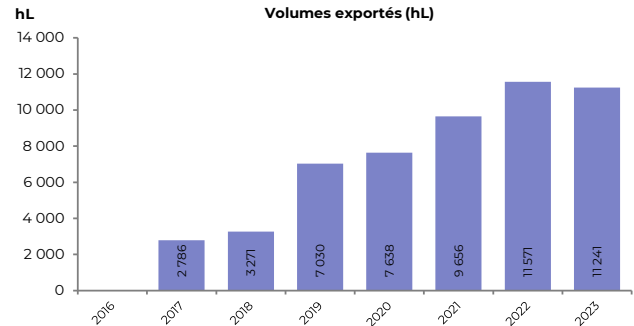
GBR-Royaume-Uni

20% de l'export sur l'année 2023



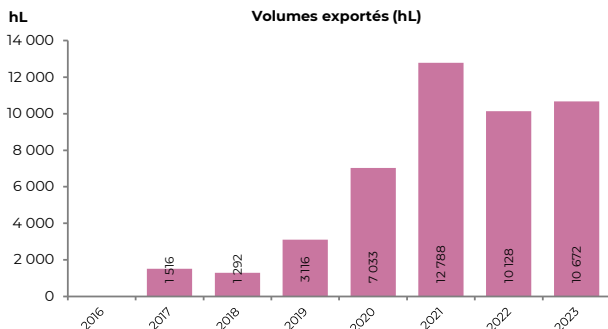
USA-États-Unis

22% de l'export sur l'année 2023



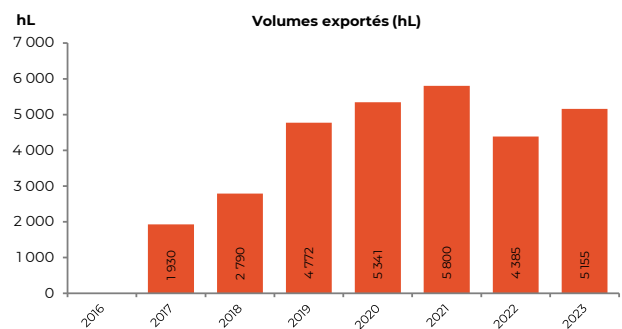
NLD-Pays-Bas

21% de l'export sur l'année 2023



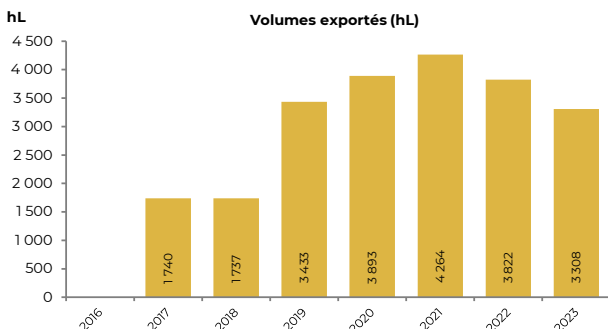
BEL-Belgique

10% de l'export sur l'année 2023



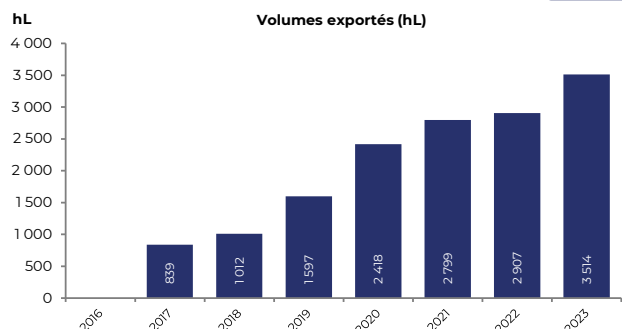
DEU-Allemagne

6% de l'export sur l'année 2023



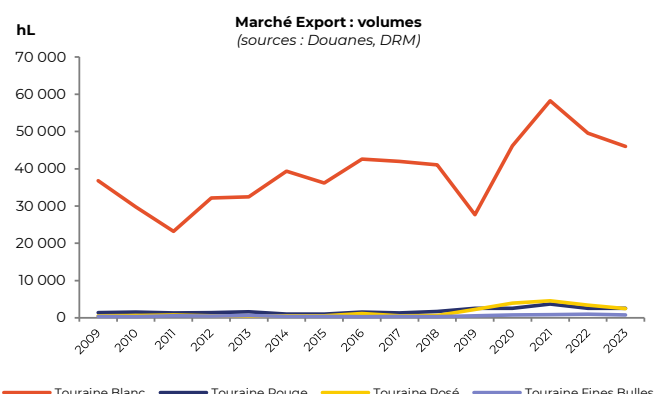
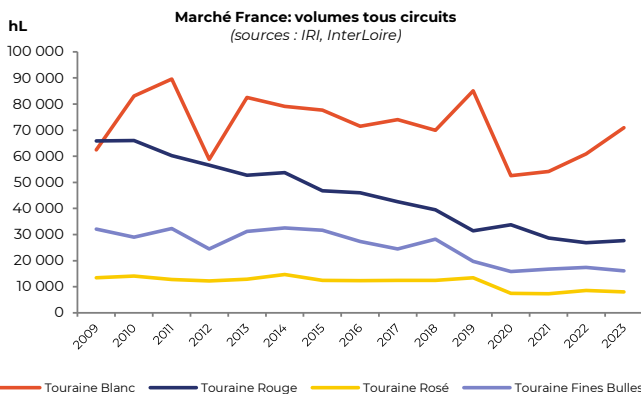
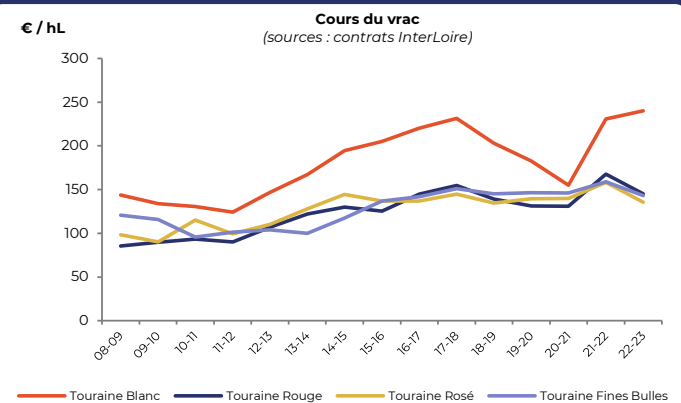
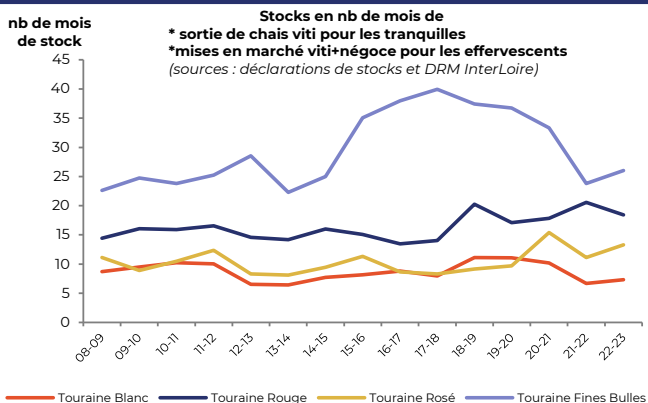
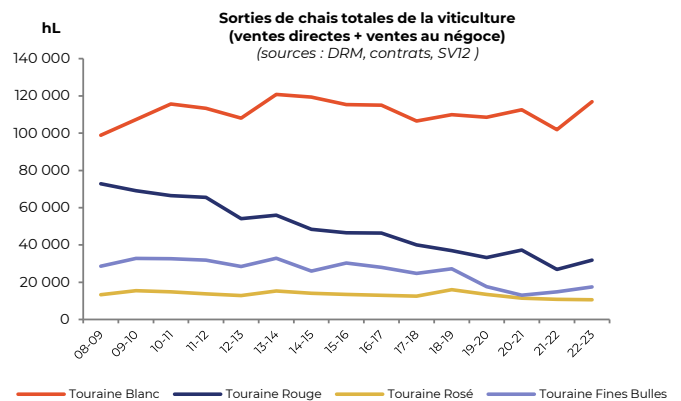
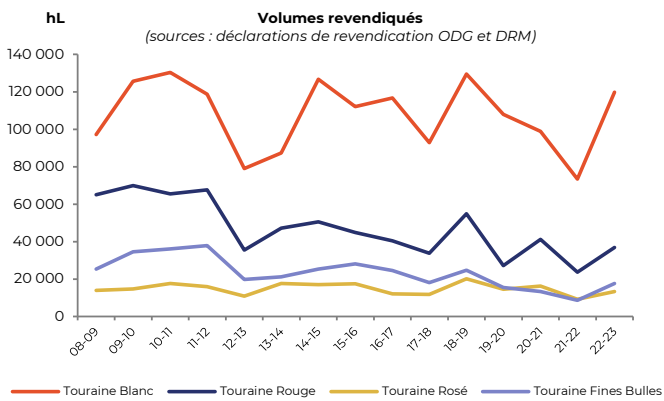
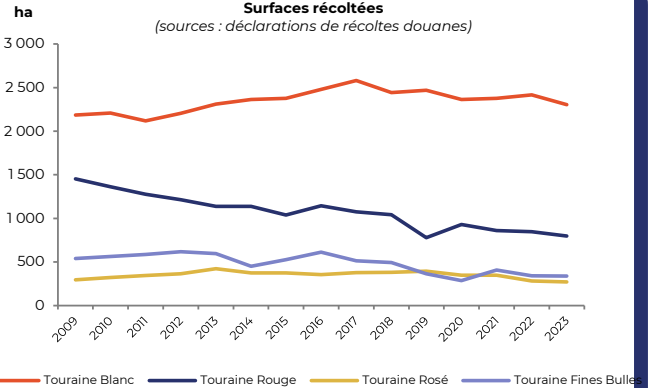
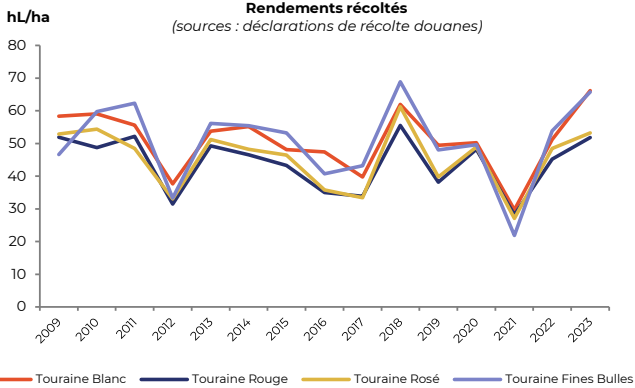
CAN-Canada

7% de l'export sur l'année 2023





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

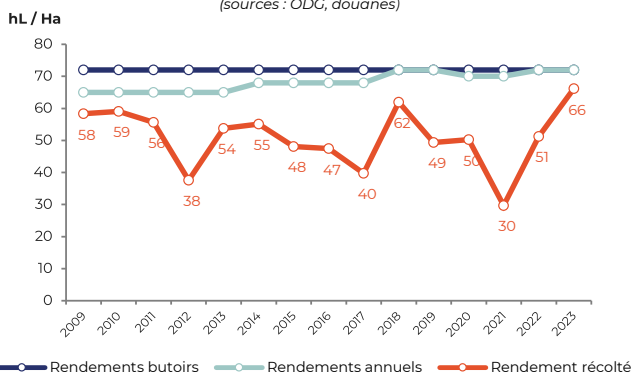




DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

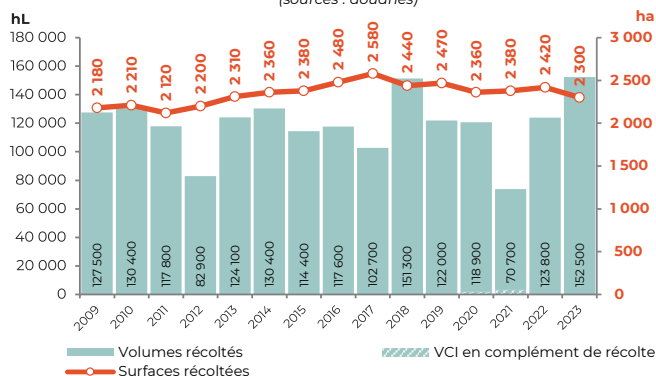
Rendements

(sources : ODG, douanes)



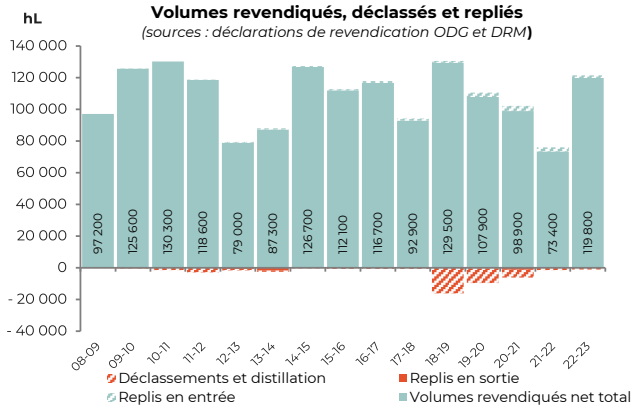
Récoltes : surfaces et volumes

(sources : douanes)



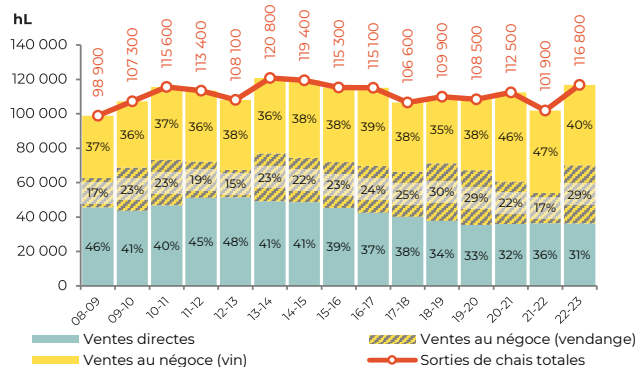
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



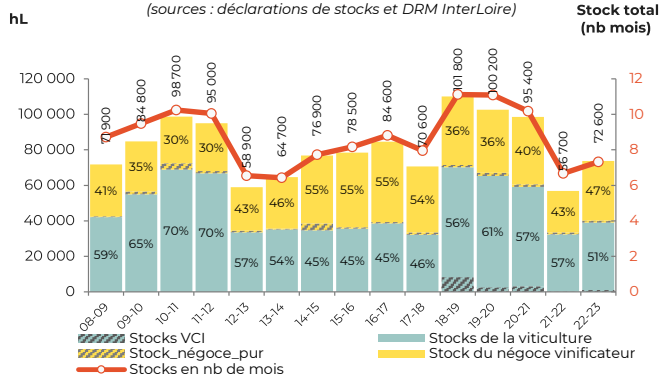
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



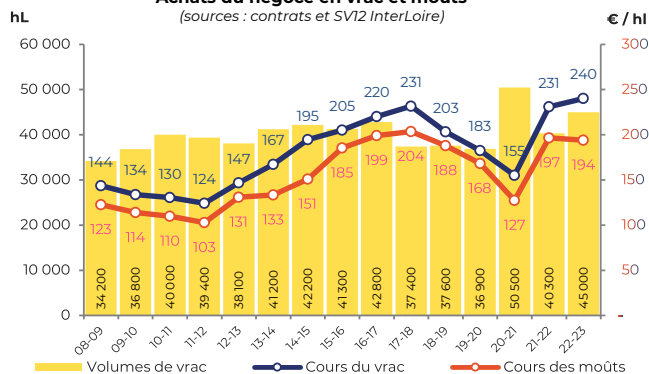
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

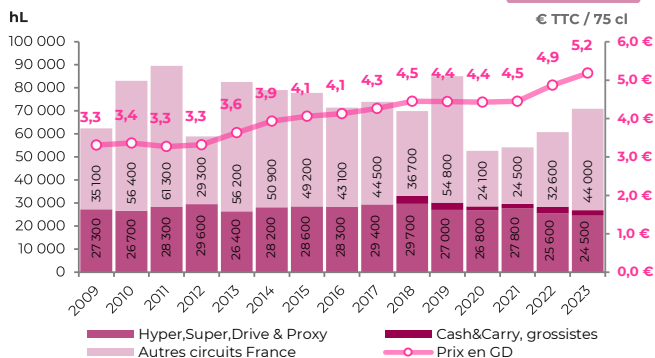
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

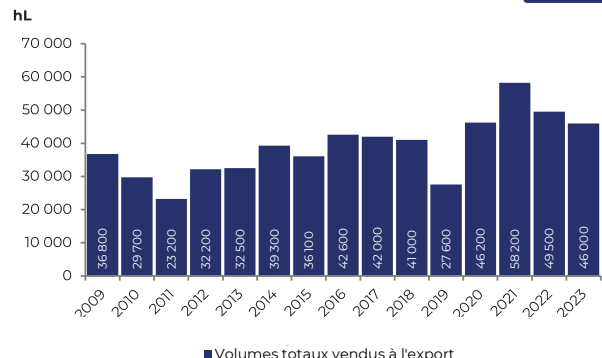
61% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : Douanes)

39% du total sortie de chais Sur l'année 2023

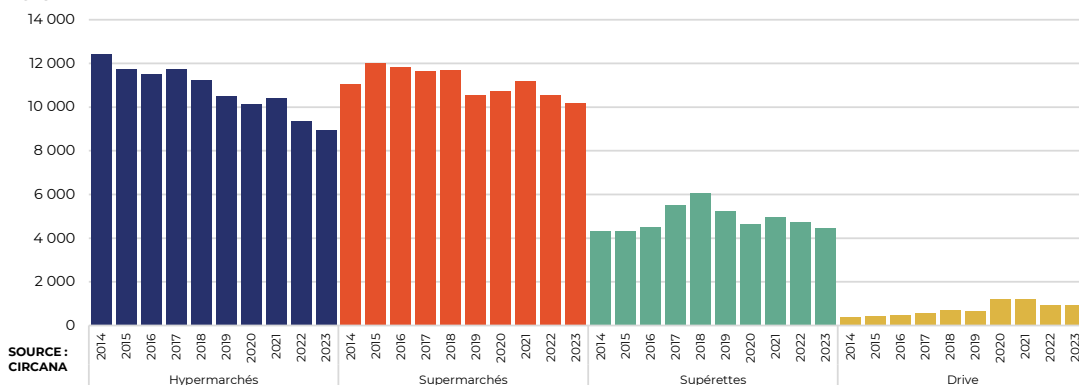




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

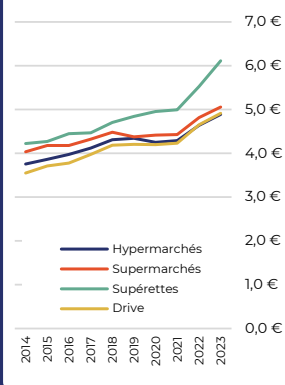
VOLUME hL

CIRCUITS DE DISTRIBUTION



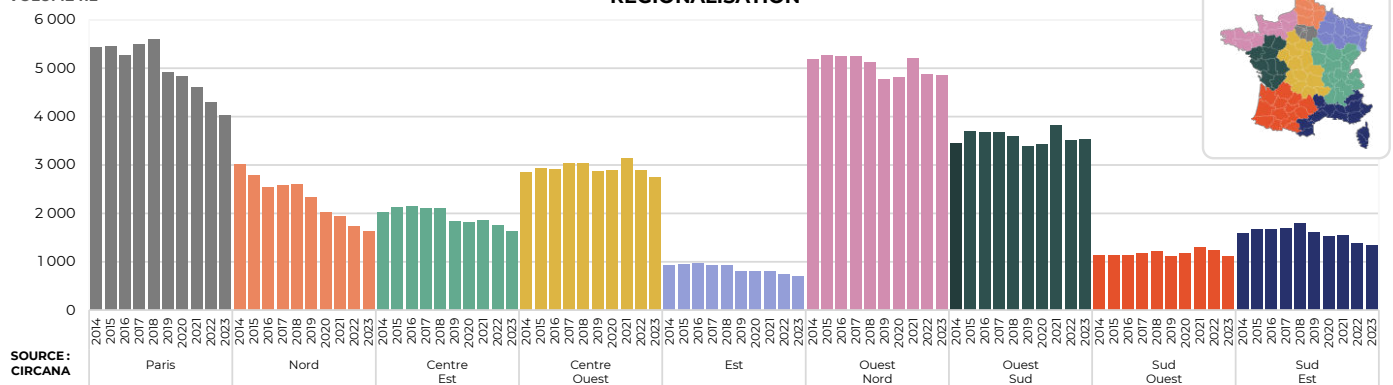
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

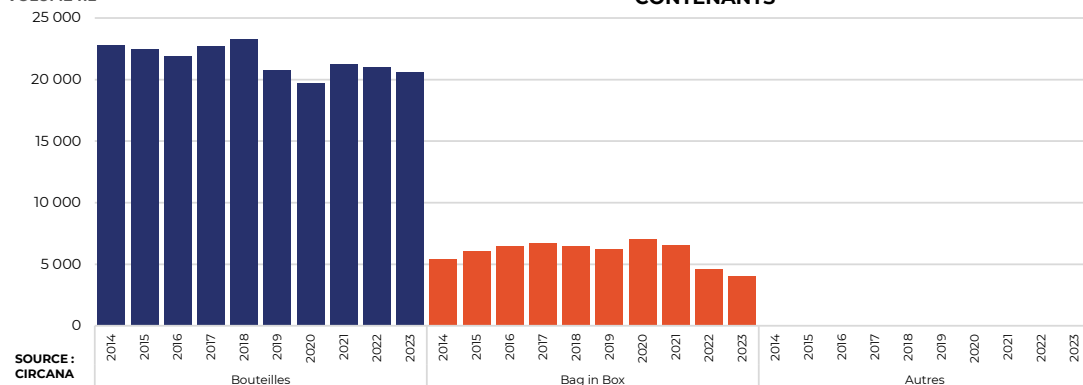
RÉGIONALISATION



SOURCE : CIRCANA

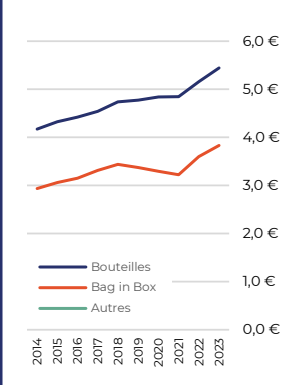
VOLUME hL

CONTENANTS



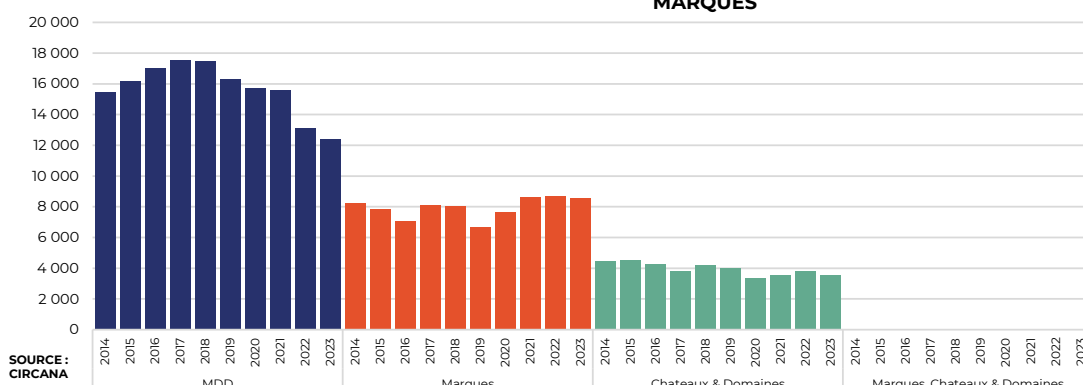
SOURCE : CIRCANA

PRIX TTC / 75 cL



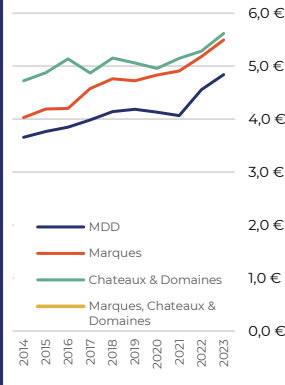
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



Contacts :

Antoine FRANÇOIS :
Fanny GAUTIER :

Service Économie & Études - InterLoire

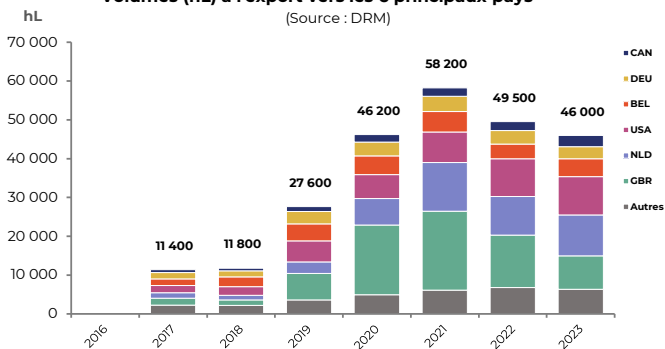
a.francois@vinsvaldeloire.fr / 02.47.60.55.14
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

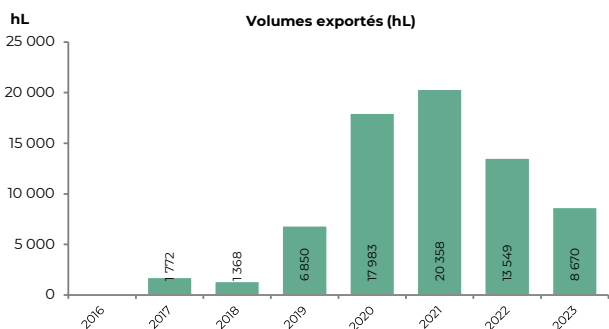
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

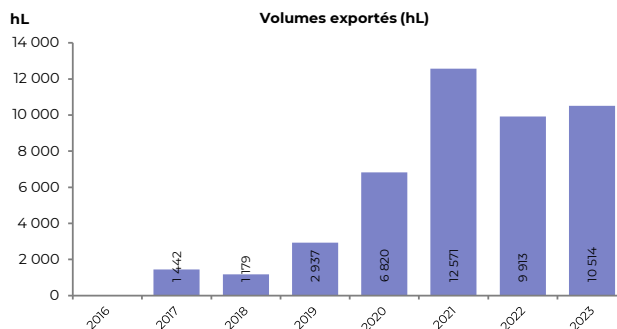
GBR-Royaume-Uni

19% de l'export sur l'année 2023



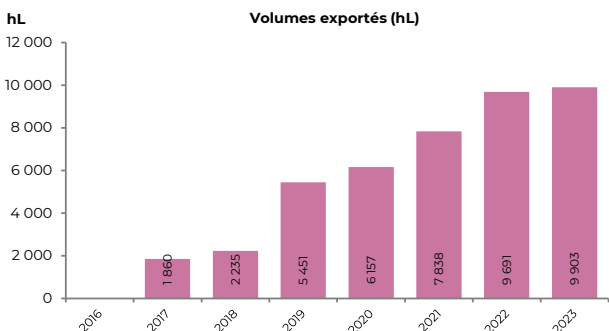
NLD-Pays-Bas

23% de l'export sur l'année 2023



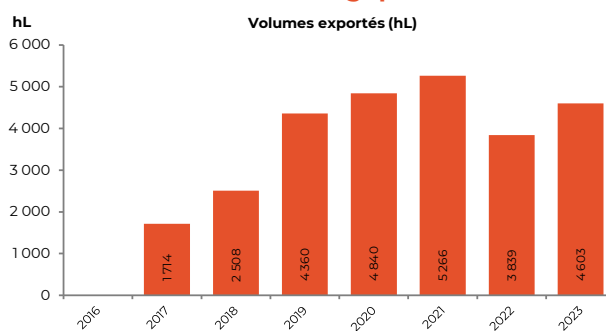
USA-États-Unis

22% de l'export sur l'année 2023



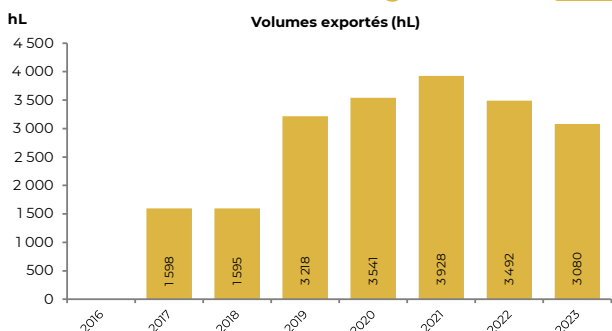
BEL-Belgique

10% de l'export sur l'année 2023



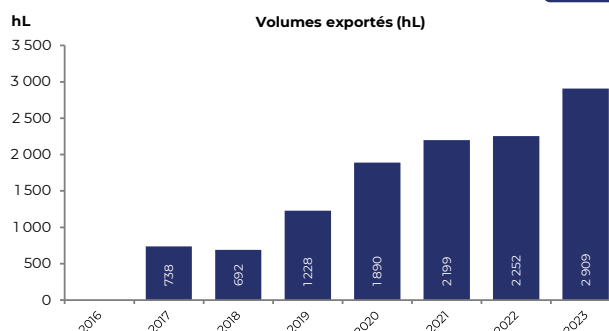
DEU-Allemagne

7% de l'export sur l'année 2023



CAN-Canada

6% de l'export sur l'année 2023



Contacts :

Antoine FRANÇOIS :
Fanny GAUTIER :

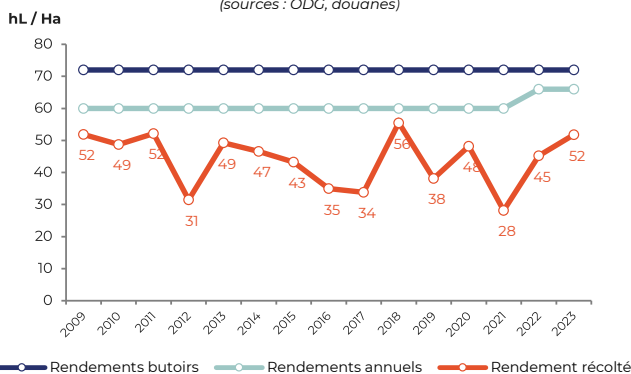
Service Économie & Études - InterLoire
a.francois@vinsvalde Loire.fr / 02.47.60.55.14
f.gautier@vinsvalde Loire.fr / 02.47.60.55.08



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

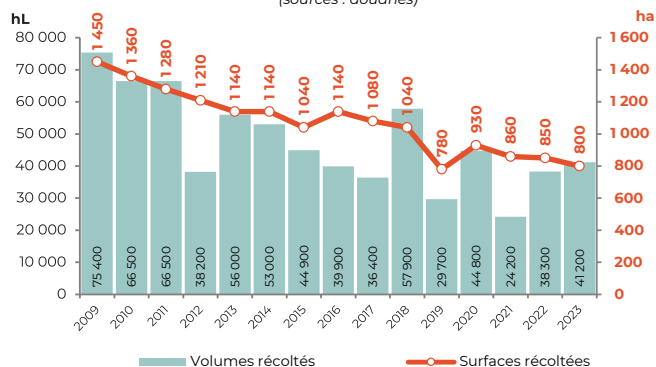
Rendements

(sources : ODG, douanes)



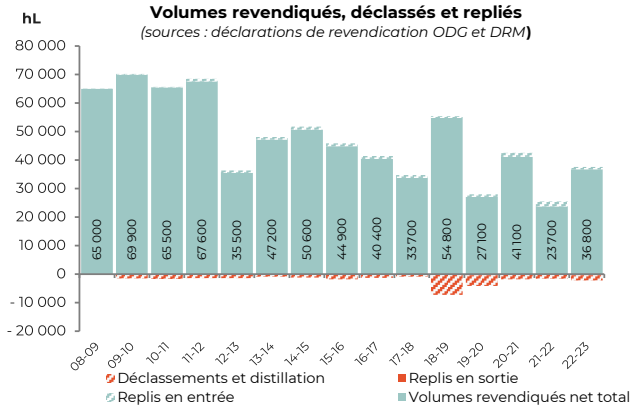
Récoltes : surfaces et volumes

(sources : douanes)



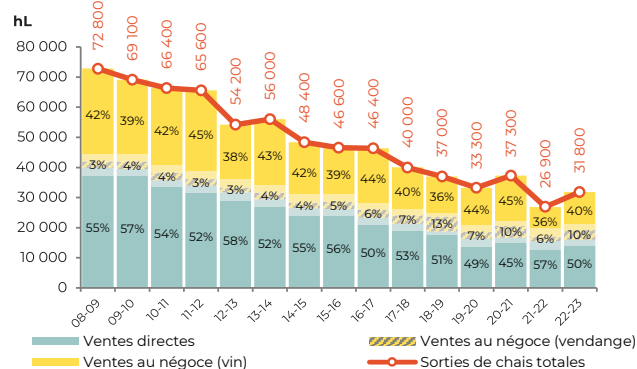
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



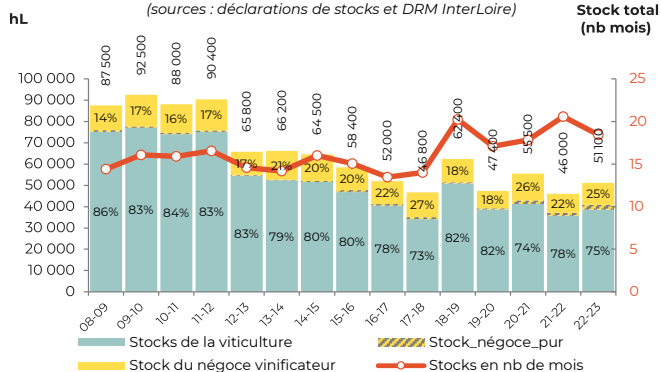
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



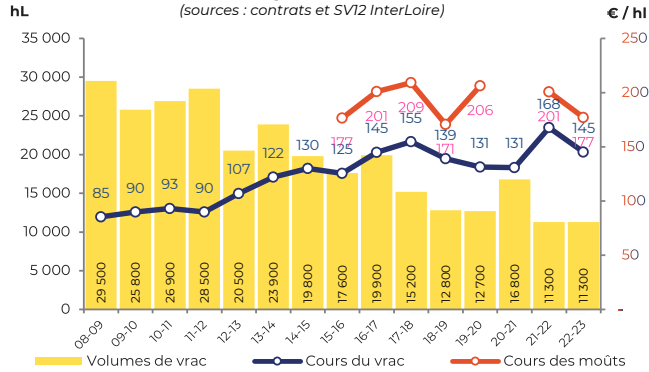
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

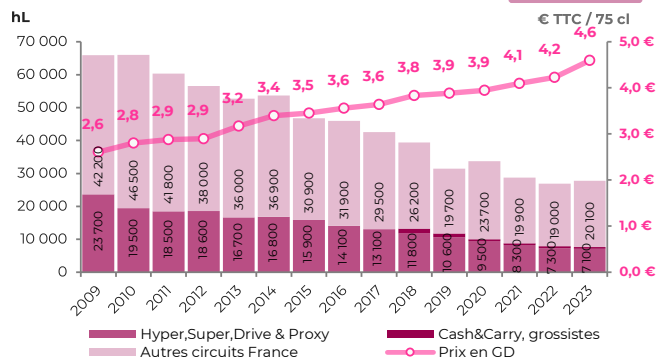
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

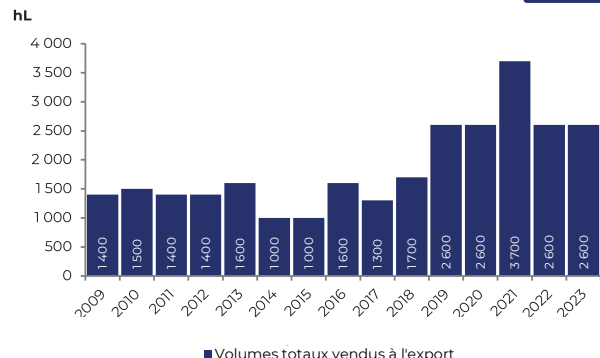
91% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

9% du total sortie de chais Sur l'année 2023

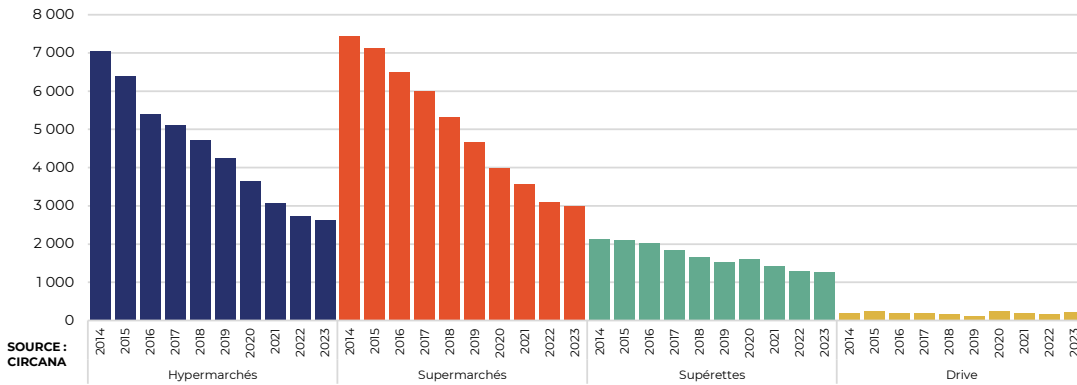




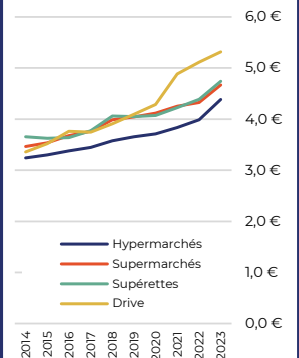
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

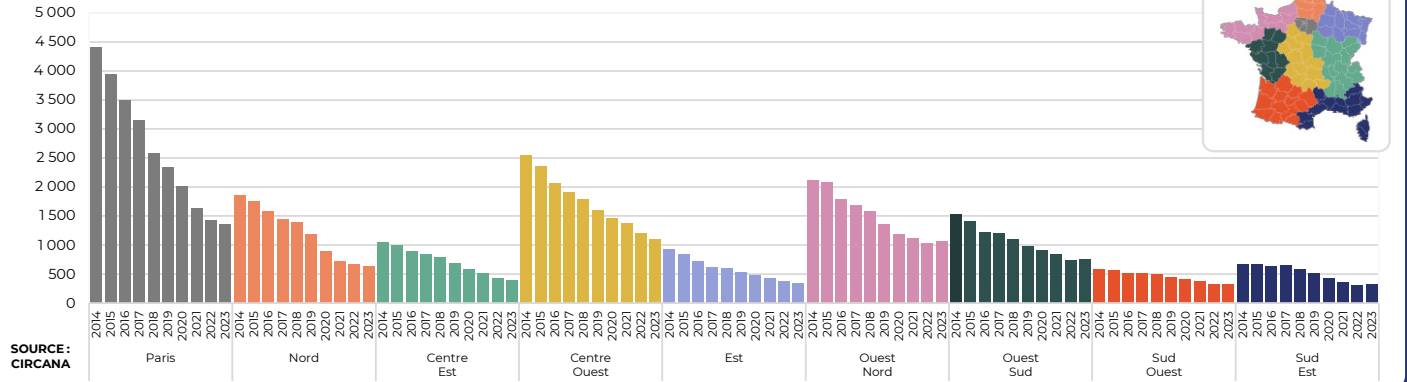


PRIX TTC / 75 cL



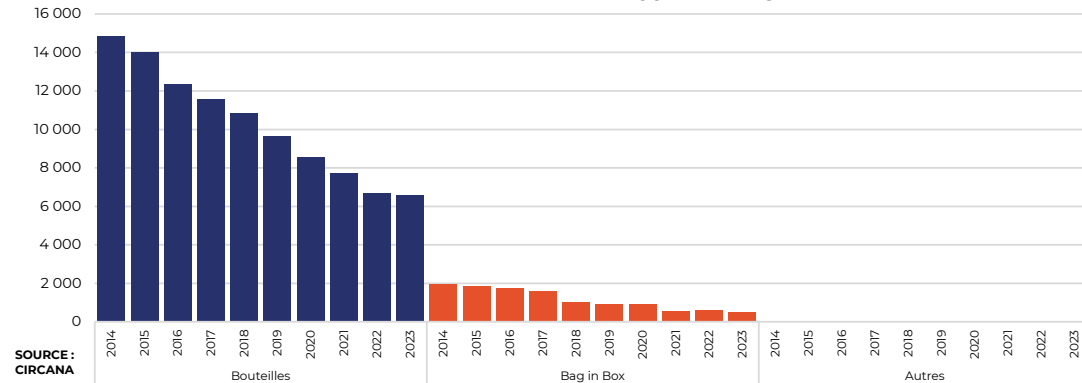
VOLUME hL

RÉGIONALISATION

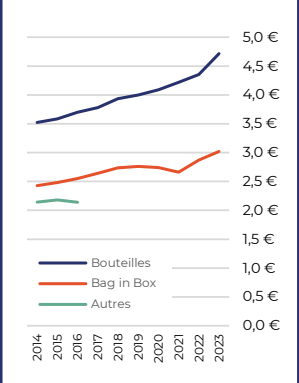


VOLUME hL

CONTENANTS

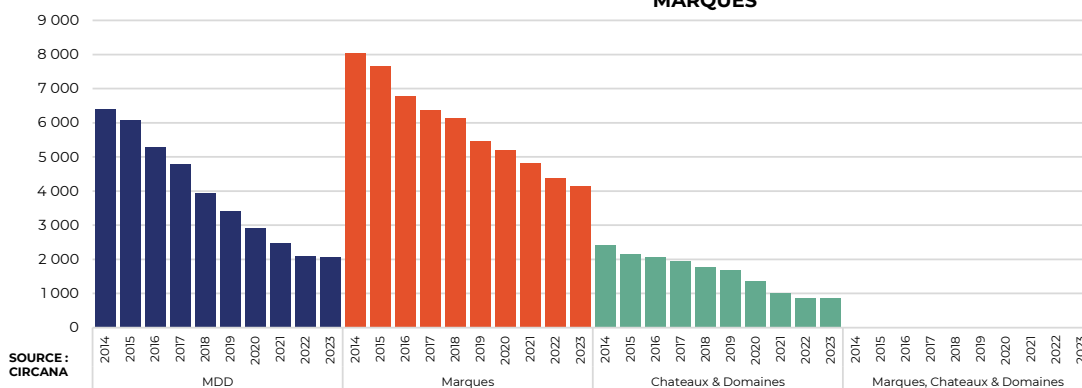


PRIX TTC / 75 cL

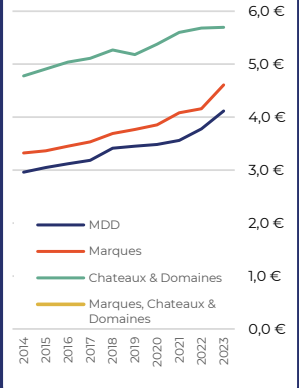


VOLUME hL

MARQUES



PRIX TTC / 75 cL

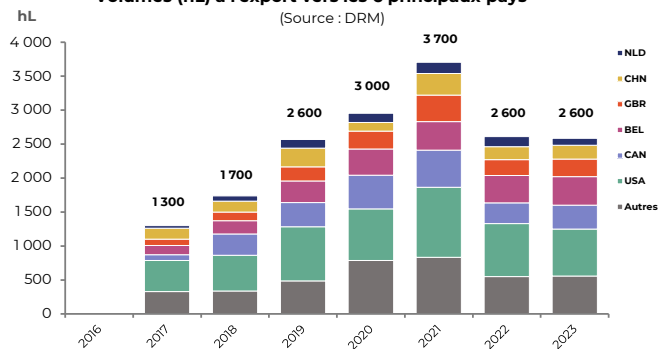




ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

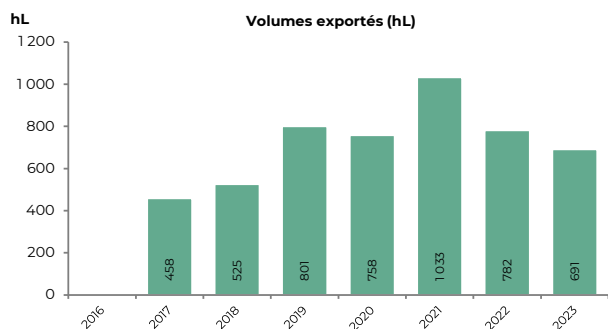
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

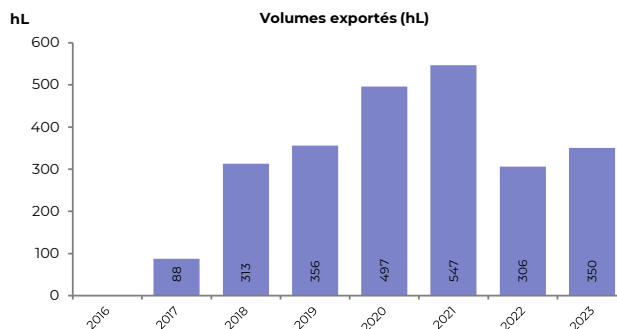
USA-États-Unis

27% de l'export sur l'année 2023



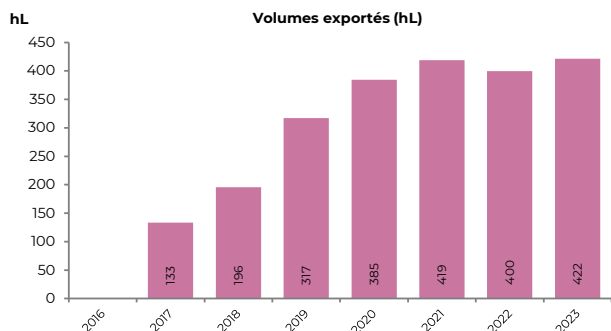
CAN-Canada

14% de l'export sur l'année 2023



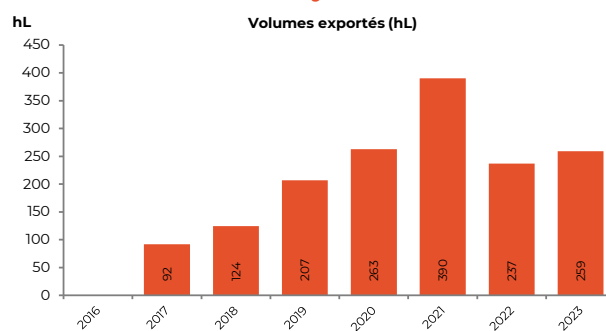
BEL-Belgique

16% de l'export sur l'année 2023



GBR-Royaume-Uni

10% de l'export sur l'année 2023



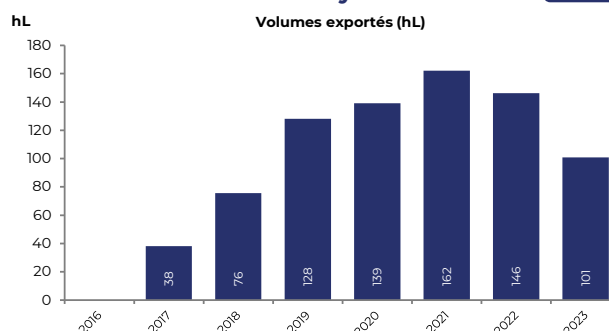
CHN-Chine

8% de l'export sur l'année 2023



NLD-Pays-Bas

4% de l'export sur l'année 2023

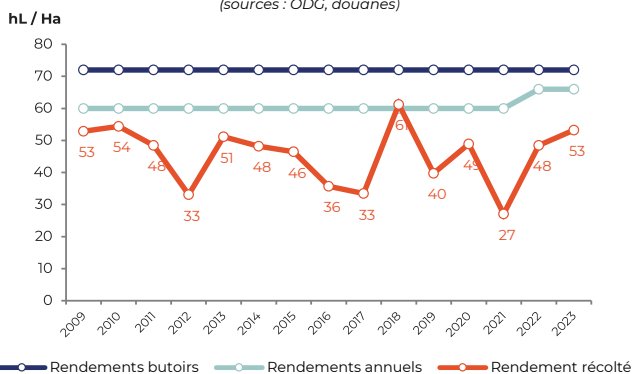




DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

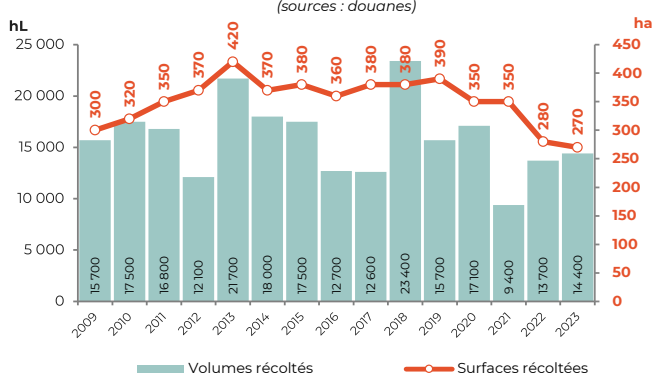
Rendements

(sources : ODG, douanes)



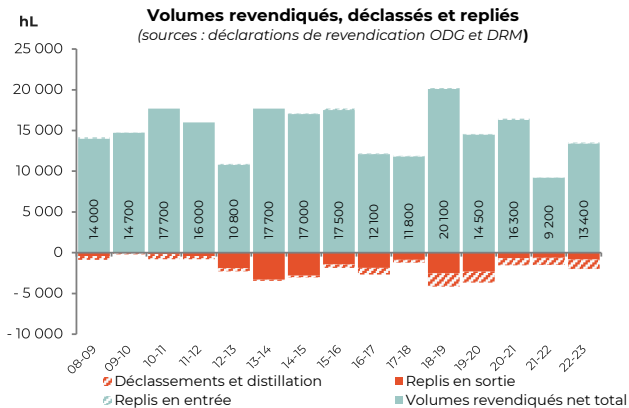
Récoltes : surfaces et volumes

(sources : douanes)



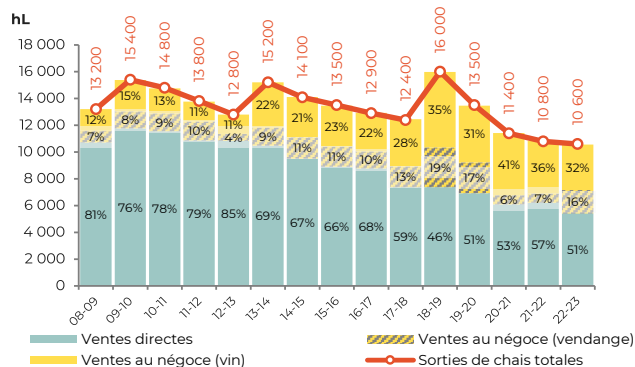
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



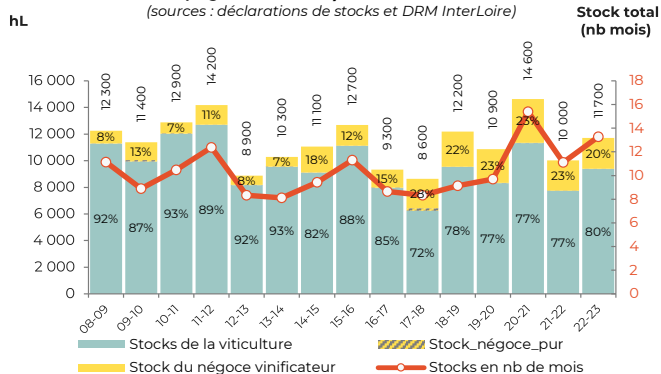
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SV12)



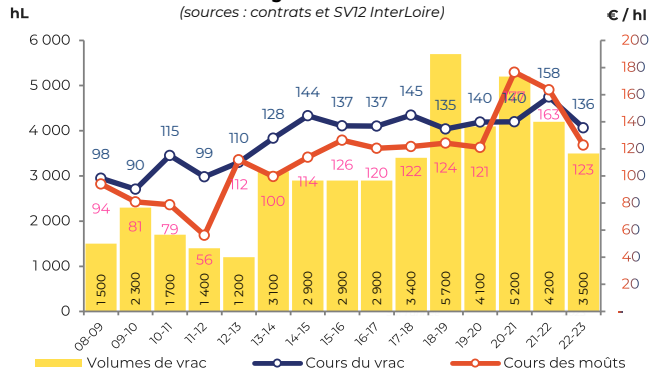
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

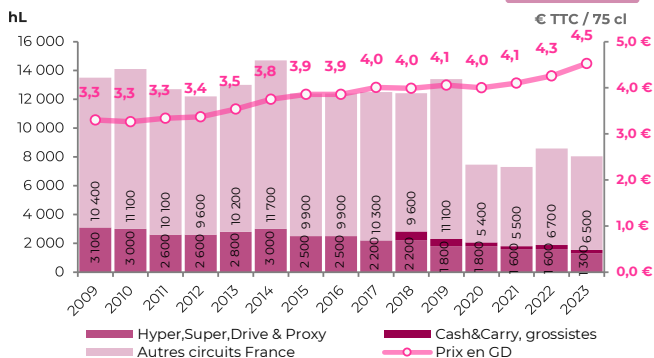
(sources : contrats et SV12 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

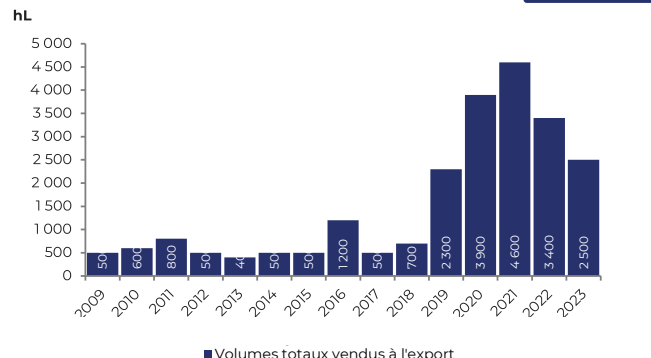
76% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

24% du total sortie de chais Sur l'année 2023

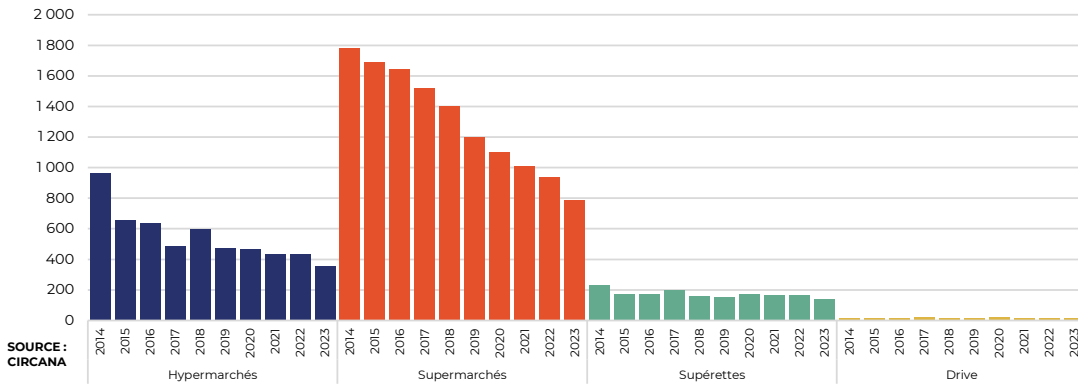




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

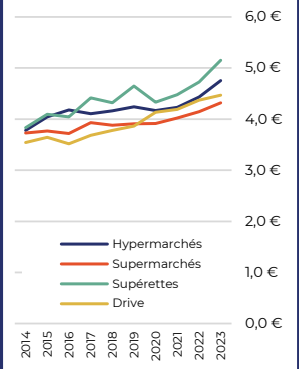
VOLUME hL

CIRCUITS DE DISTRIBUTION



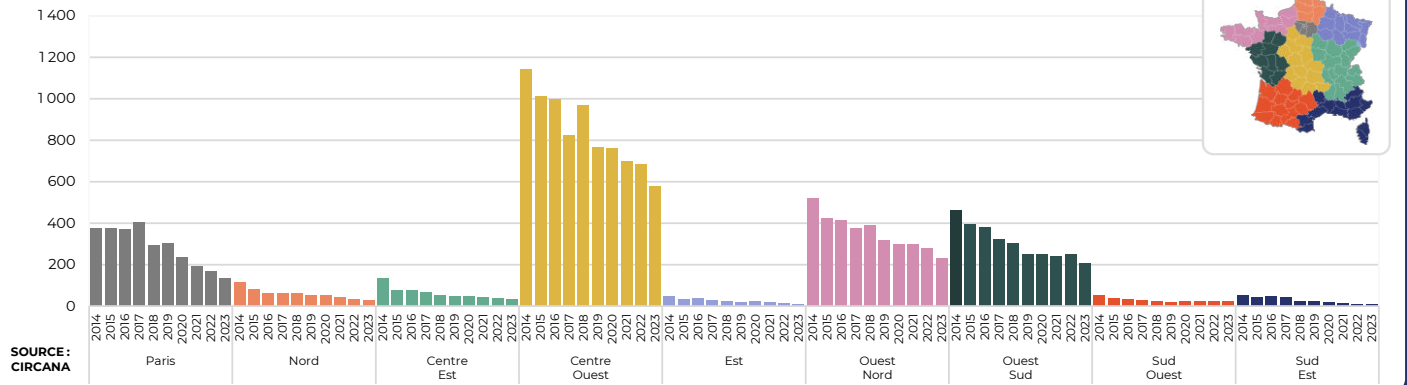
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

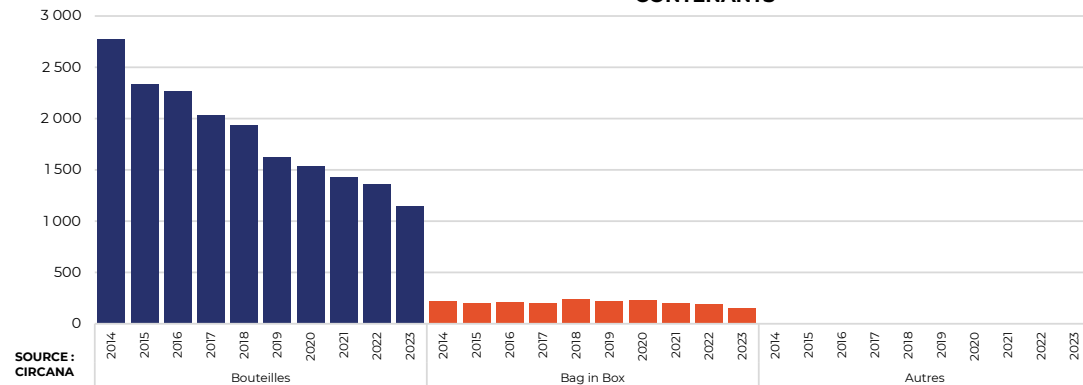
RÉGIONALISATION



SOURCE : CIRCANA

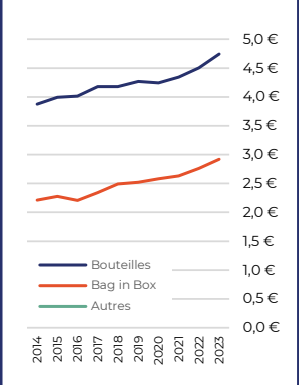
VOLUME hL

CONTENANTS



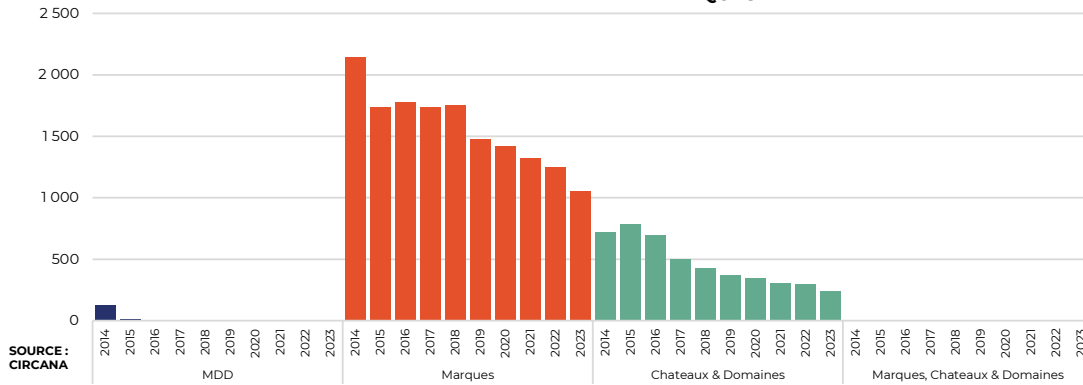
SOURCE : CIRCANA

PRIX TTC / 75 cL



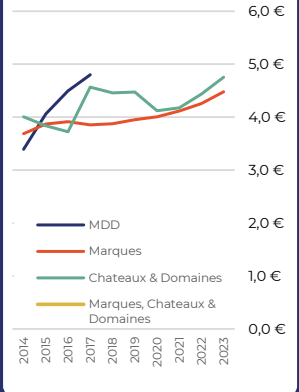
VOLUME hL

MARQUES



SOURCE : CIRCANA

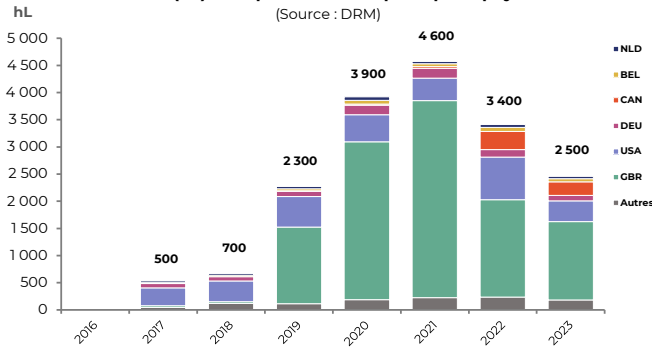
PRIX TTC / 75 cL





ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

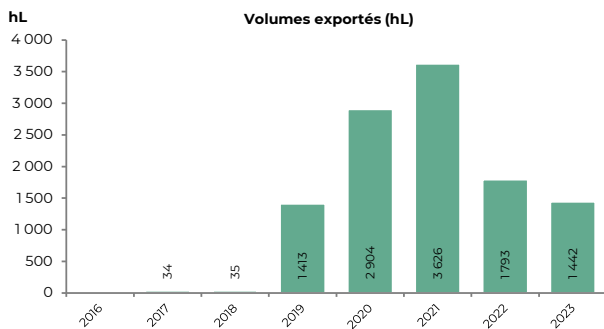
Volumes (hL) à l'export vers les 6 principaux pays
(Source : DRM)



Les données de valeur et de prix ne sont pas disponibles

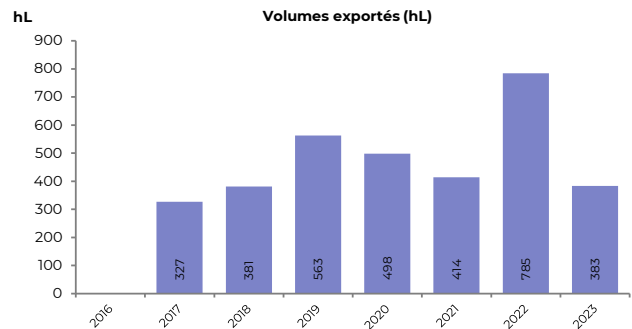
GBR-Royaume-Uni

59% de l'export sur l'année 2023



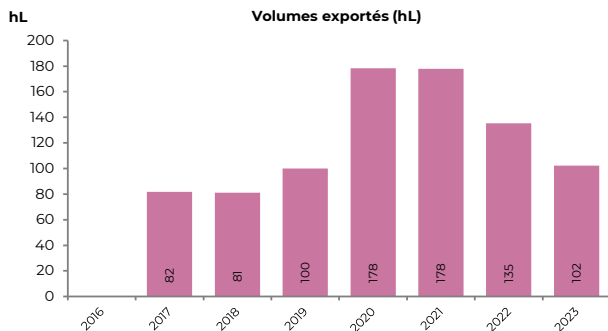
USA-États-Unis

16% de l'export sur l'année 2023



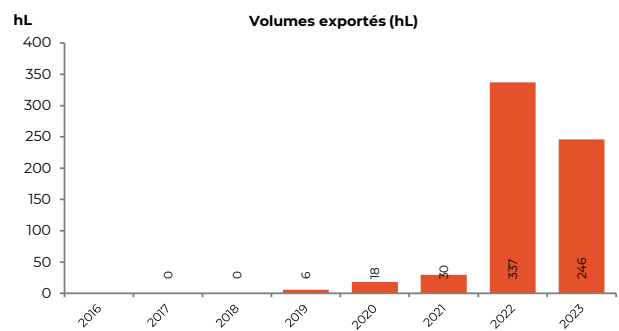
DEU-Allemagne

4% de l'export sur l'année 2023



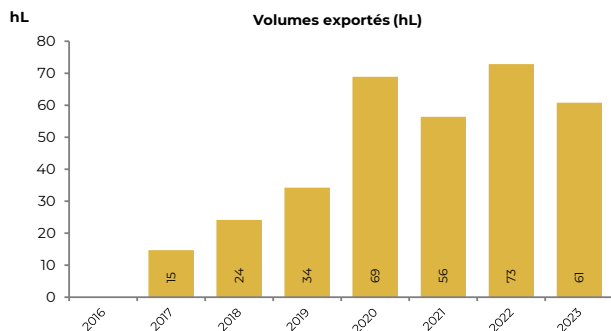
CAN-Canada

10% de l'export sur l'année 2023



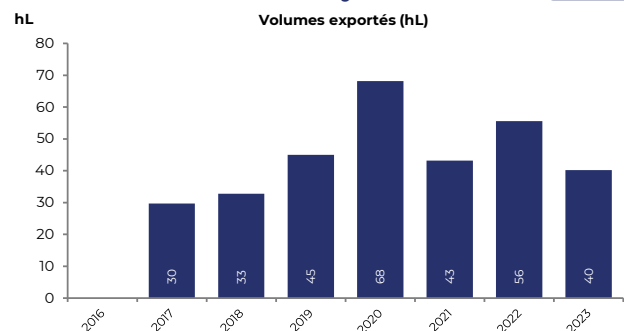
BEL-Belgique

2% de l'export sur l'année 2023



NLD-Pays-Bas

2% de l'export sur l'année 2023

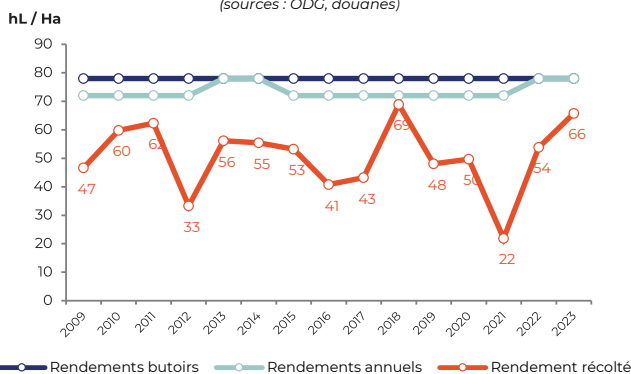




DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

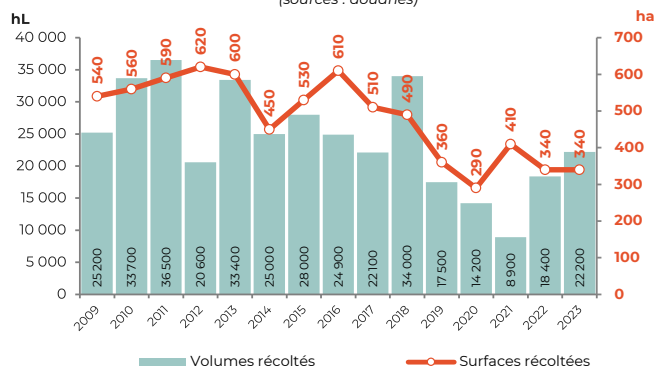
Rendements

(sources : ODG, douanes)



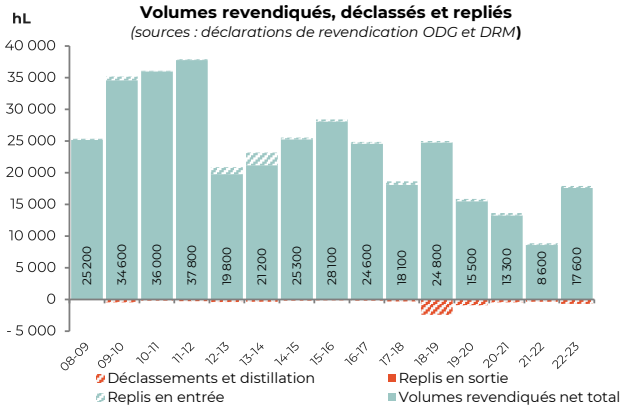
Récoltes : surfaces et volumes

(sources : douanes)



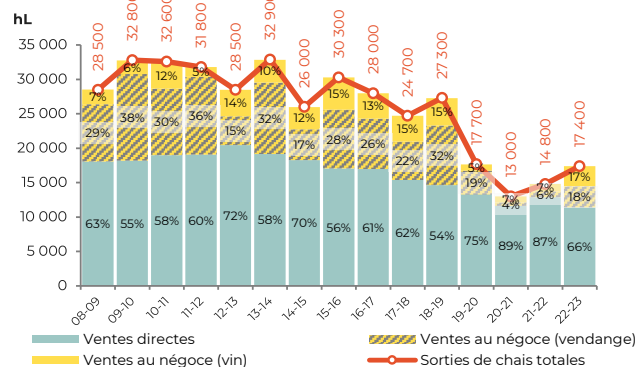
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



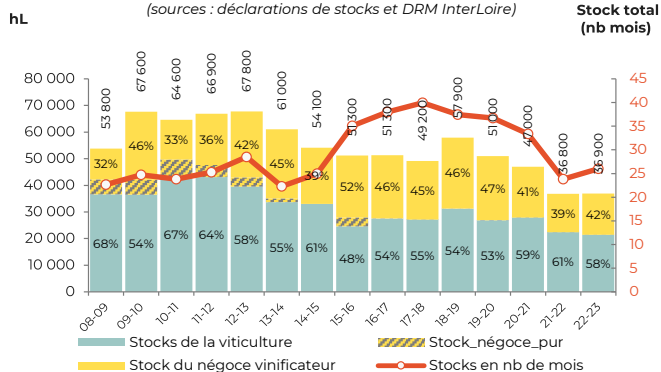
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



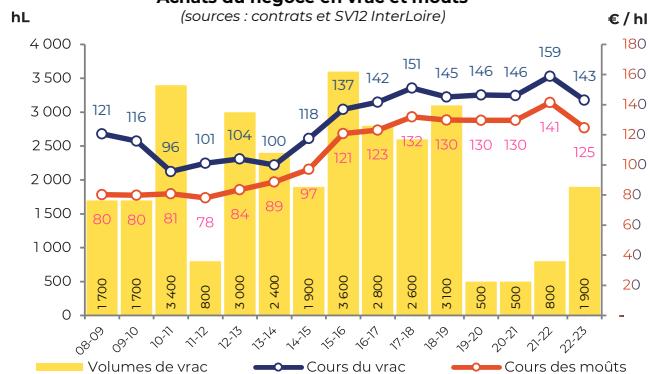
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

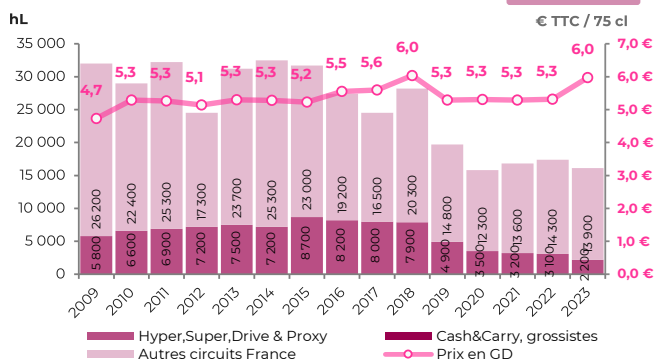
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

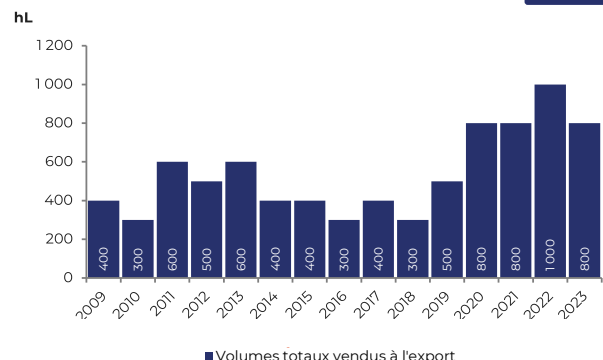
95% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

5% du total sortie de chais Sur l'année 2023

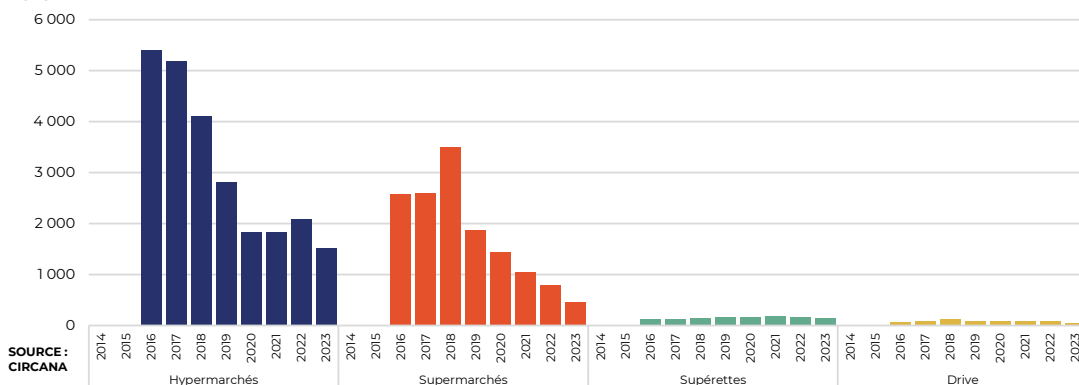




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

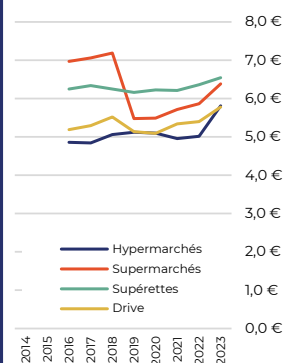
VOLUME hL

CIRCUITS DE DISTRIBUTION



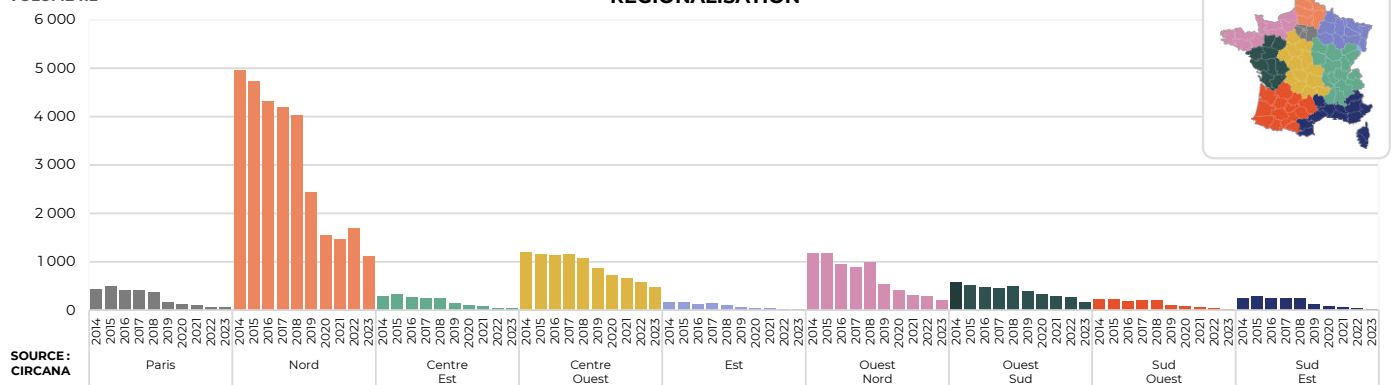
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

RÉGIONALISATION

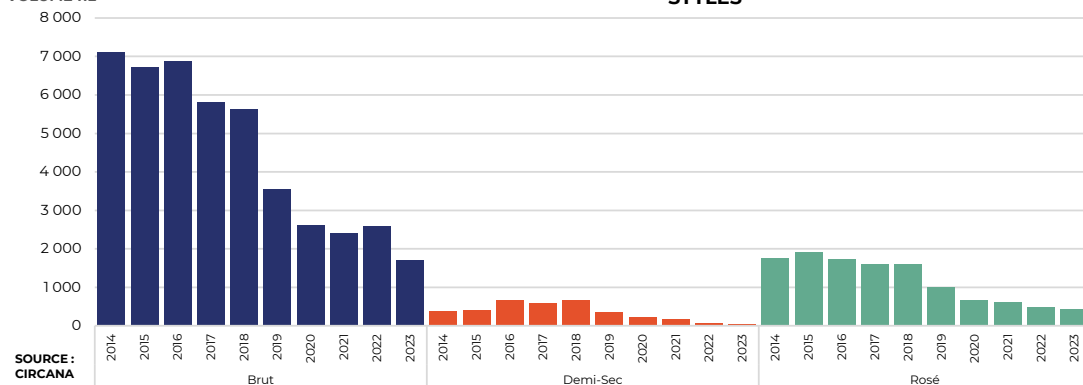


SOURCE : CIRCANA



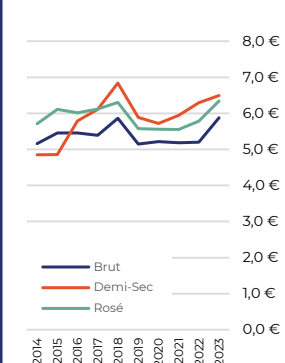
VOLUME hL

STYLES



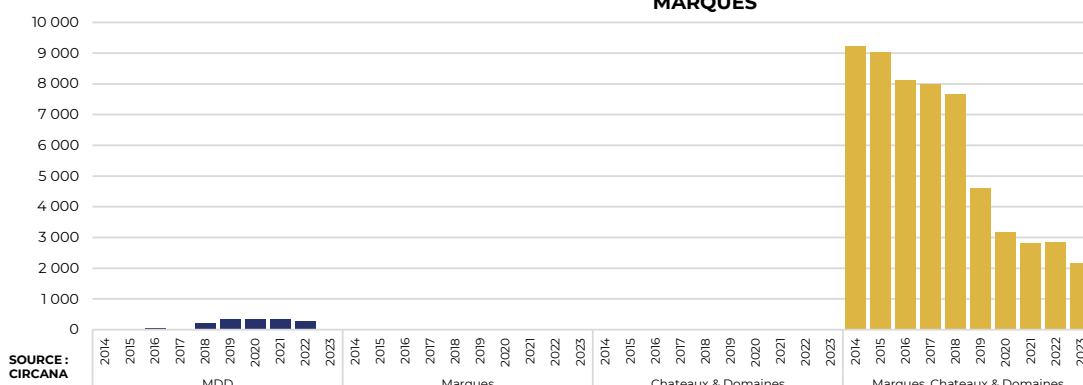
SOURCE : CIRCANA

PRIX TTC / 75 cL



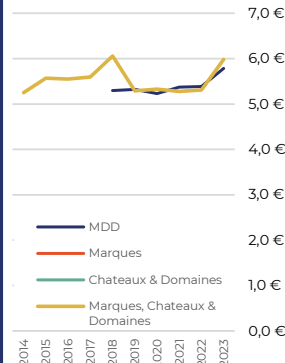
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



Contacts :

Antoine FRANÇOIS :
Fanny GAUTIER :

Service Économie & Études - InterLoire

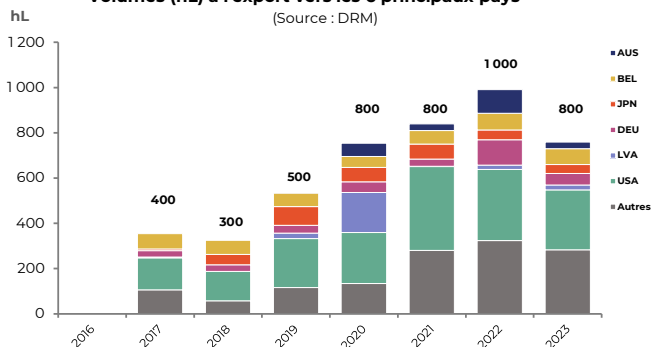
a.francois@vinsvaldeloire.fr / 02.47.60.55.14
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

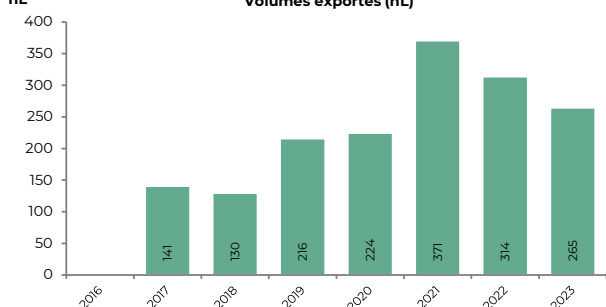


Les données de valeur et de prix ne sont pas disponibles

USA-États-Unis

35% de l'export sur l'année 2023

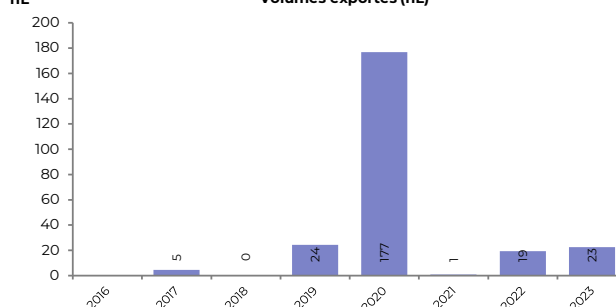
Volumes exportés (hL)



LVA-Lettonie

3% de l'export sur l'année 2023

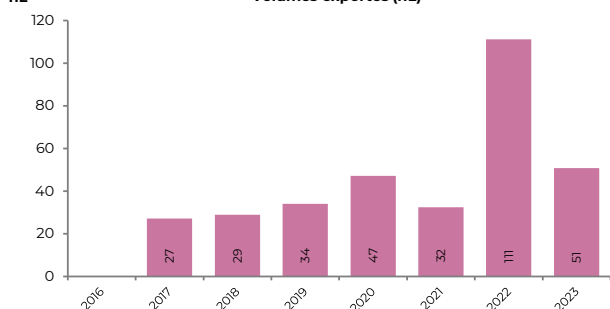
Volumes exportés (hL)



DEU-Allemagne

7% de l'export sur l'année 2023

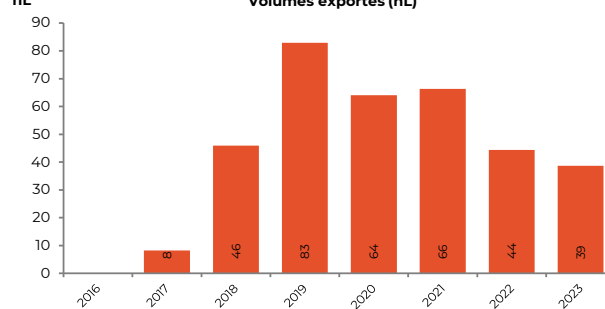
Volumes exportés (hL)



JPN-Japon

5% de l'export sur l'année 2023

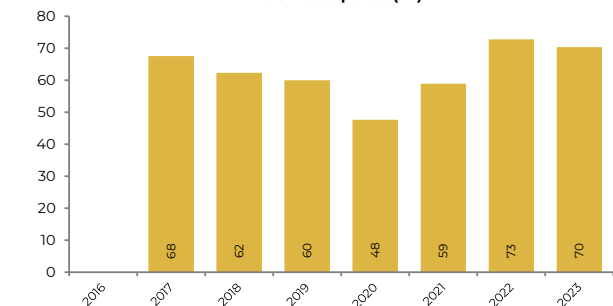
Volumes exportés (hL)



BEL-Belgique

9% de l'export sur l'année 2023

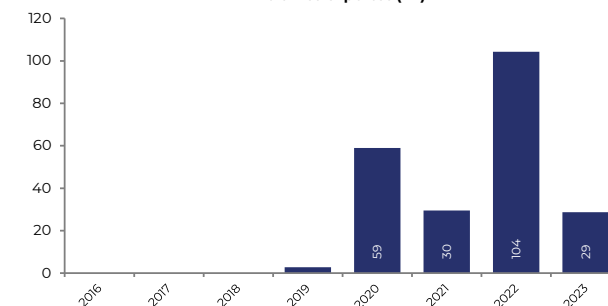
Volumes exportés (hL)



AUS-Australie

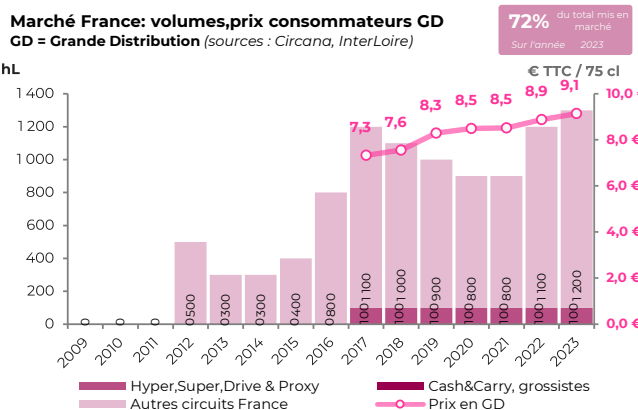
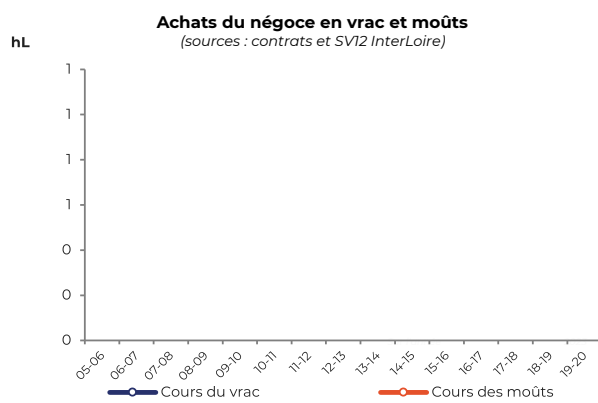
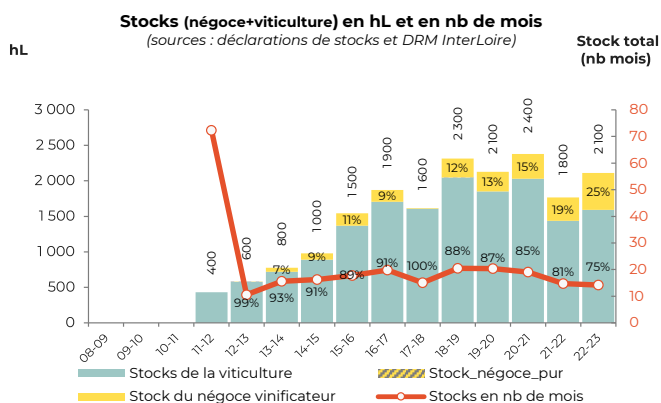
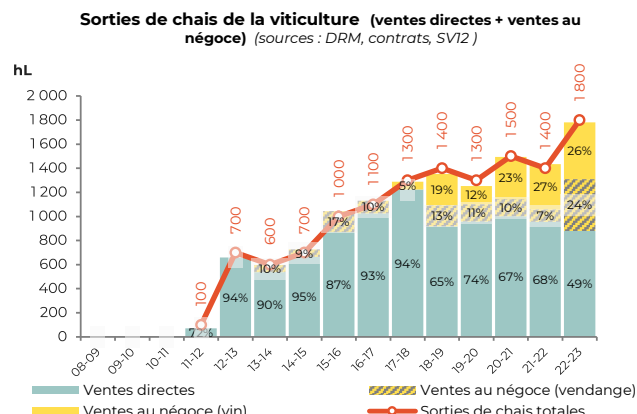
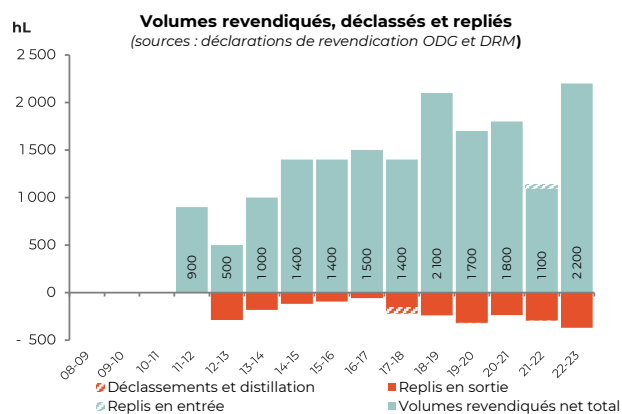
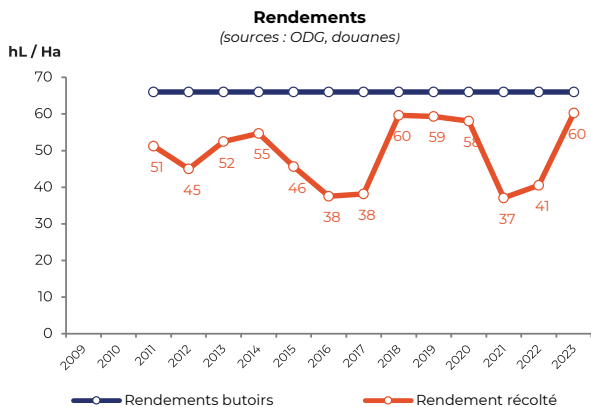
4% de l'export sur l'année 2023

Volumes exportés (hL)





DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

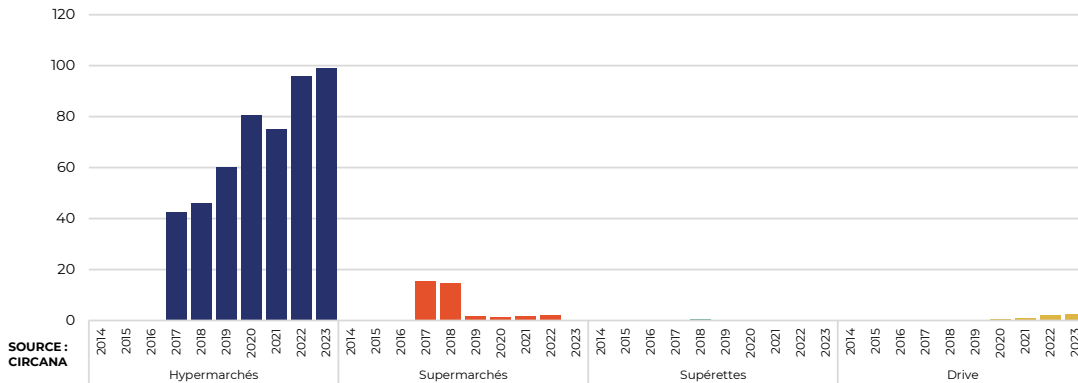




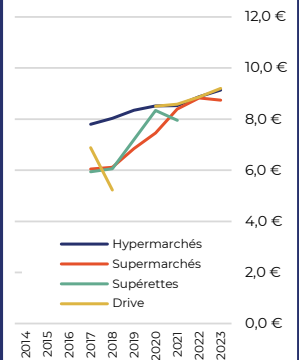
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

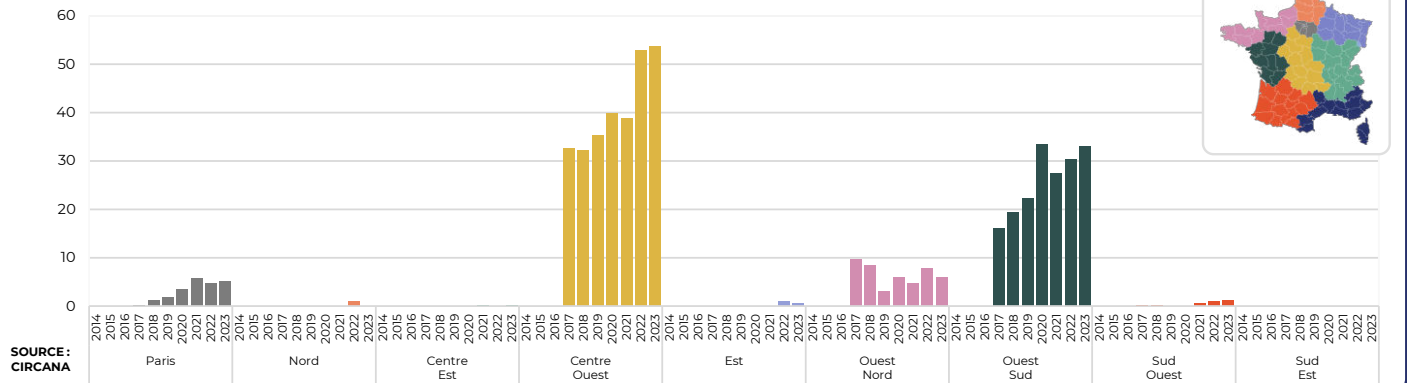


PRIX TTC / 75 cL



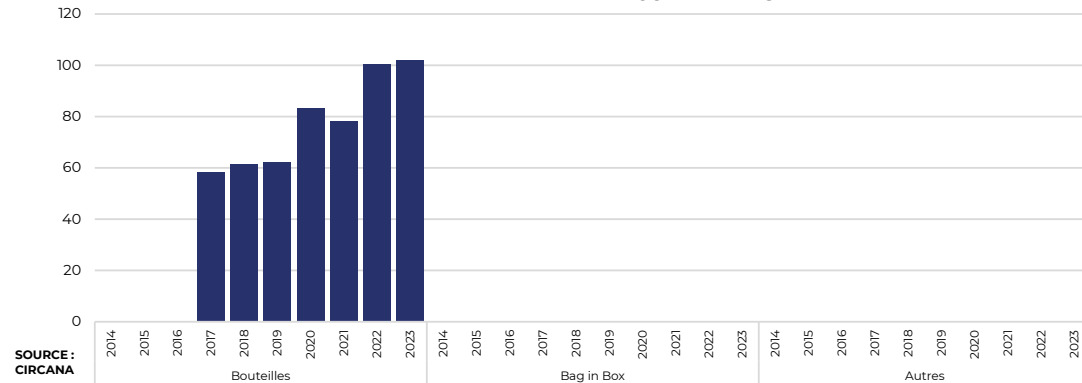
VOLUME hL

RÉGIONALISATION

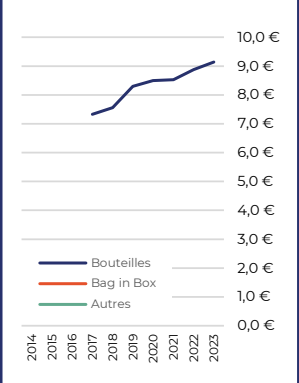


VOLUME hL

CONTENANTS

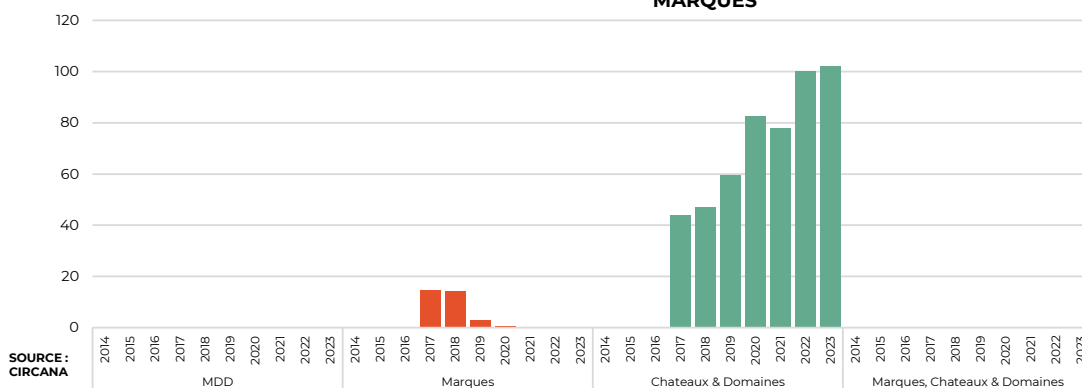


PRIX TTC / 75 cL

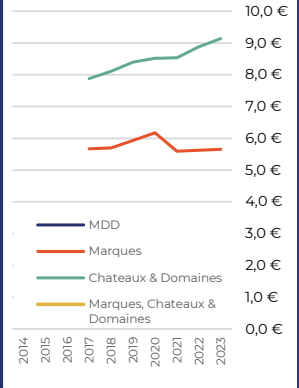


VOLUME hL

MARQUES

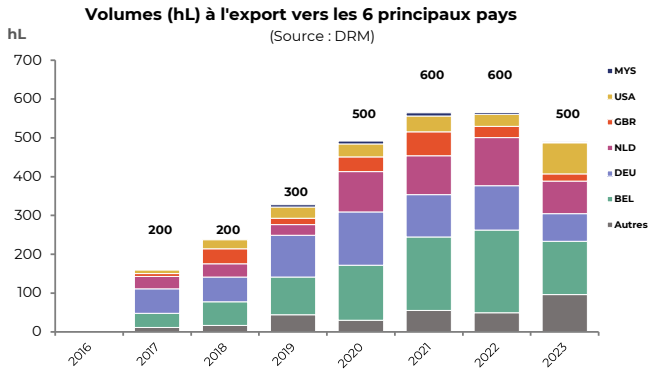


PRIX TTC / 75 cL

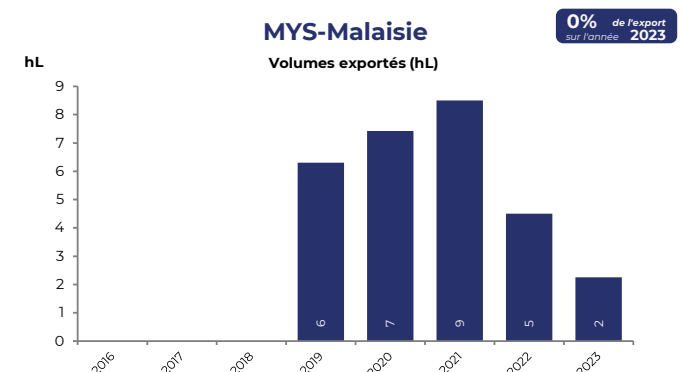
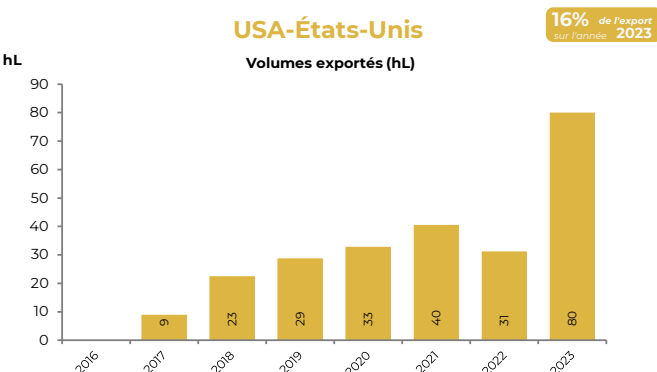
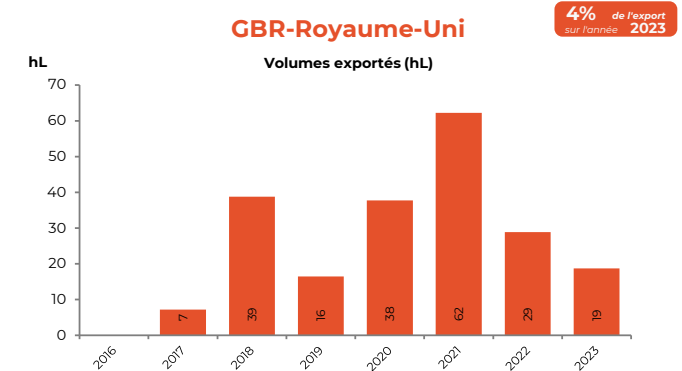
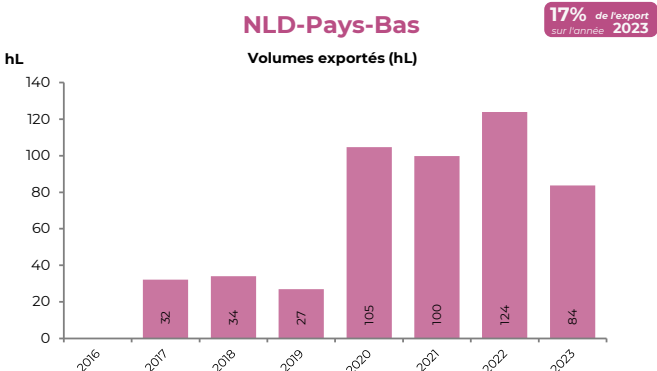
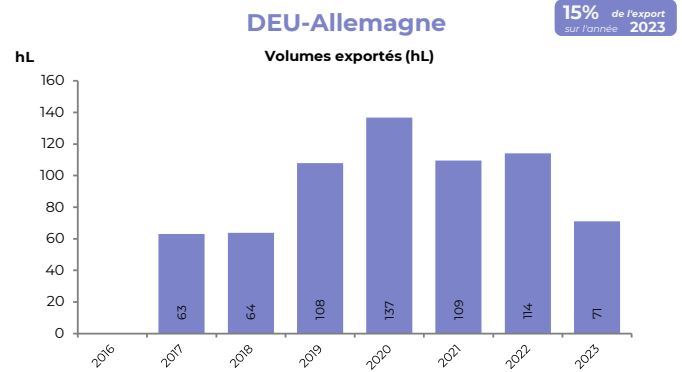
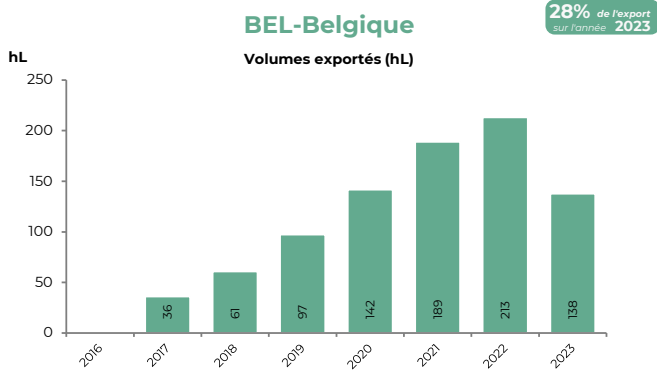




ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT



Les données de valeur et de prix ne sont pas disponibles



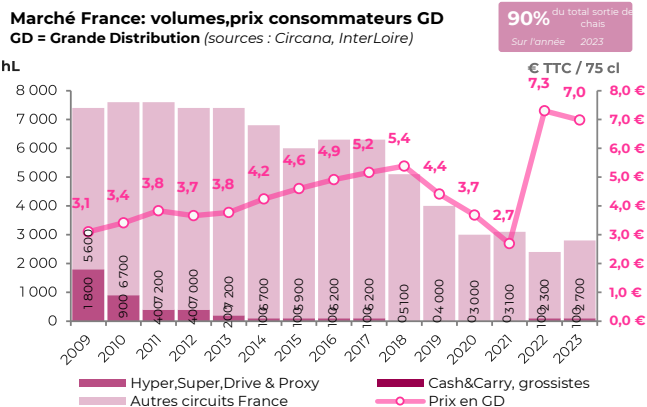
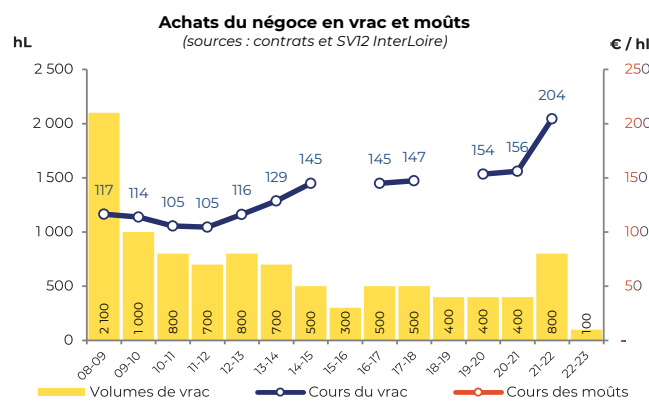
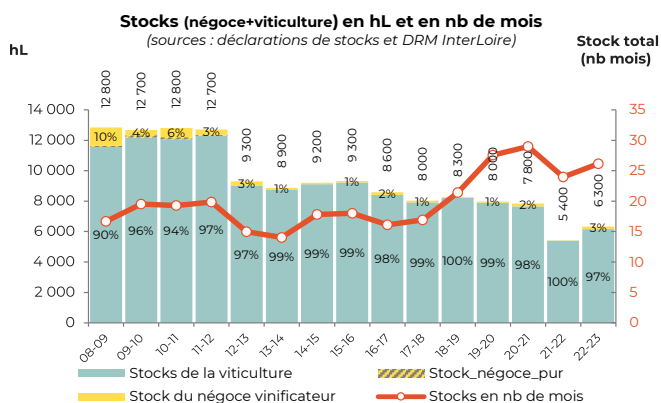
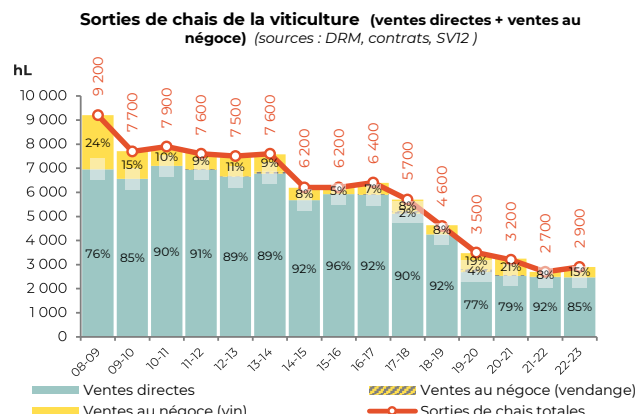
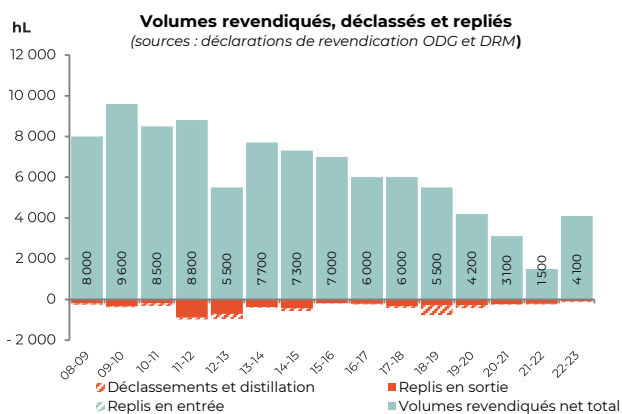
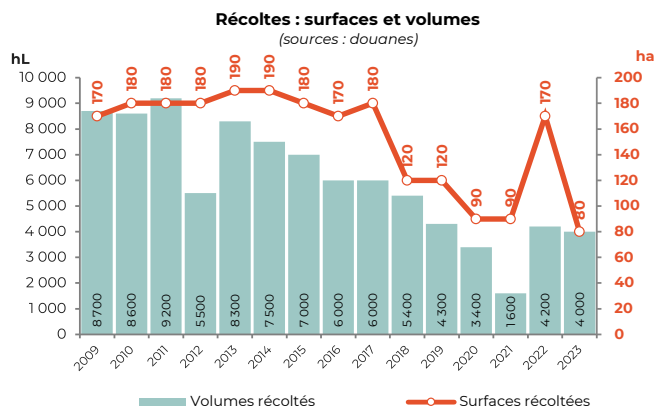
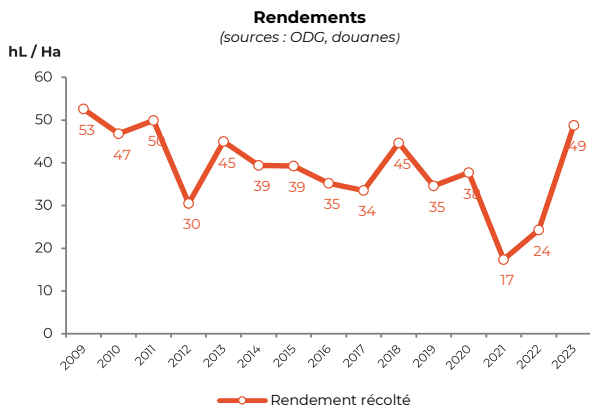
FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAIN-AMBOISE"

Touraine Amboise Blanc, Rouge et Rosé



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

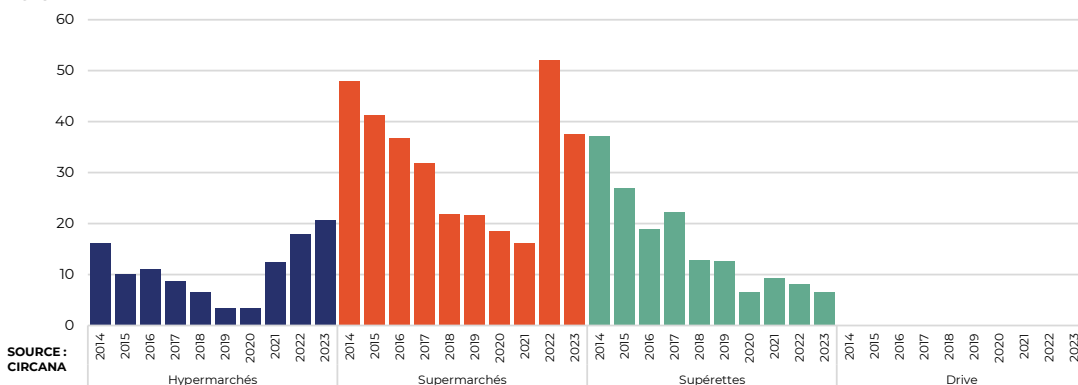




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

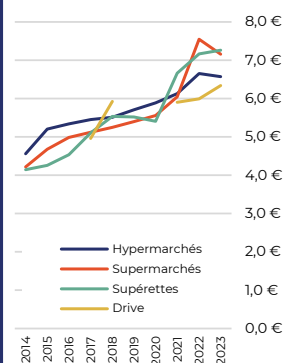
VOLUME hL

CIRCUITS DE DISTRIBUTION



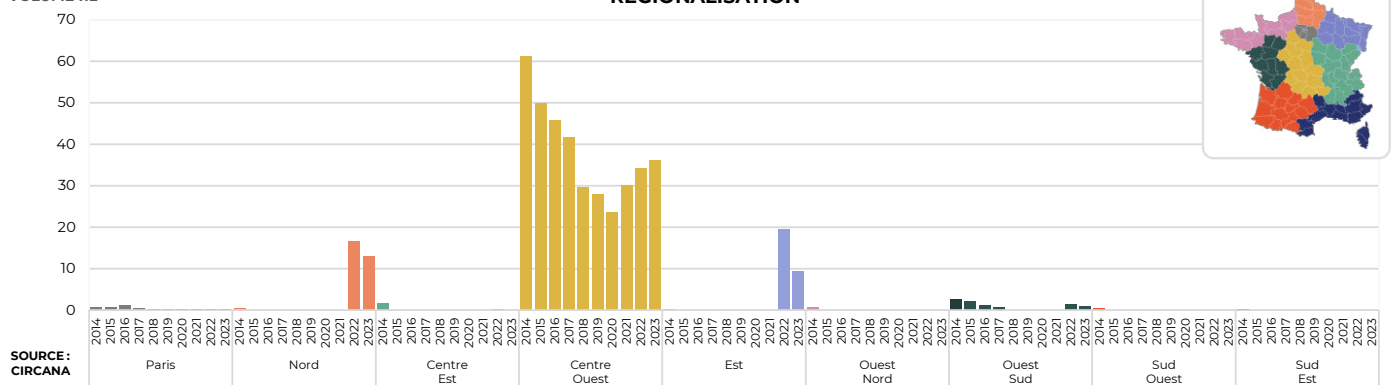
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

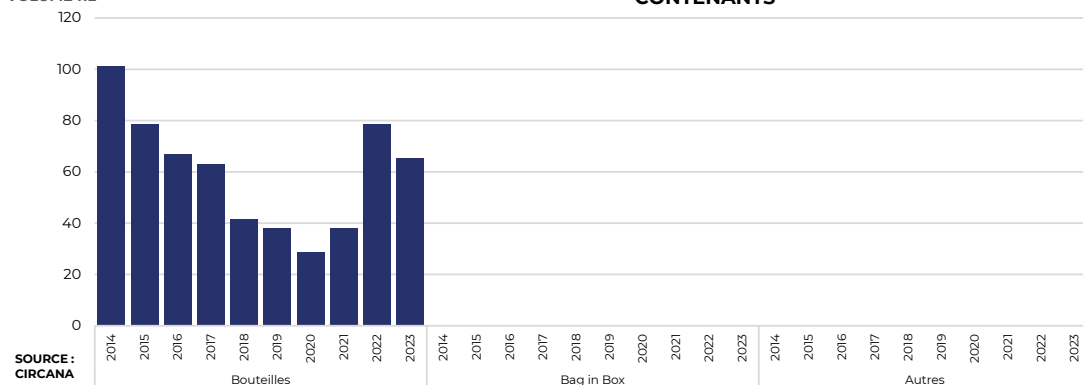
RÉGIONALISATION



SOURCE : CIRCANA

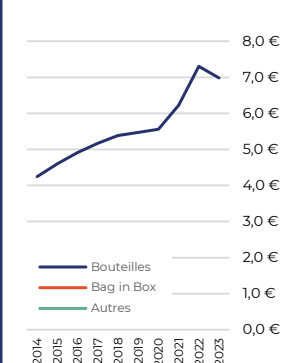
VOLUME hL

CONTENANTS



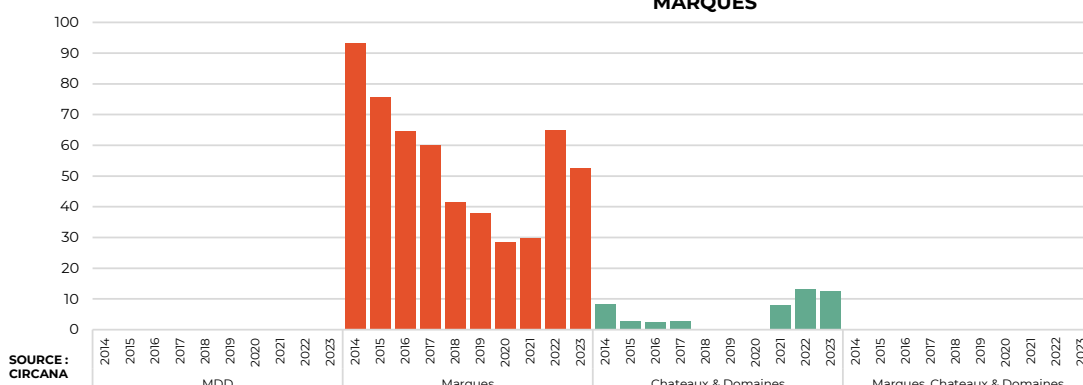
SOURCE : CIRCANA

PRIX TTC / 75 cL



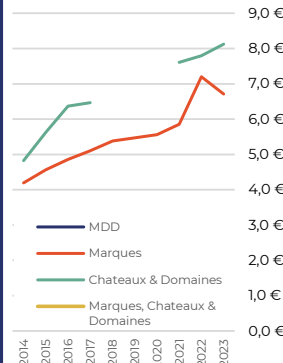
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



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

FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINNE-AMBOISE"

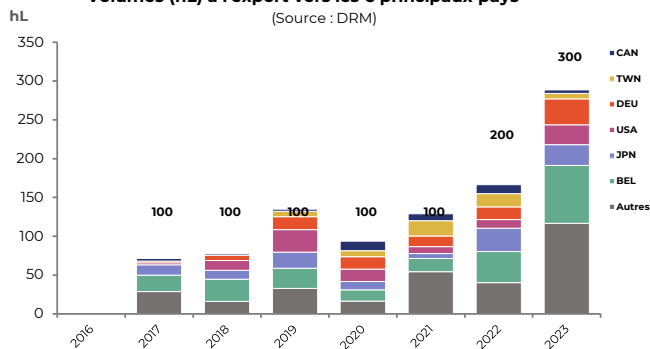
Touraine Amboise Blanc, Rouge et Rosé



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

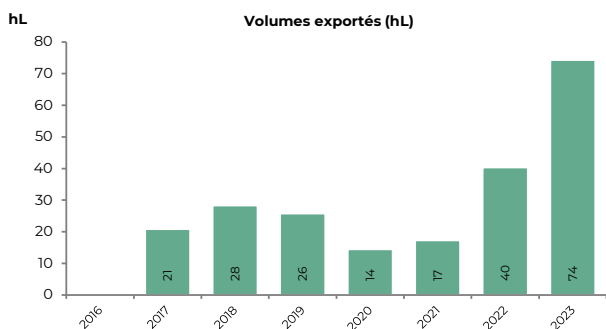


Les données de valeur et de prix ne sont pas disponibles

BEL-Belgique

26% de l'export sur l'année 2023

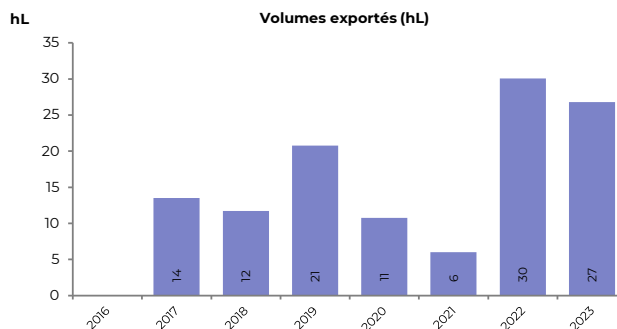
Volumes exportés (hL)



JPN-Japon

9% de l'export sur l'année 2023

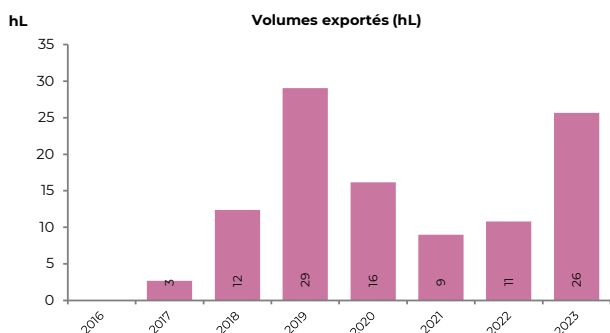
Volumes exportés (hL)



USA-États-Unis

9% de l'export sur l'année 2023

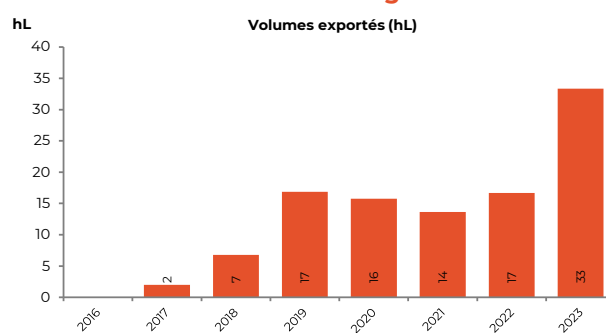
Volumes exportés (hL)



DEU-Allemagne

12% de l'export sur l'année 2023

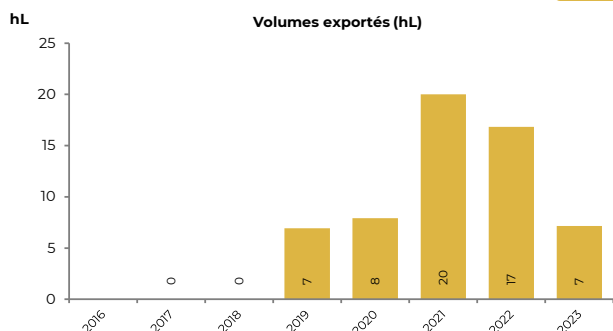
Volumes exportés (hL)



TWN-Taiwan

2% de l'export sur l'année 2023

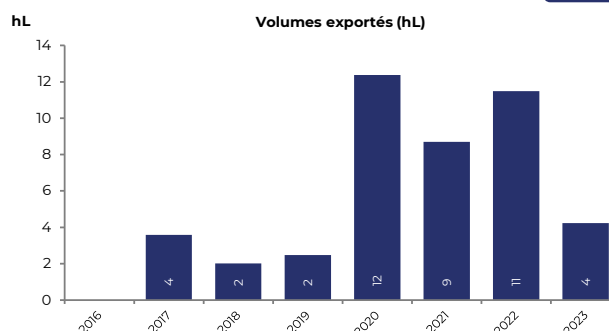
Volumes exportés (hL)



CAN-Canada

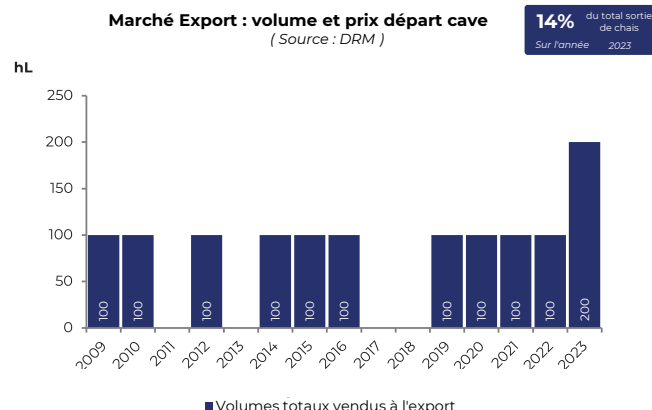
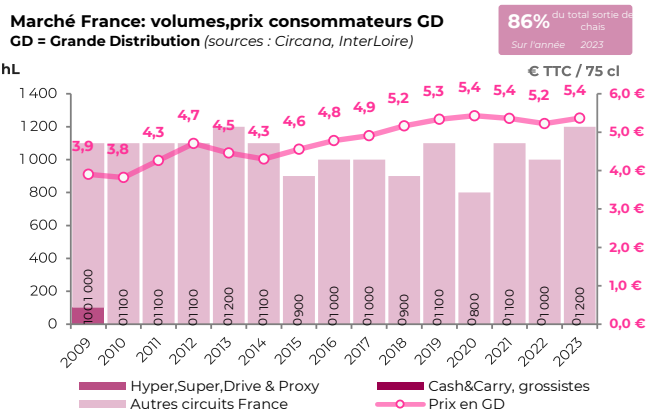
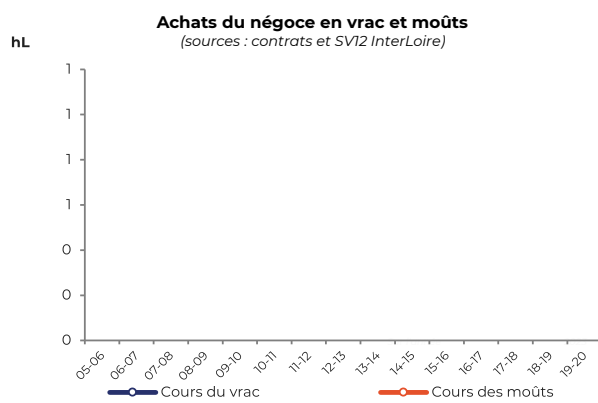
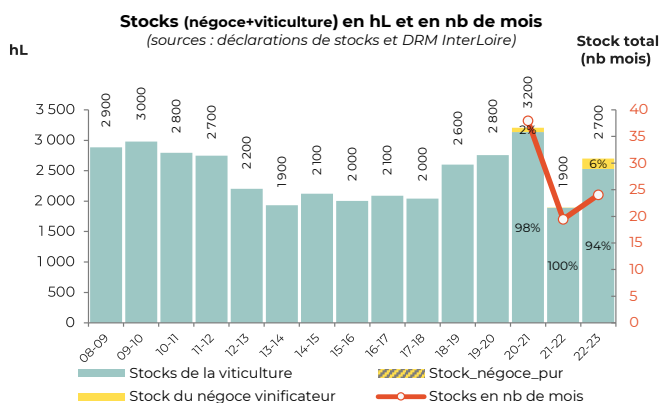
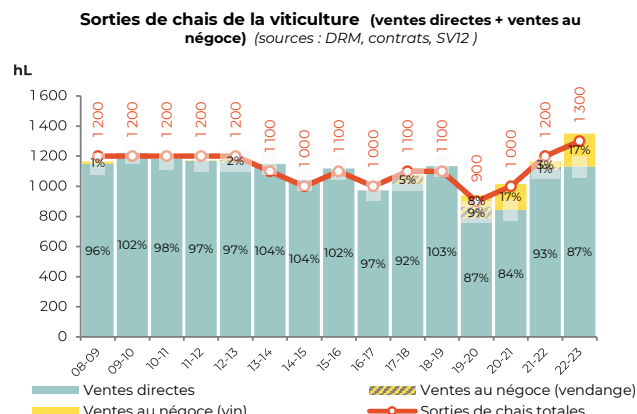
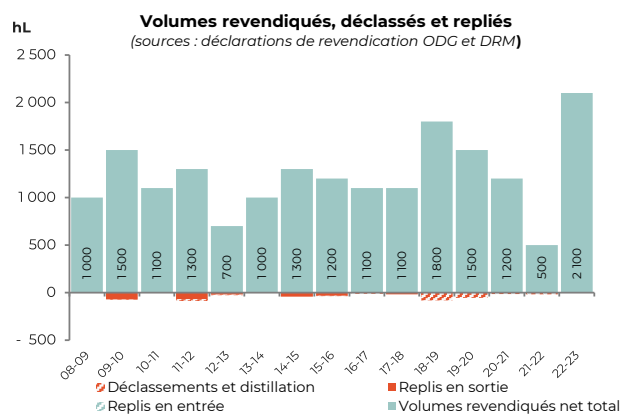
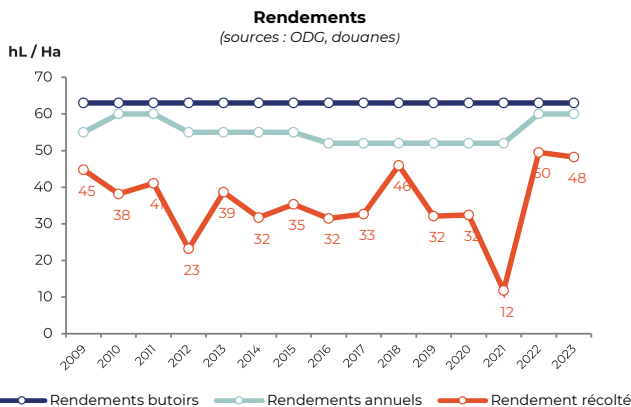
1% de l'export sur l'année 2023

Volumes exportés (hL)





DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

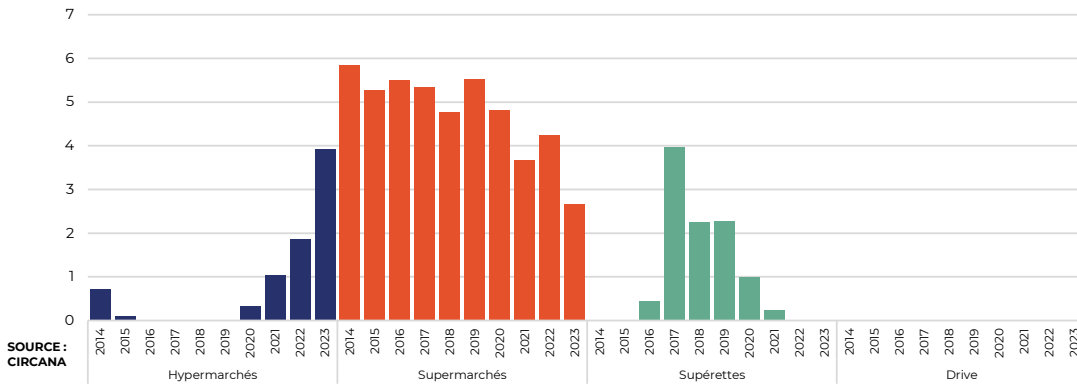




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

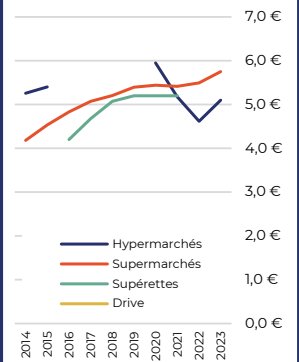
VOLUME hL

CIRCUITS DE DISTRIBUTION



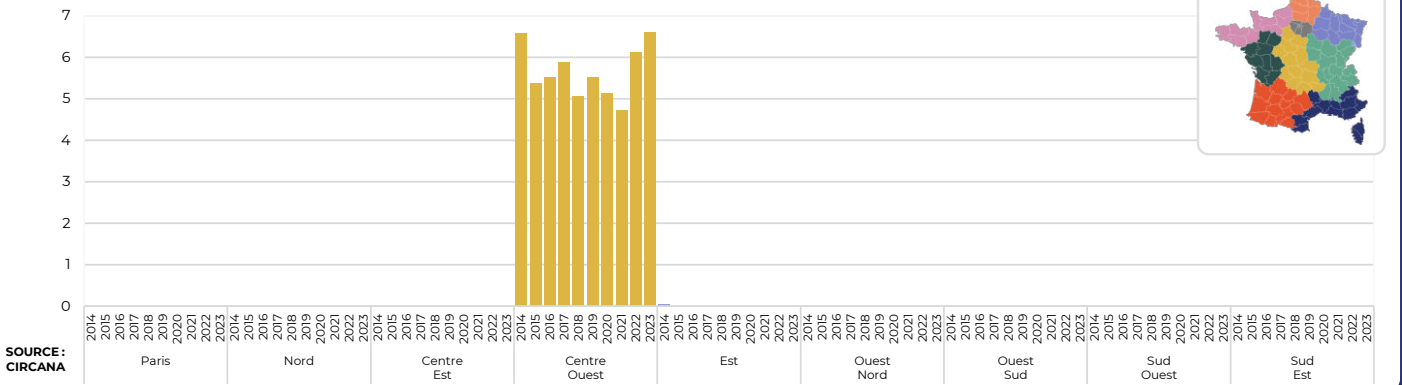
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

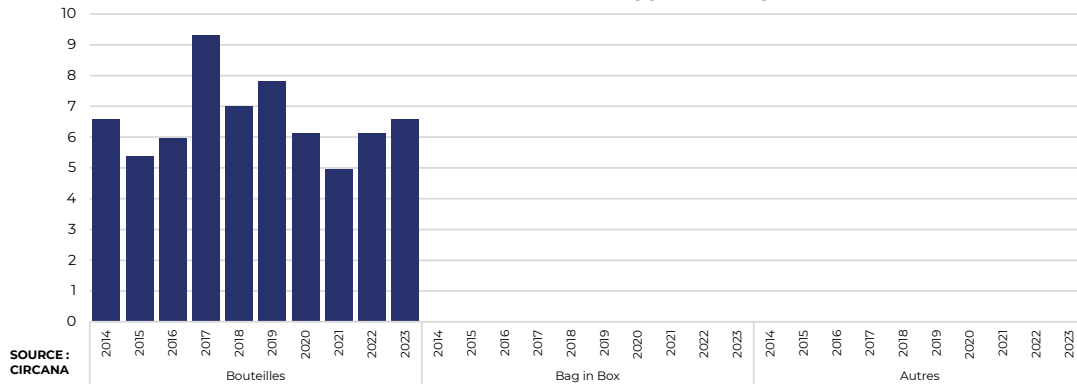
RÉGIONALISATION



SOURCE : CIRCANA

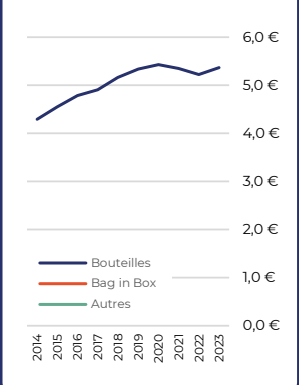
VOLUME hL

CONTENANTS



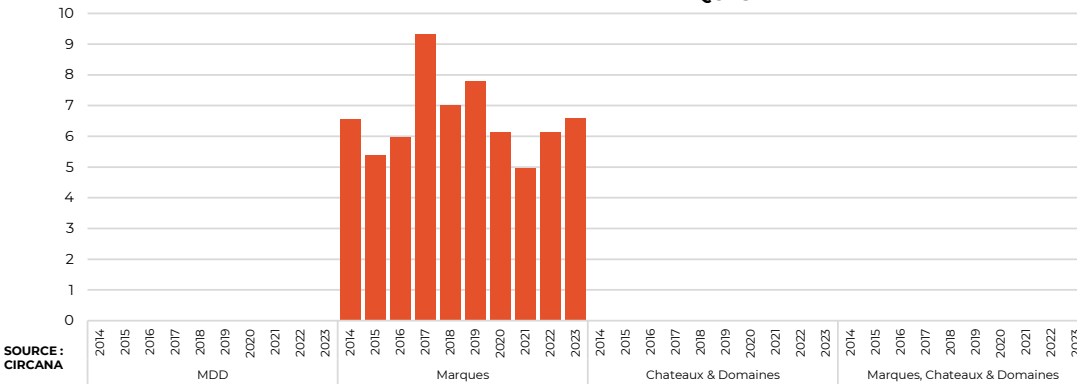
SOURCE : CIRCANA

PRIX TTC / 75 cL



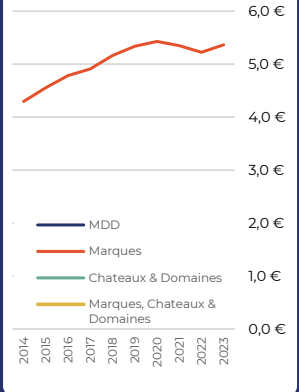
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL



Contacts :

Antoine FRANÇOIS :
Fanny GAUTIER :

Service Économie & Études - InterLoire

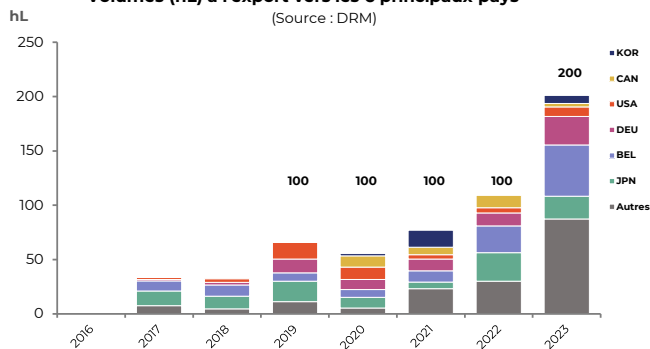
a.francois@vinsvaldeloire.fr / 02.47.60.55.14
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08



ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

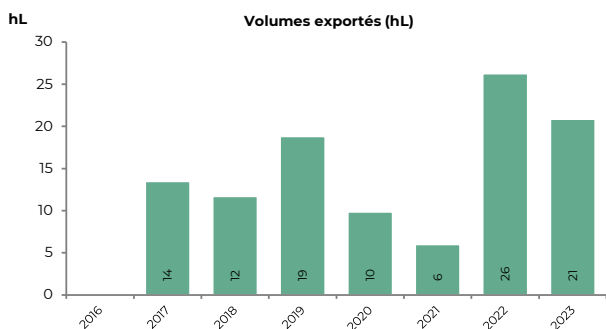


Les données de valeur et de prix ne sont pas disponibles

JPN-Japon

10% de l'export sur l'année 2023

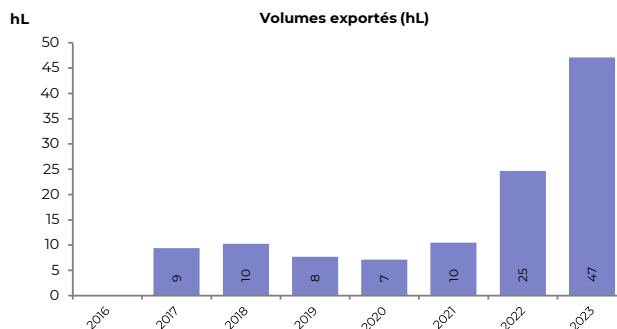
Volumes exportés (hL)



BEL-Belgique

23% de l'export sur l'année 2023

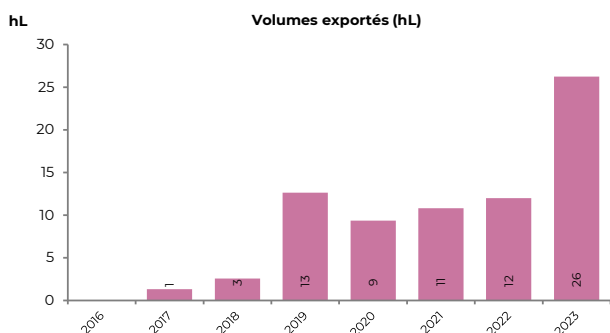
Volumes exportés (hL)



DEU-Allemagne

13% de l'export sur l'année 2023

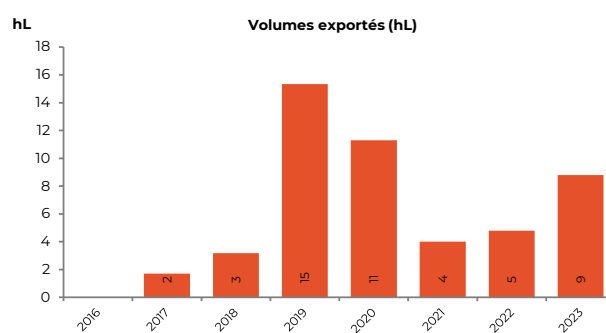
Volumes exportés (hL)



USA-États-Unis

4% de l'export sur l'année 2023

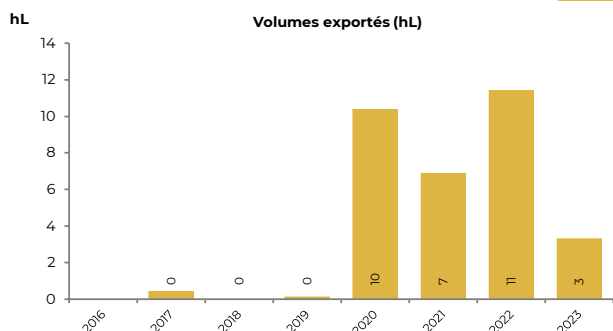
Volumes exportés (hL)



CAN-Canada

2% de l'export sur l'année 2023

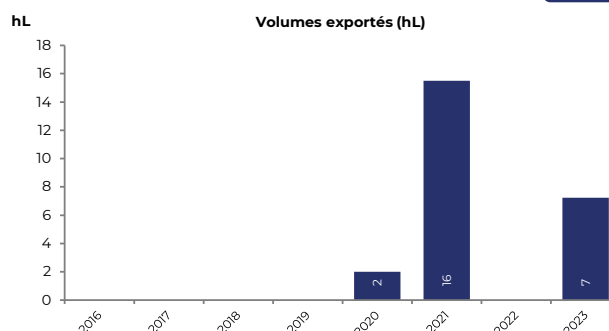
Volumes exportés (hL)



KOR-Corée du Sud

4% de l'export sur l'année 2023

Volumes exportés (hL)



FICHE ÉCO 15 ANS

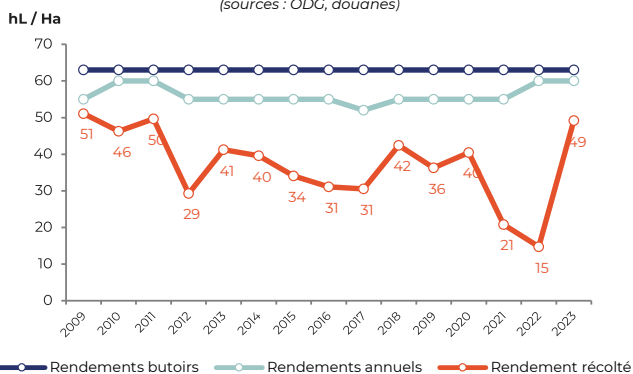
TOURAINE AMBOISE ROUGE



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

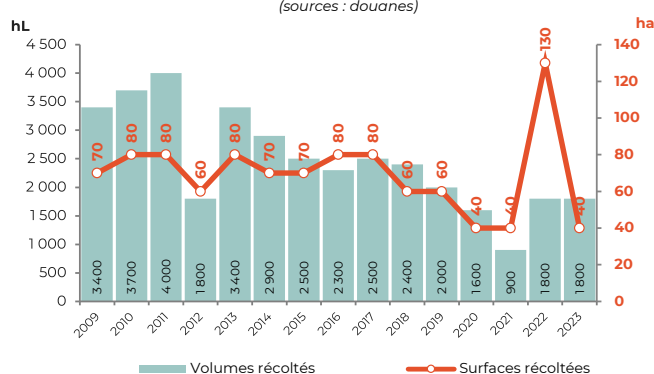
Rendements

(sources : ODG, douanes)



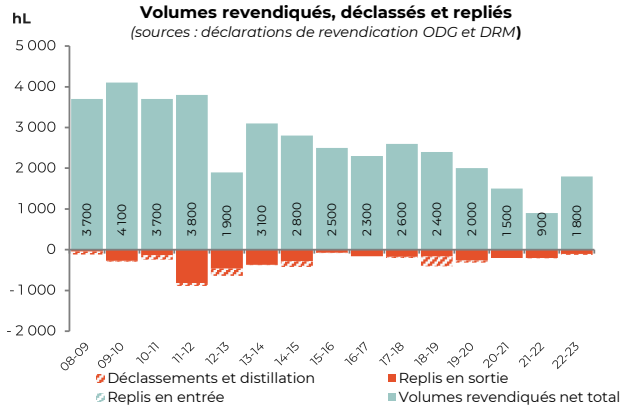
Récoltes : surfaces et volumes

(sources : douanes)



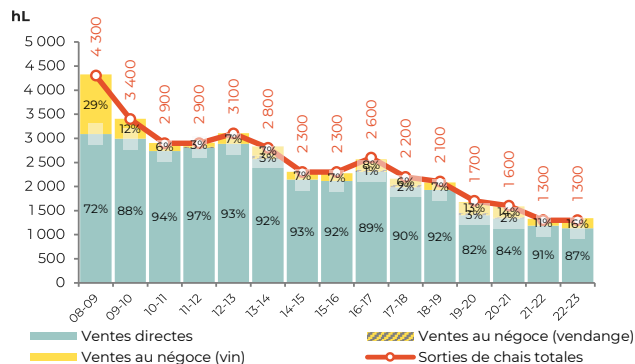
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



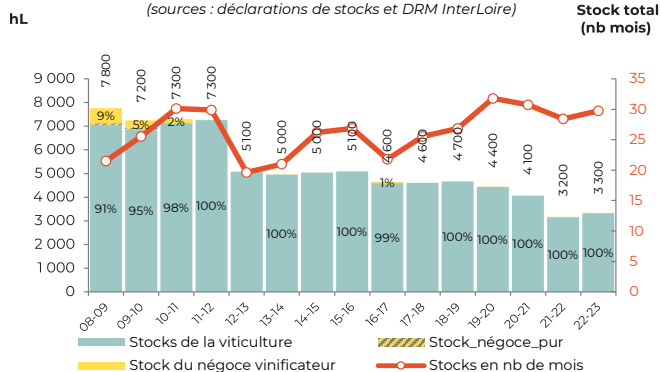
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



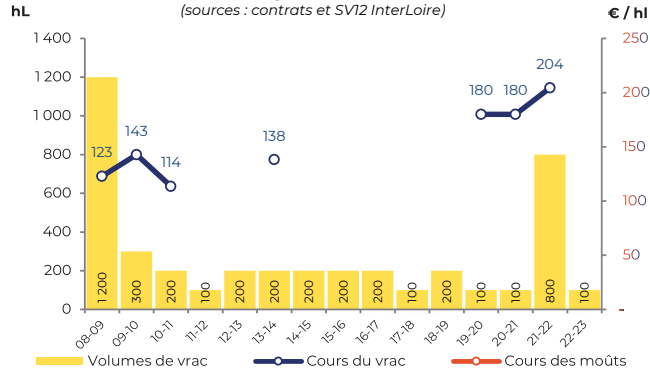
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

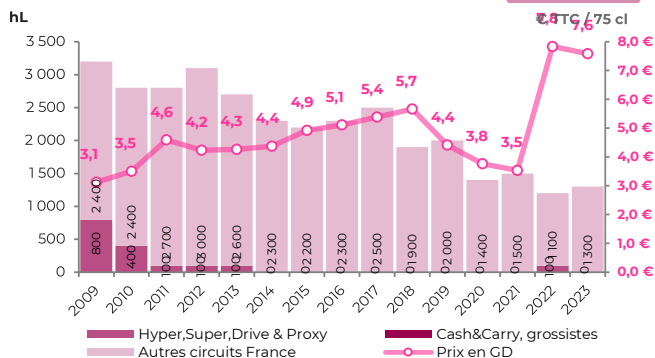
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

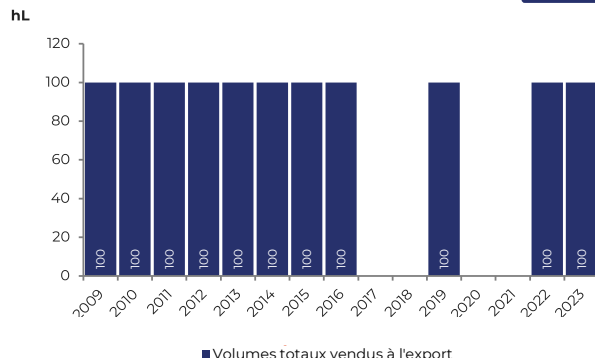
93% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

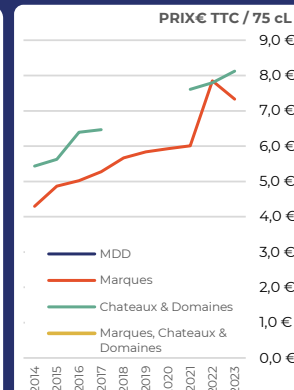
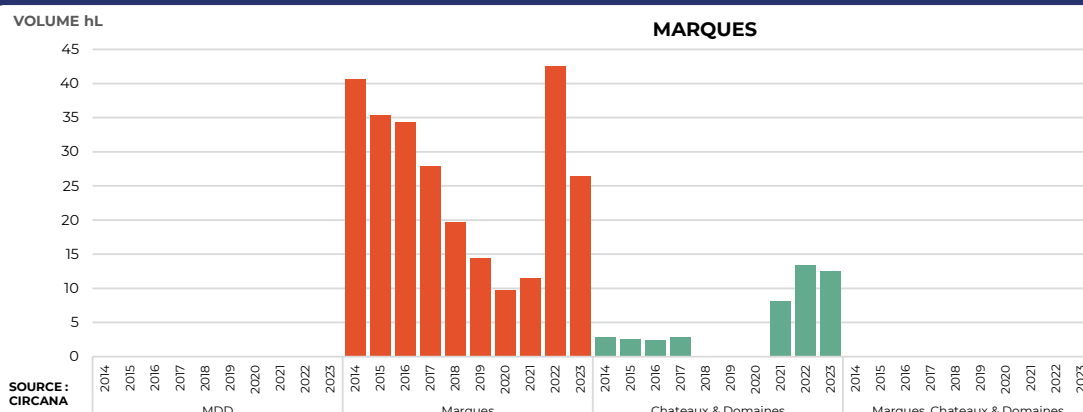
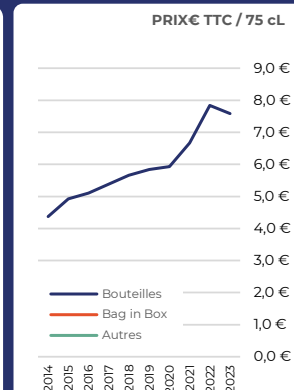
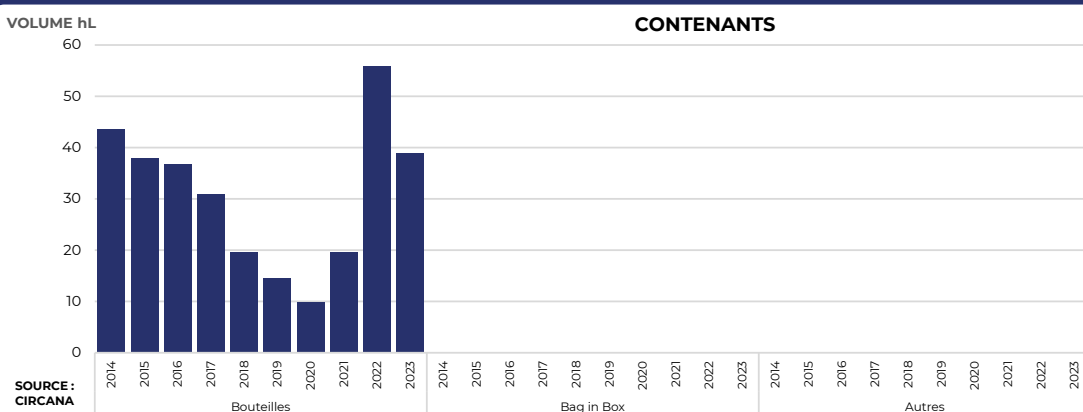
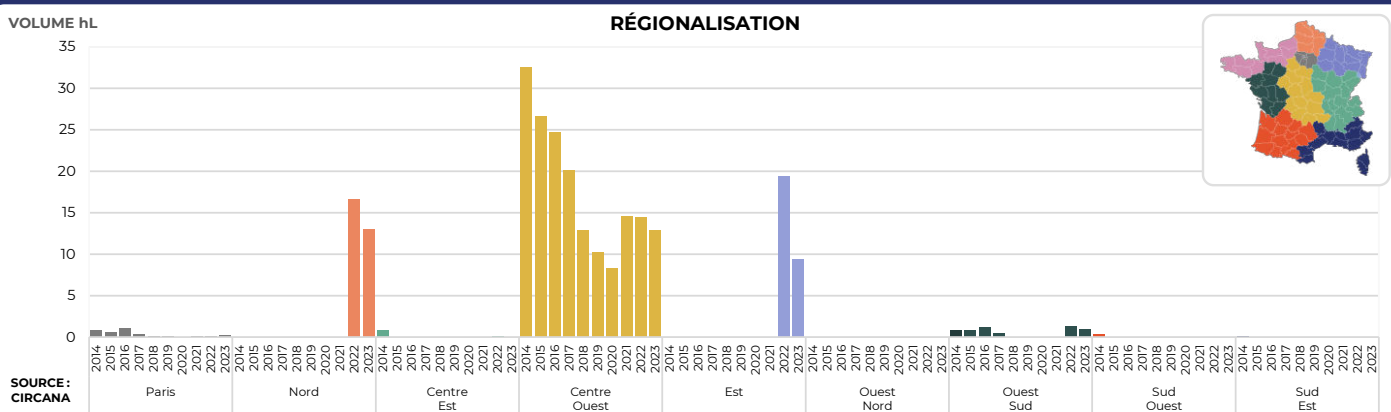
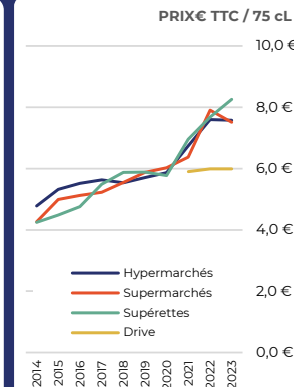
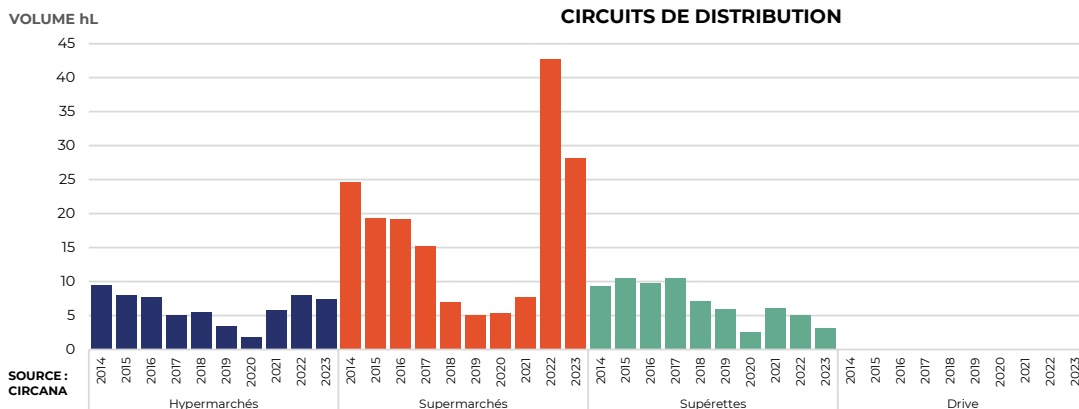
(Source : DRM)

7% du total sortie de chais Sur l'année 2023





ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

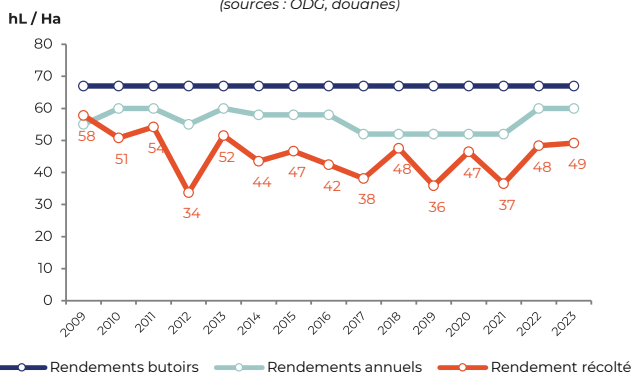




DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

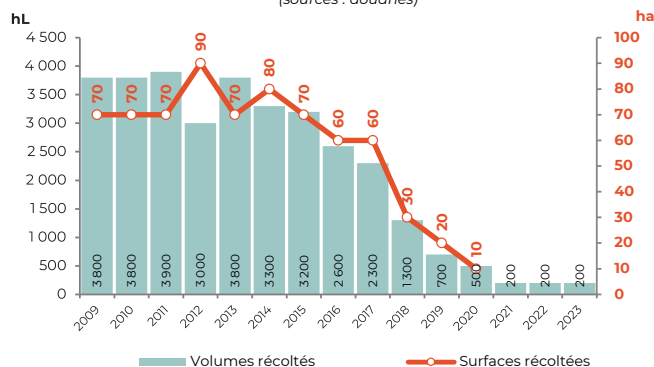
Rendements

(sources : ODG, douanes)



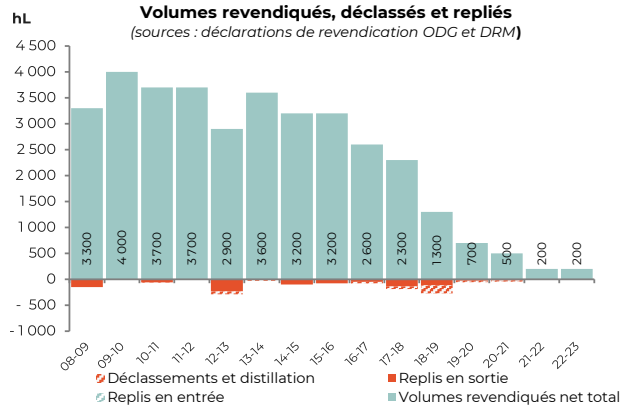
Récoltes : surfaces et volumes

(sources : douanes)



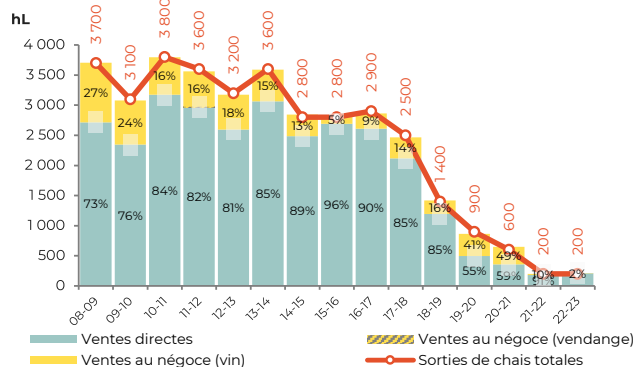
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



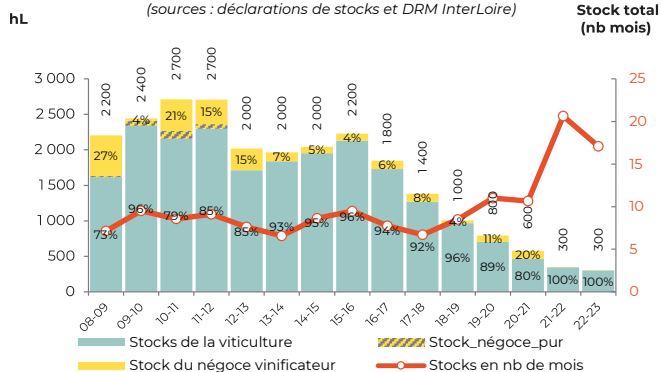
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SV12)



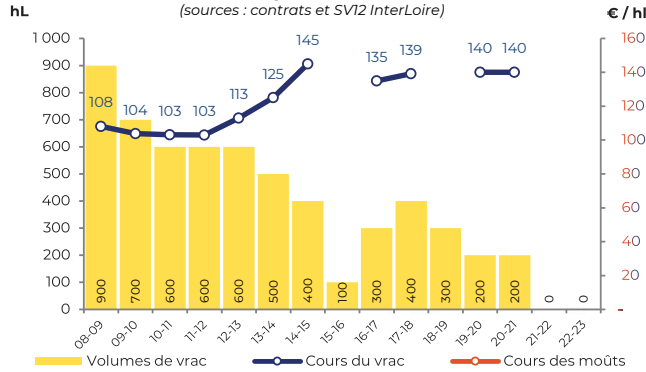
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

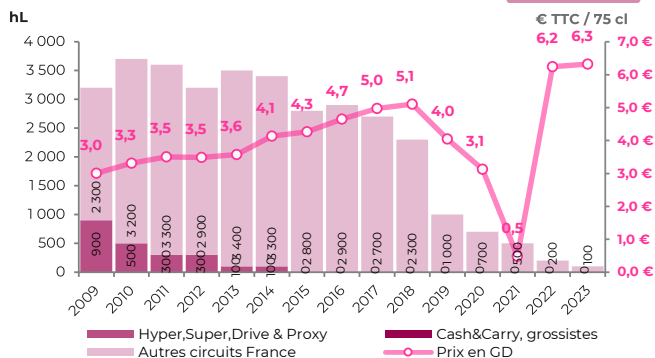
(sources : contrats et SV12 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

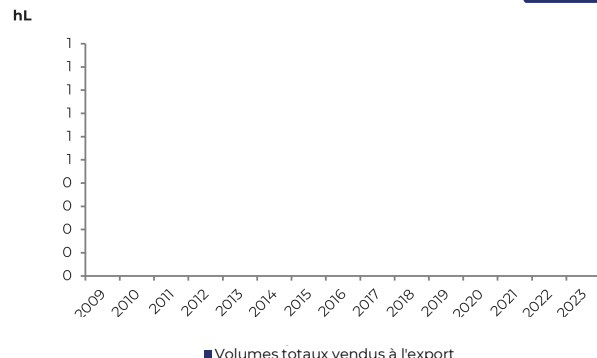
100% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

0% du total sortie de chais Sur l'année 2023

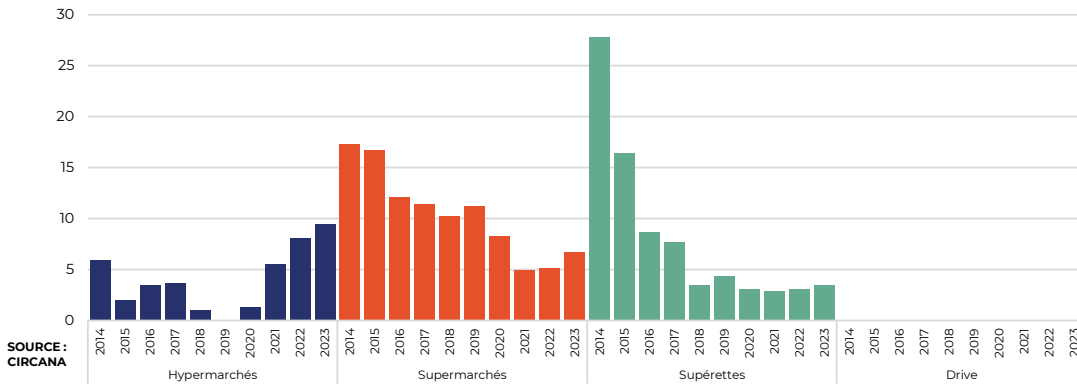




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

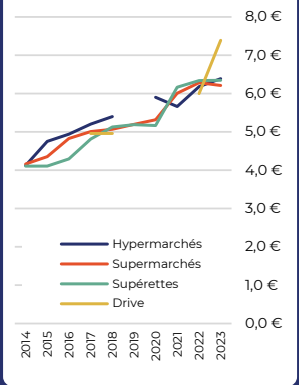
VOLUME hL

CIRCUITS DE DISTRIBUTION



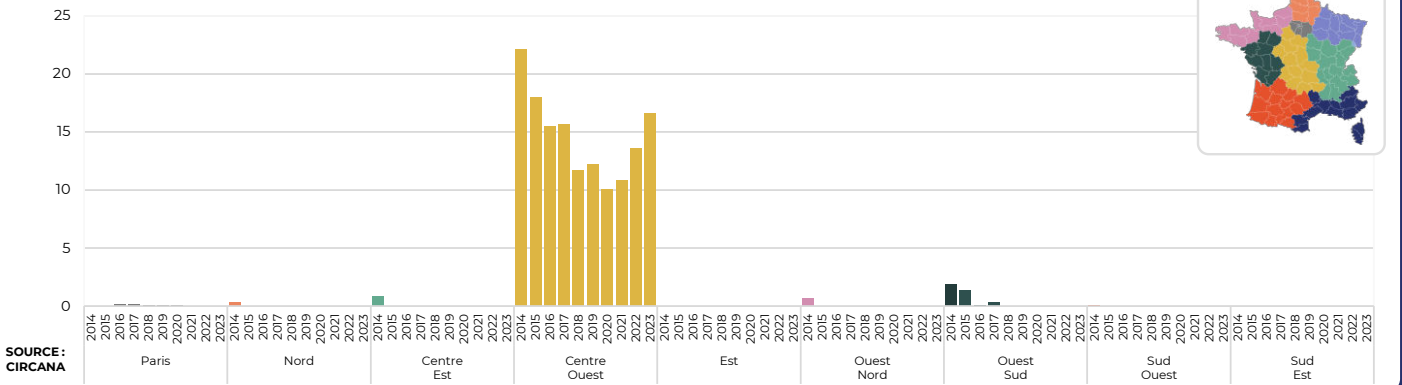
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

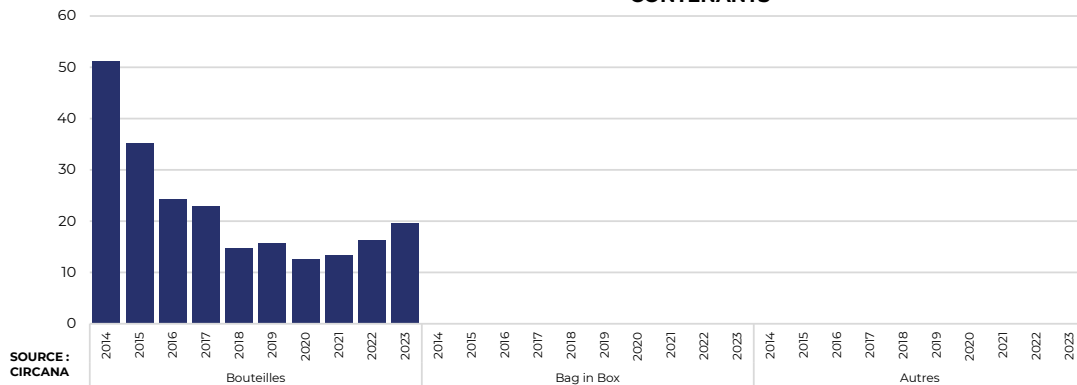
RÉGIONALISATION



SOURCE : CIRCANA

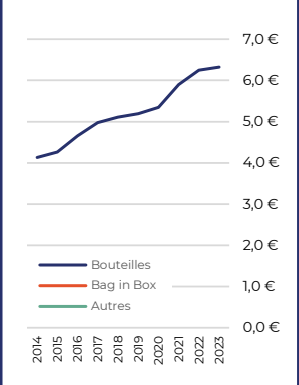
VOLUME hL

CONTENANTS



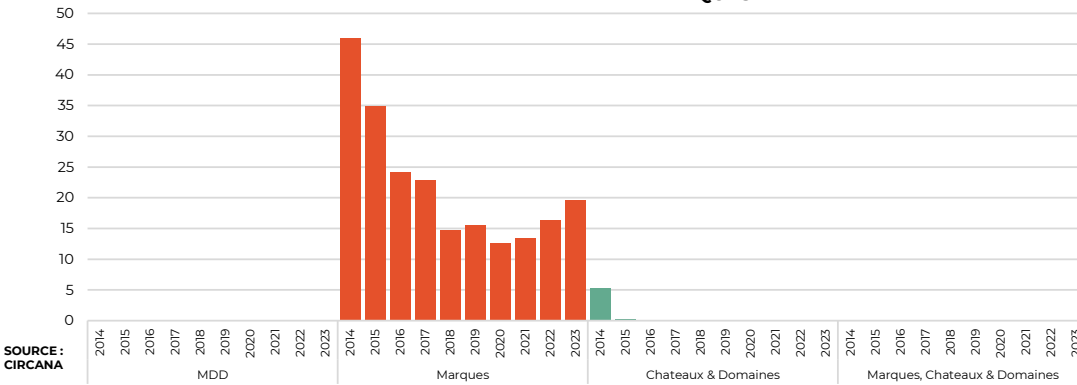
SOURCE : CIRCANA

PRIX TTC / 75 cL



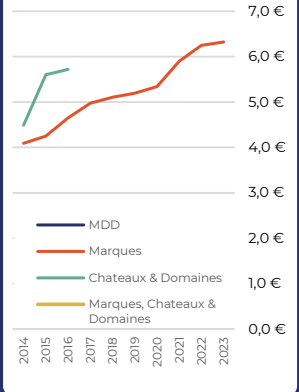
VOLUME hL

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

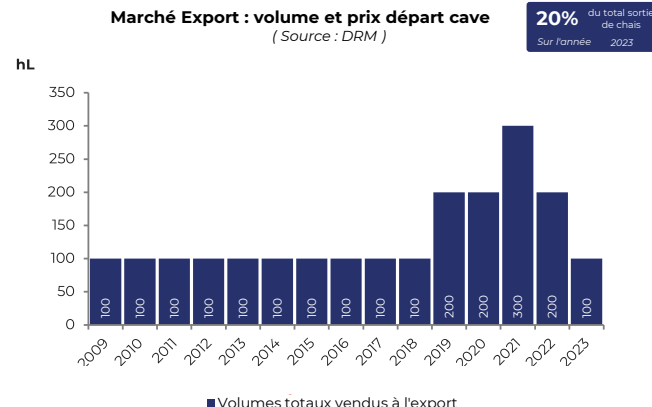
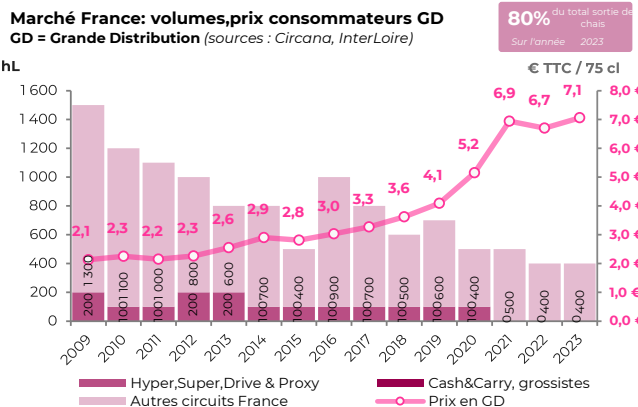
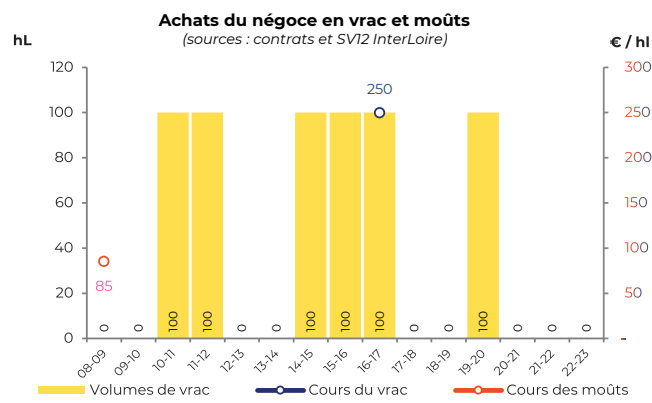
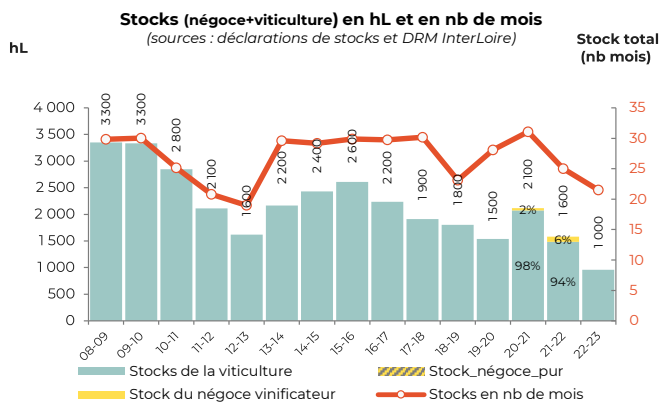
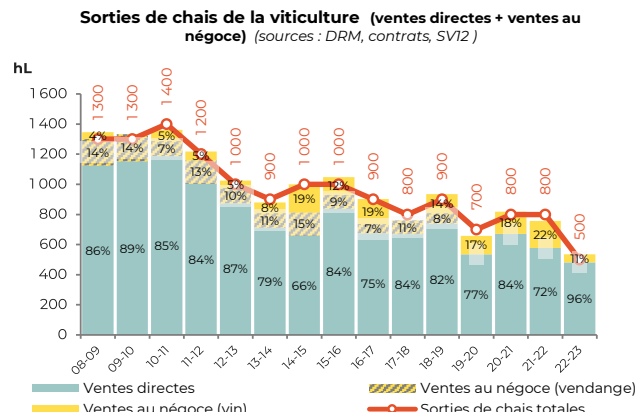
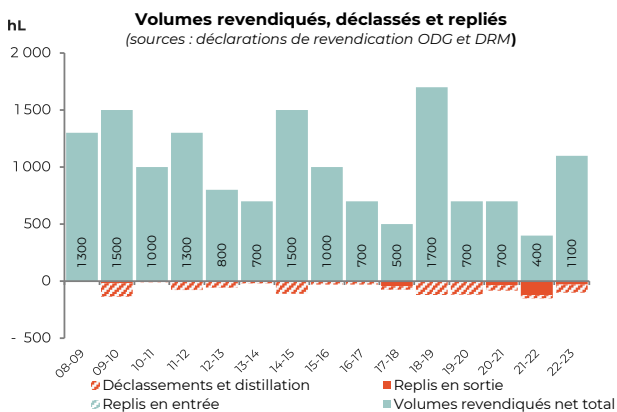
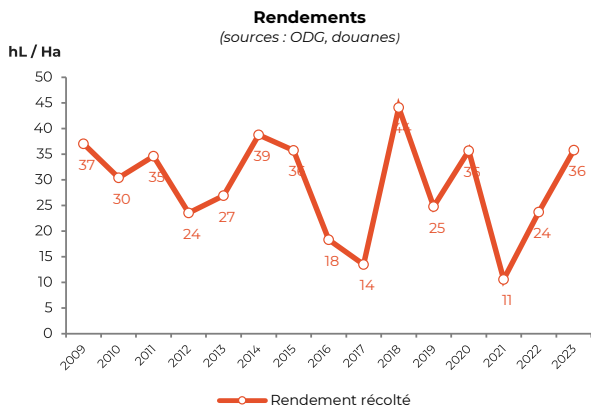
FICHE ÉCO 15 ANS

TOTAL DE L'AOP "AZAY-LE-RIDEAU"

Touraine Azay-Le-Rideau Blanc et Rosé



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

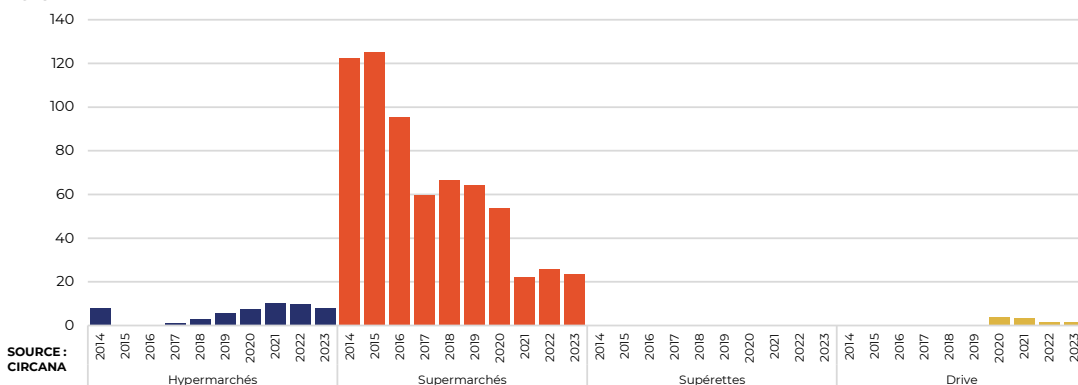




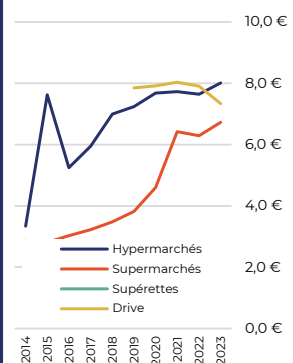
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

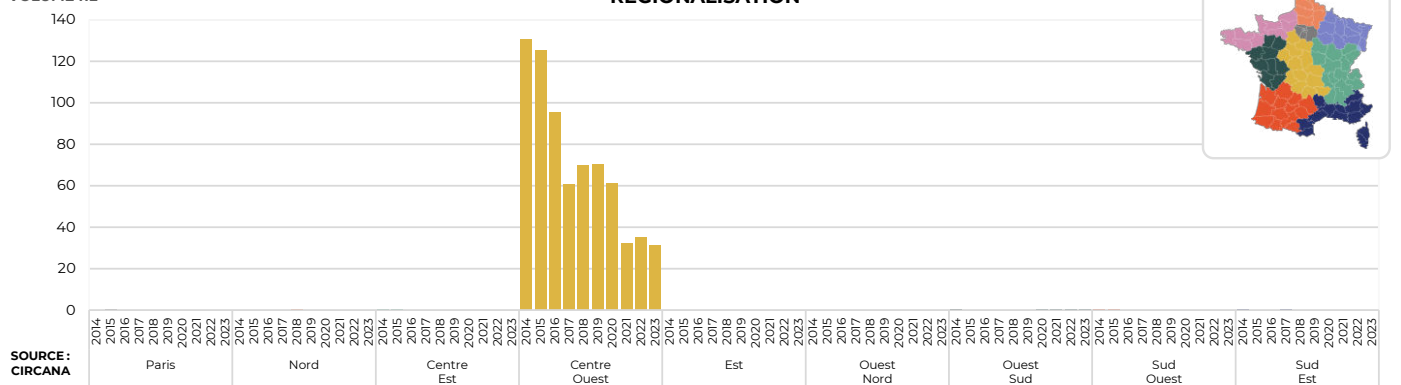


PRIX € TTC / 75 cL



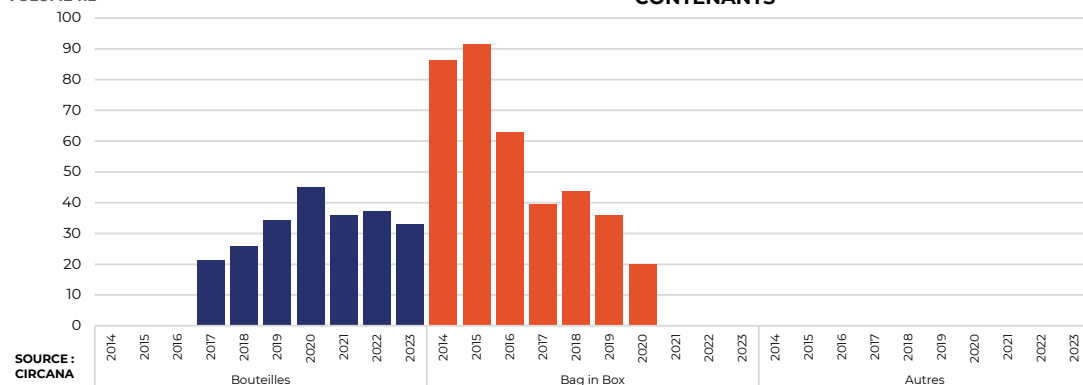
VOLUME hL

RÉGIONALISATION

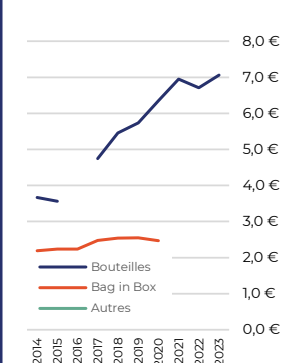


VOLUME hL

CONTENANTS

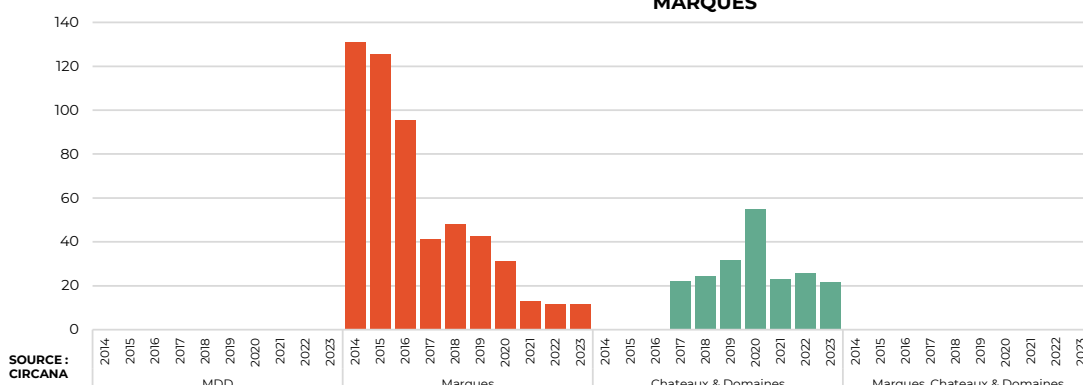


PRIX € TTC / 75 cL

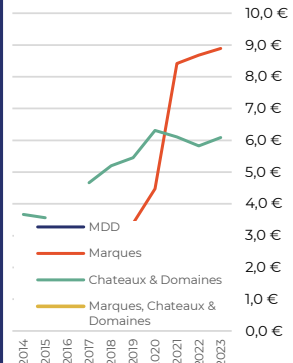


VOLUME hL

MARQUES



PRIX € TTC / 75 cL

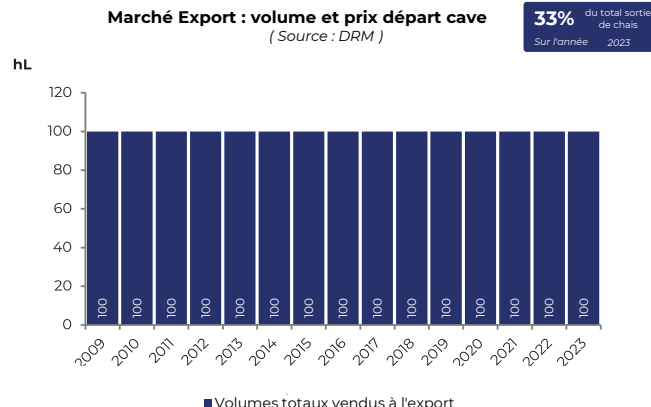
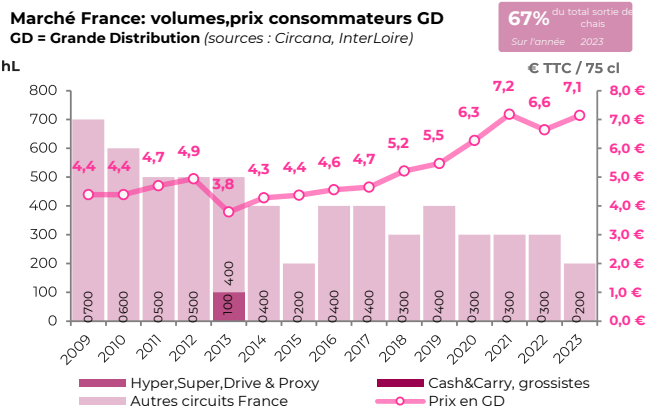
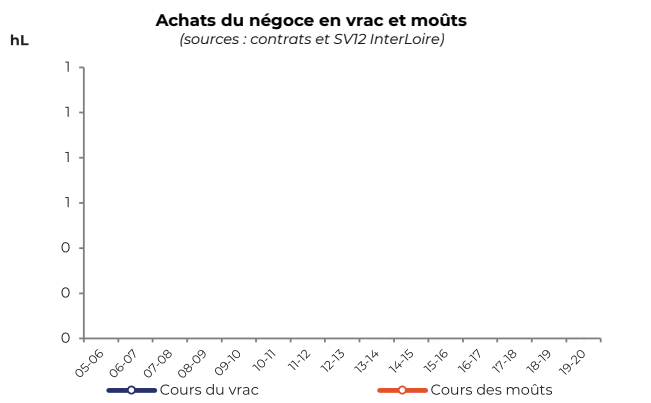
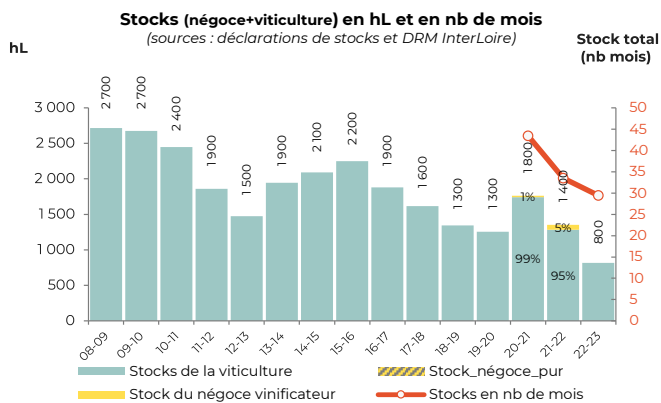
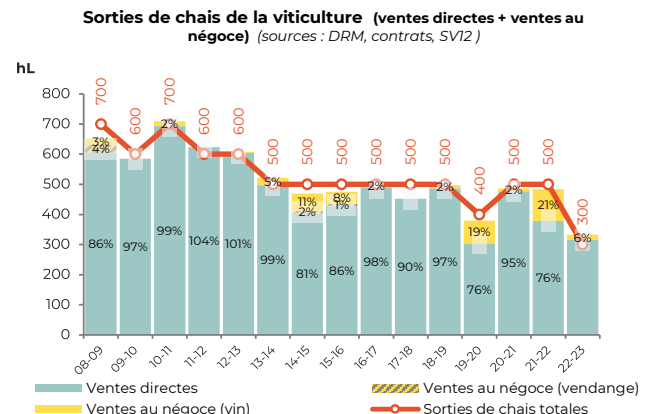
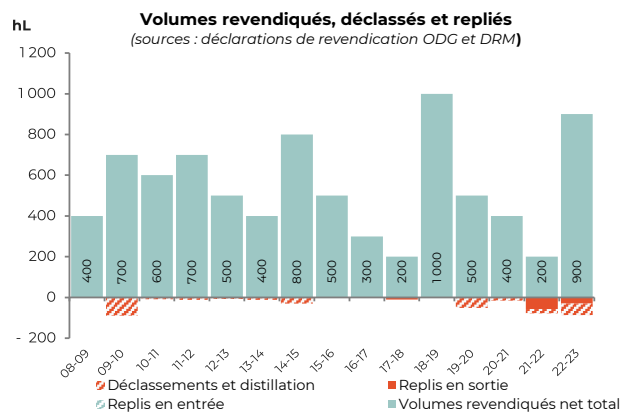
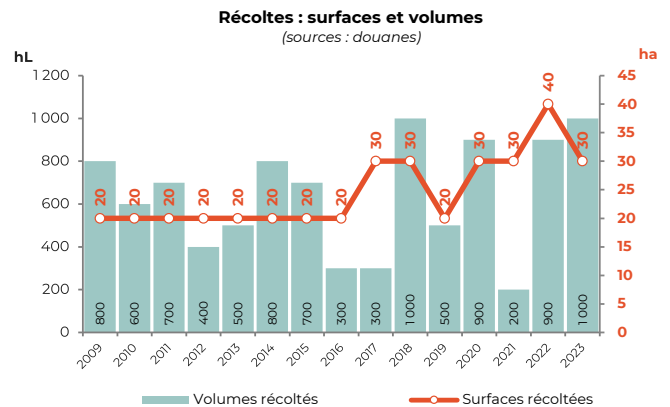
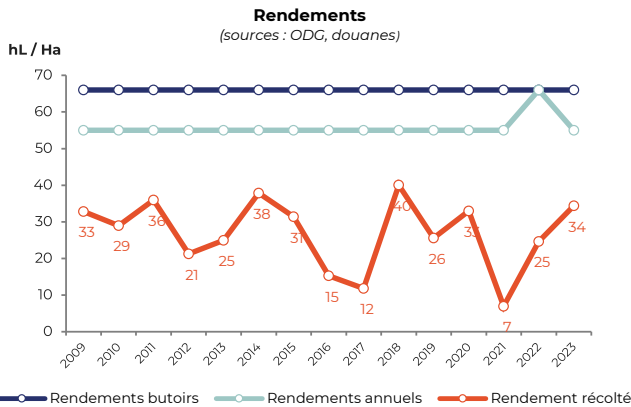


FICHE ÉCO 15 ANS

TOURAINE AZAY-LE-RIDEAU BLANC



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

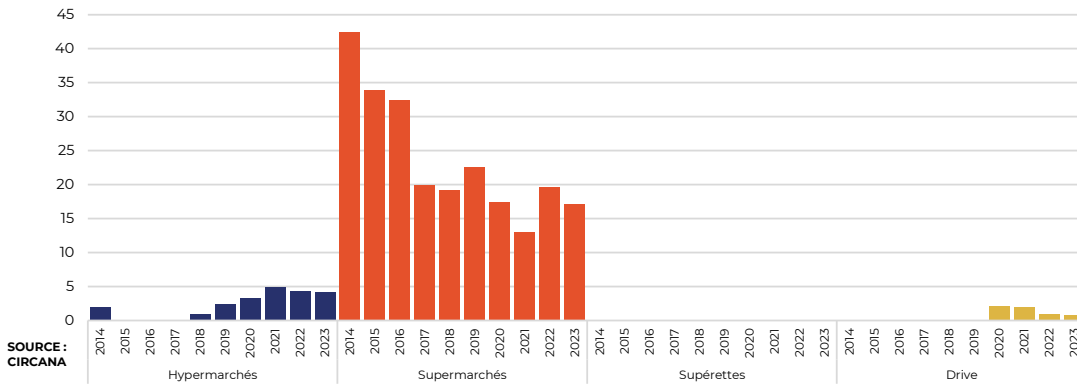




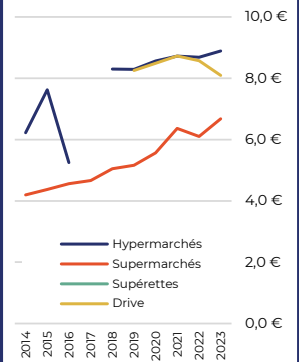
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

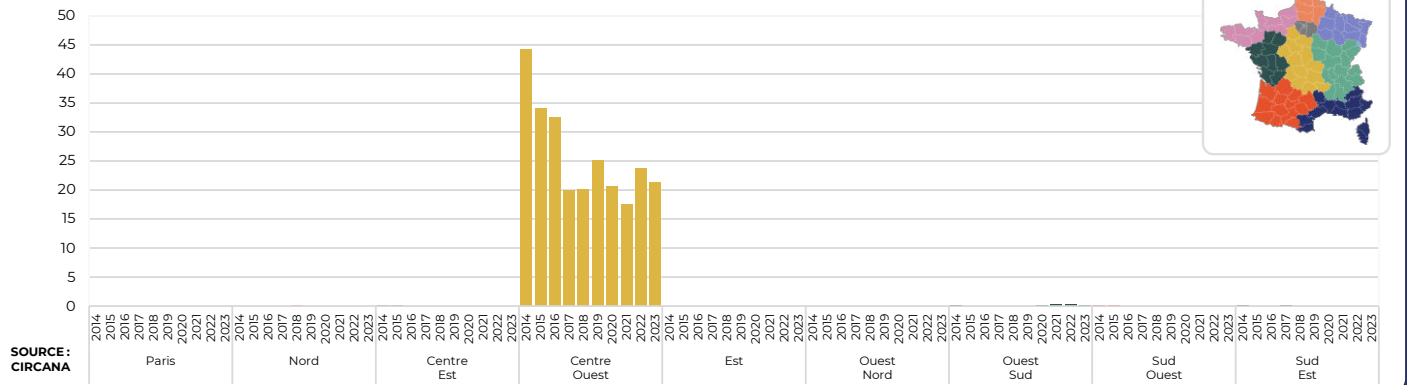


PRIX TTC / 75 cL



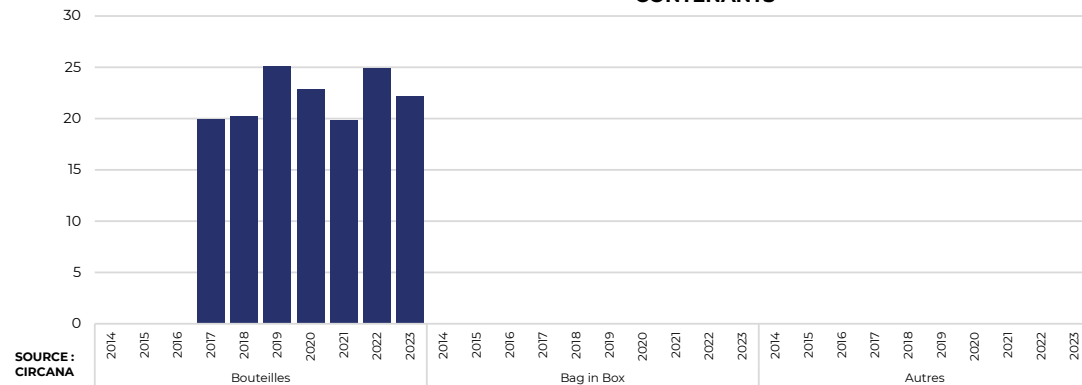
VOLUME hL

RÉGIONALISATION

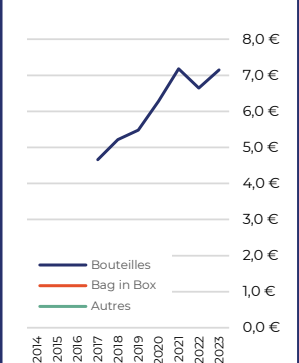


VOLUME hL

CONTENANTS

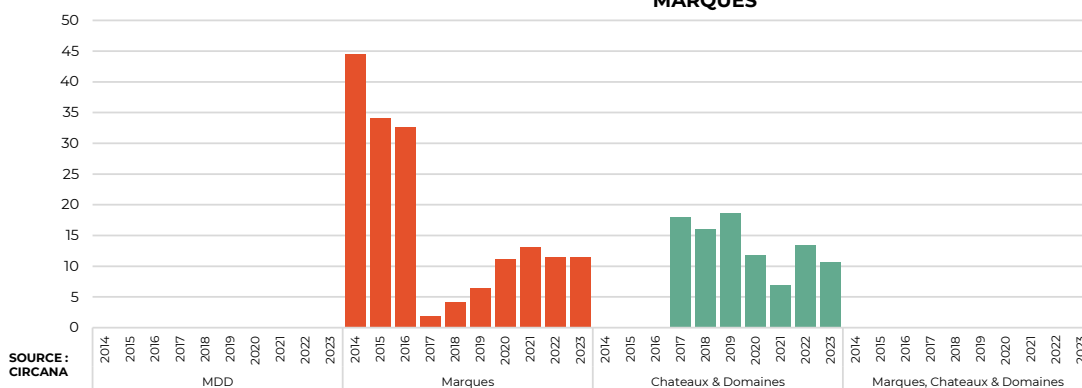


PRIX TTC / 75 cL

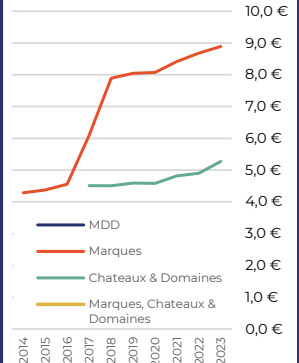


VOLUME hL

MARQUES



PRIX TTC / 75 cL



Contacts :

Antoine FRANÇOIS :
Fanny GAUTIER :

Service Économie & Études - InterLoire

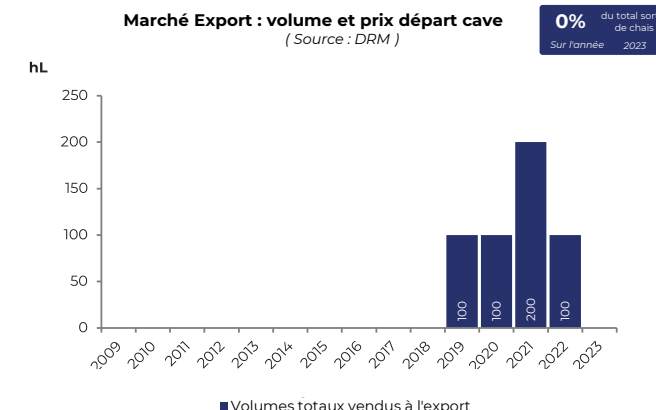
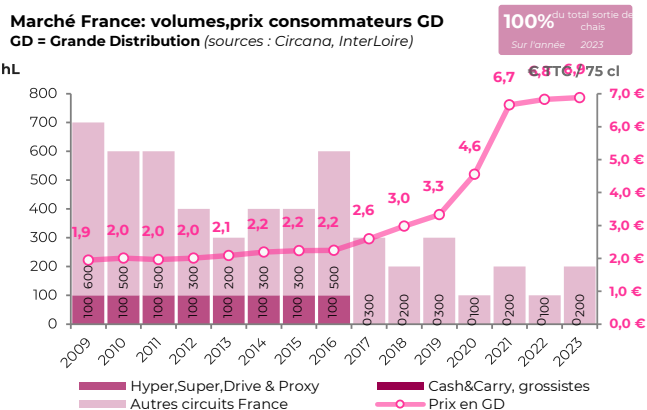
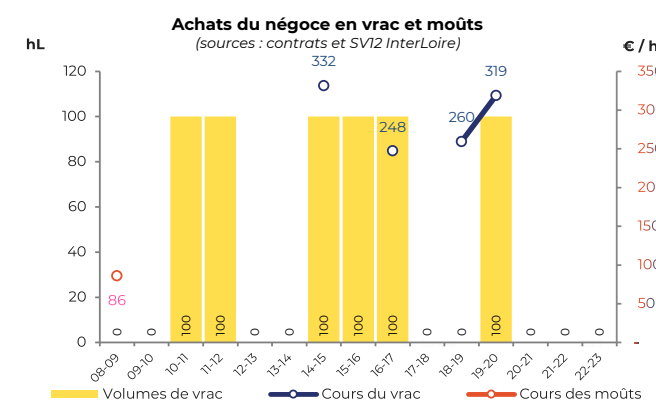
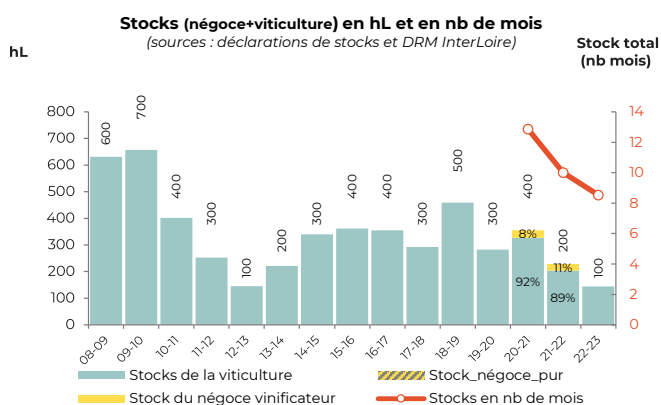
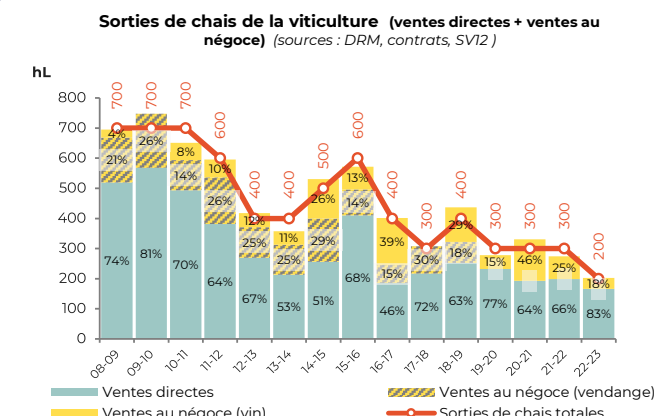
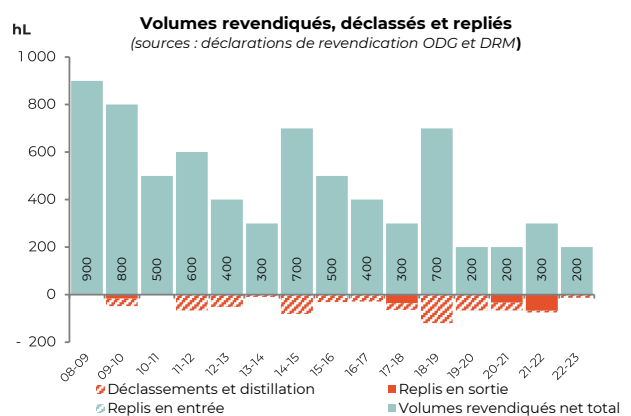
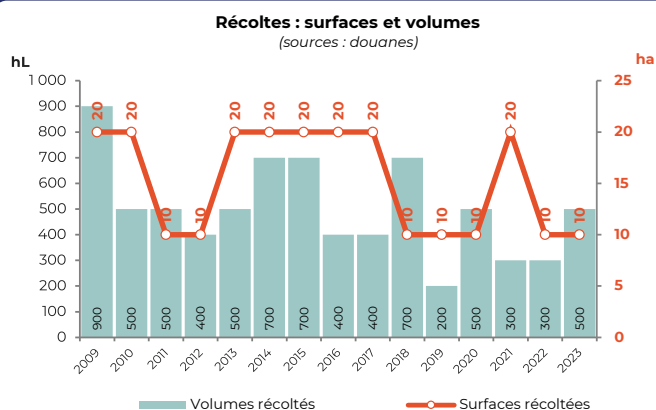
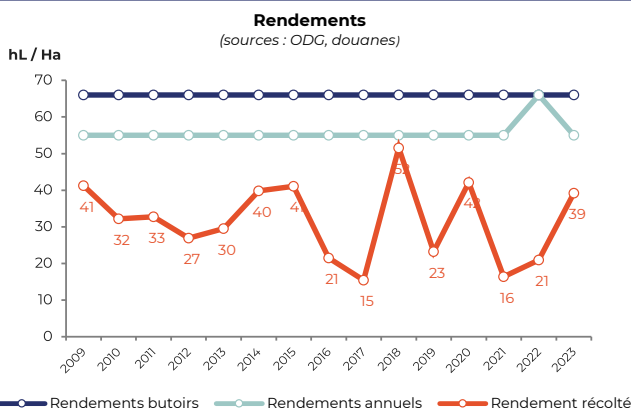
a.francois@vinsvaldeloire.fr / 02.47.60.55.14
f.gautier@vinsvaldeloire.fr / 02.47.60.55.08

FICHE ÉCO 15 ANS

TOURAINE AZAY-LE-RIDEAU ROSÉ



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

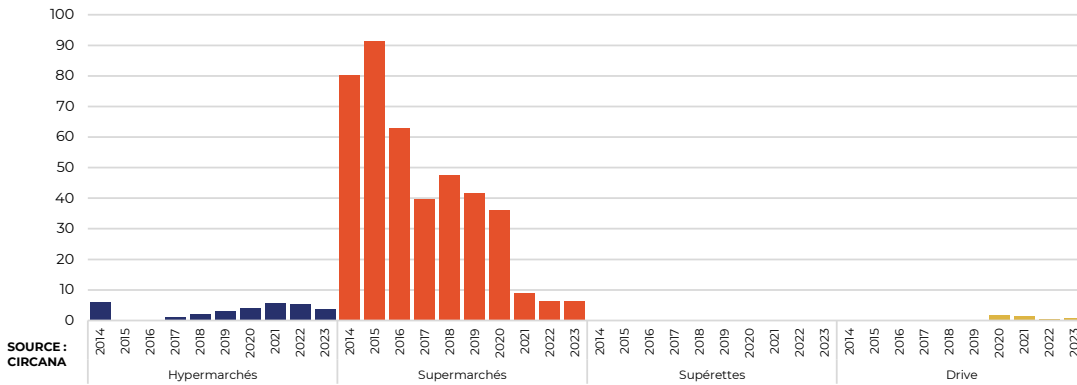




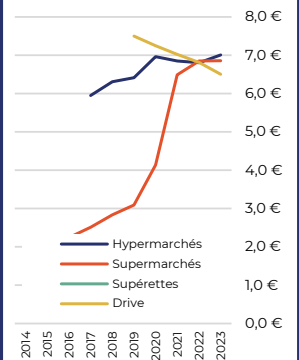
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

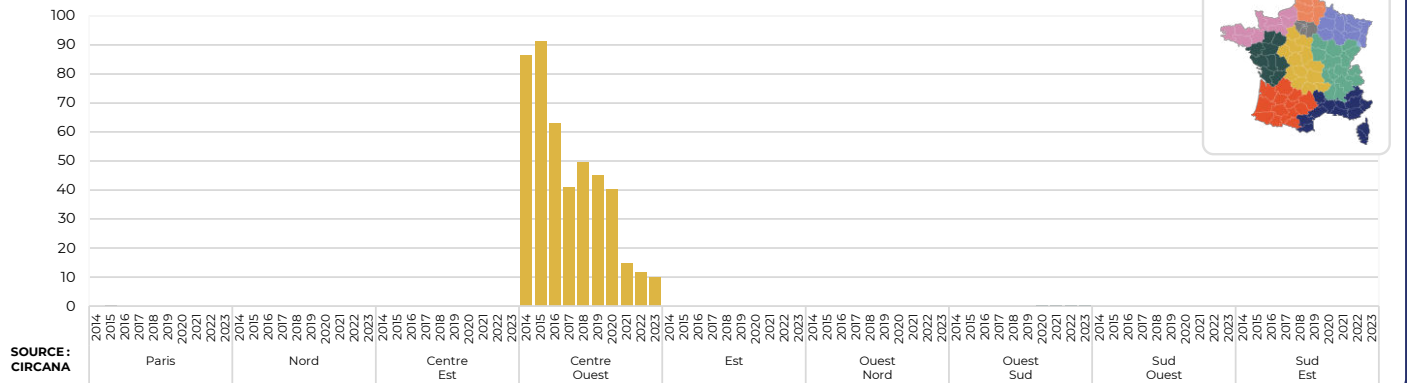


PRIX TTC / 75 cL



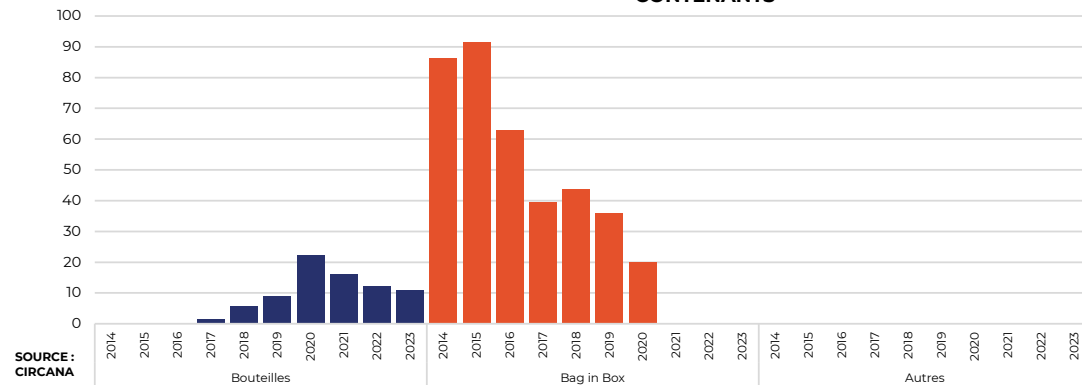
VOLUME hL

RÉGIONALISATION

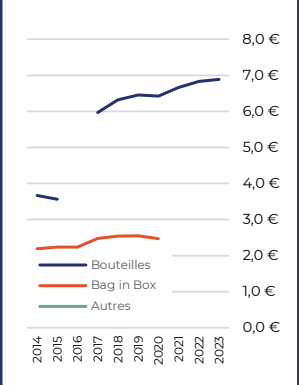


VOLUME hL

CONTENANTS

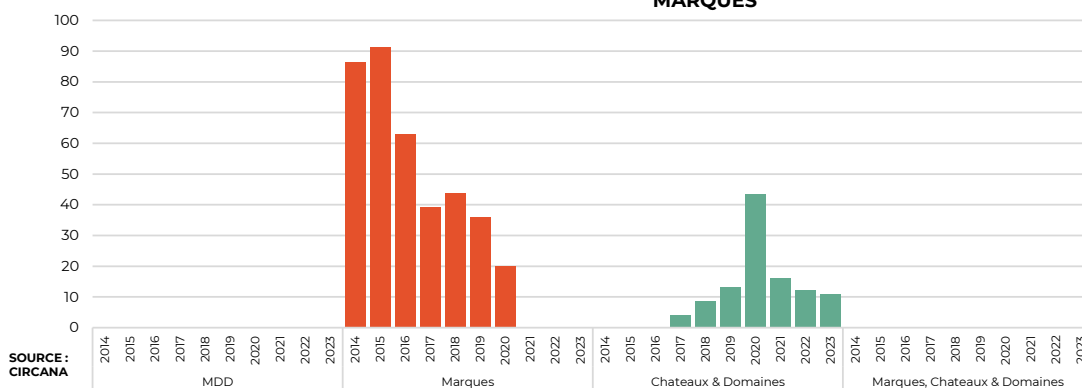


PRIX TTC / 75 cL

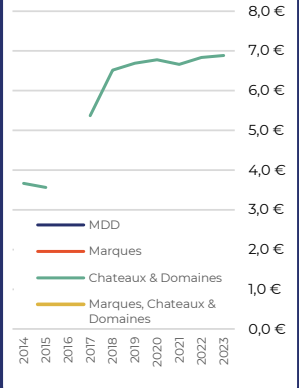


VOLUME hL

MARQUES



PRIX TTC / 75 cL



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

FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINES-MESLAND"

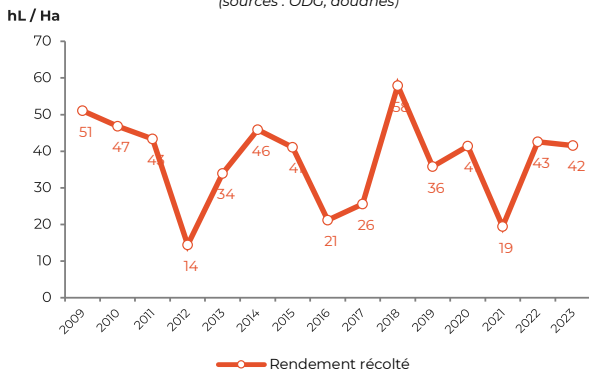
Touraine Mesland Blanc, Rouge et Rosé



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

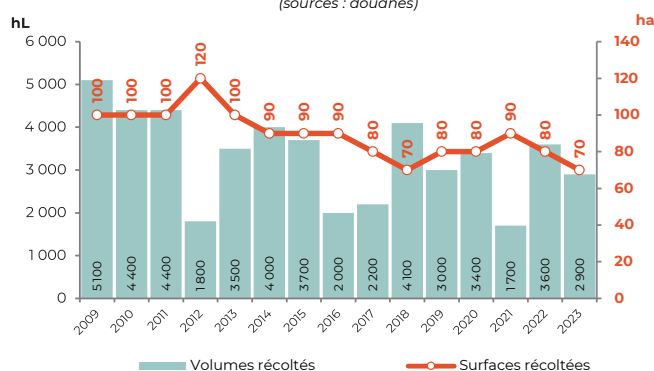
Rendements

(sources : ODG, douanes)



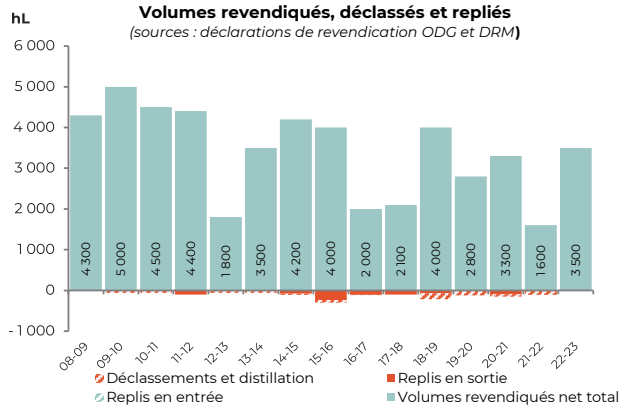
Récoltes : surfaces et volumes

(sources : douanes)



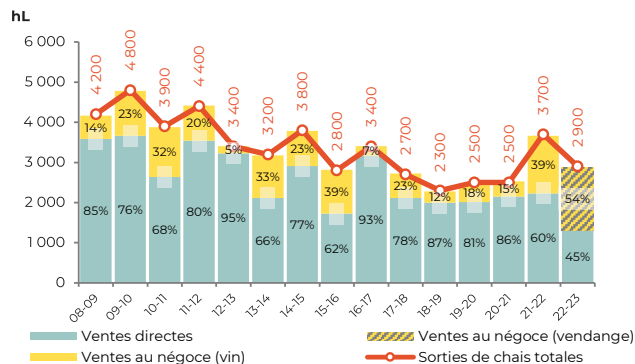
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



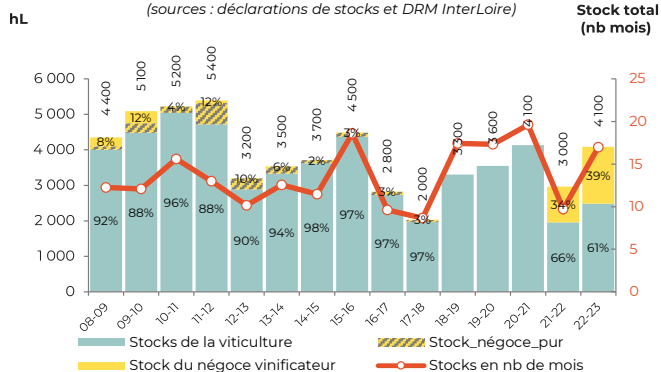
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



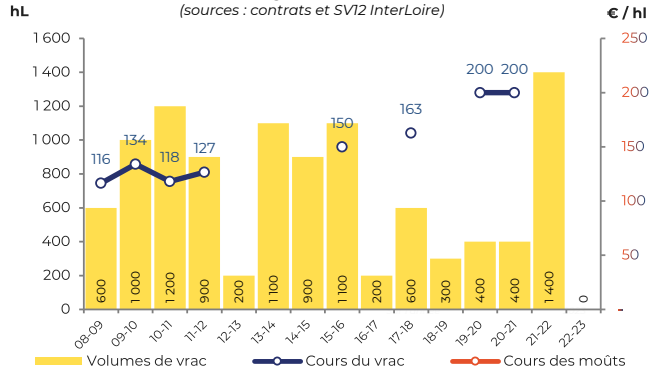
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

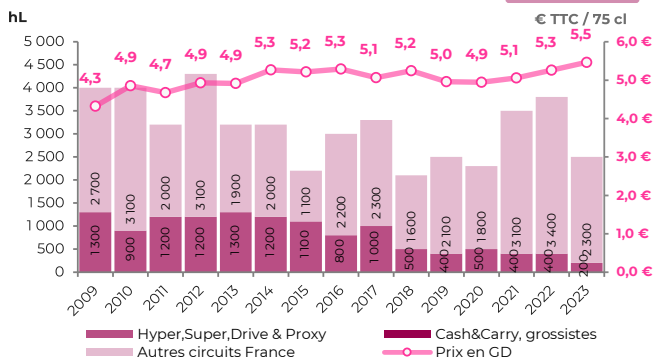
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

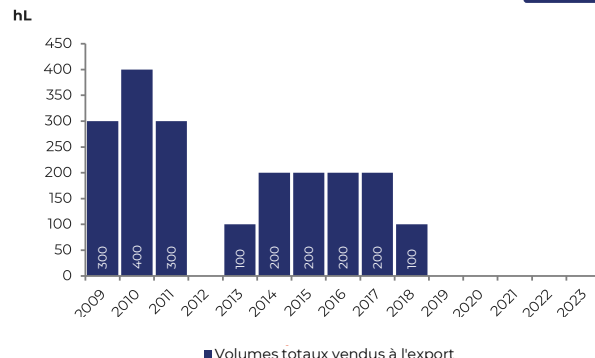
100% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

0% du total sortie de chais Sur l'année 2023



FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINES-MESLAND"

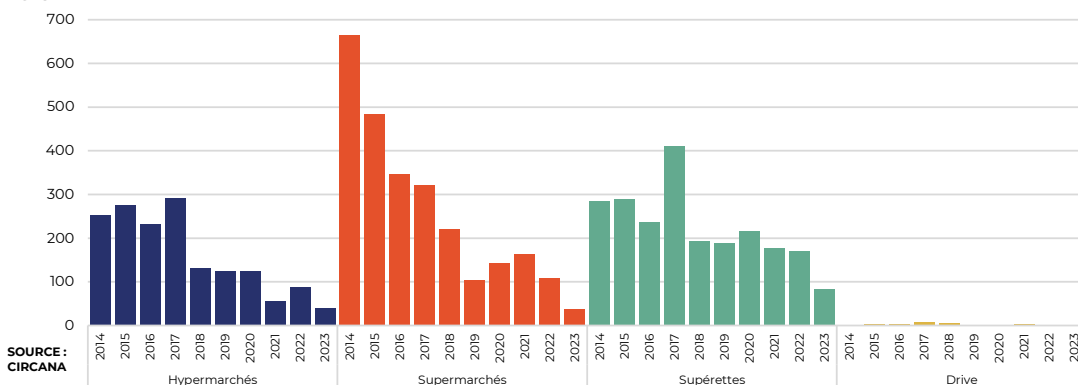
Touraine Mesland Blanc, Rouge et Rosé



ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

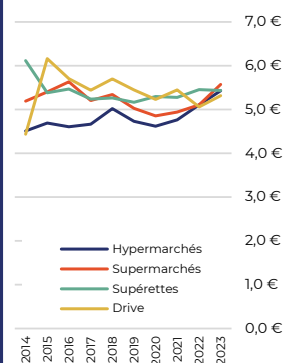
VOLUME hL

CIRCUITS DE DISTRIBUTION



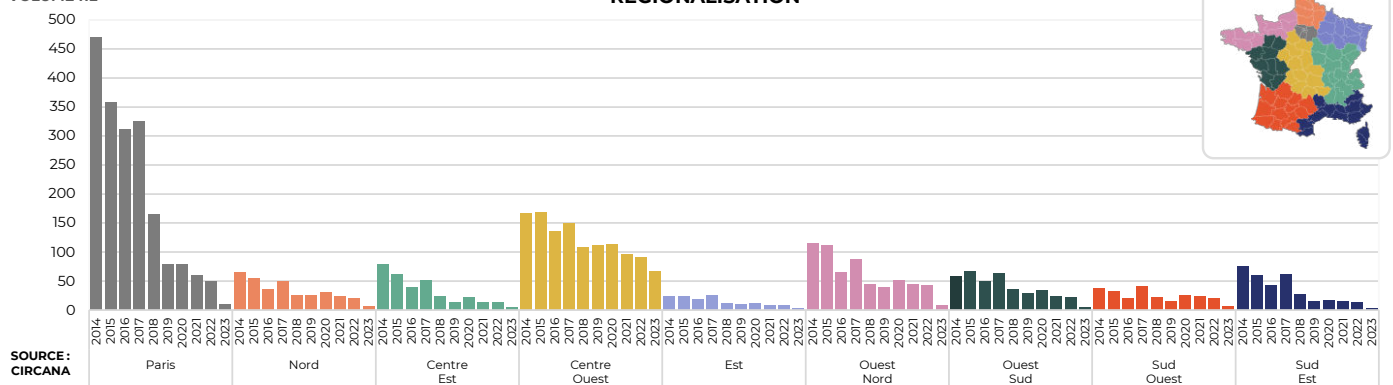
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

RÉGIONALISATION

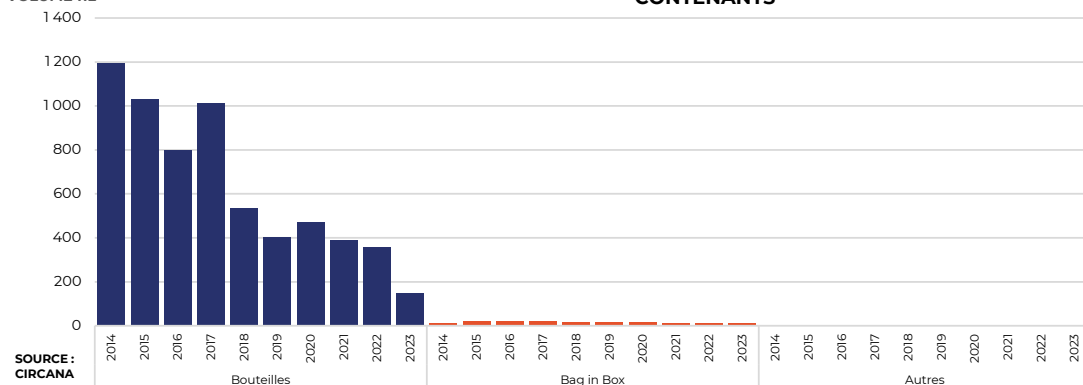


SOURCE : CIRCANA



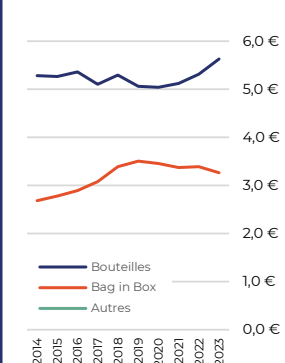
VOLUME hL

CONTENANTS



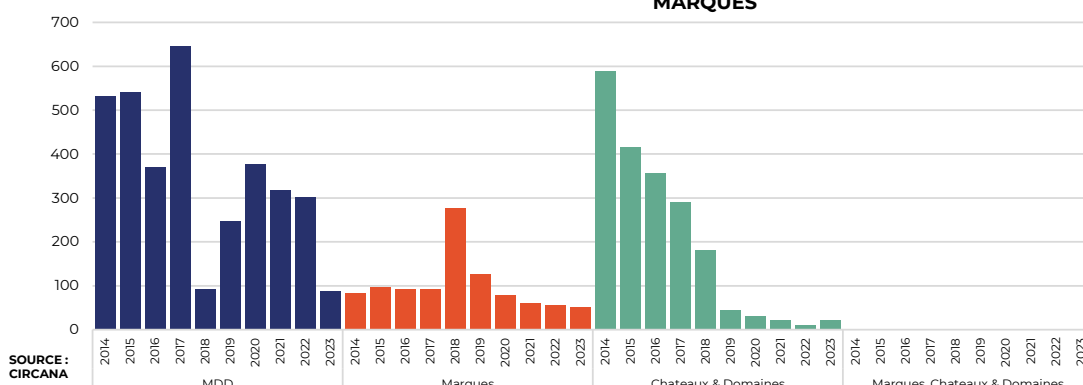
SOURCE : CIRCANA

PRIX € TTC / 75 cL



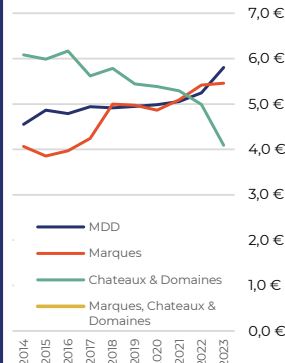
VOLUME hL

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

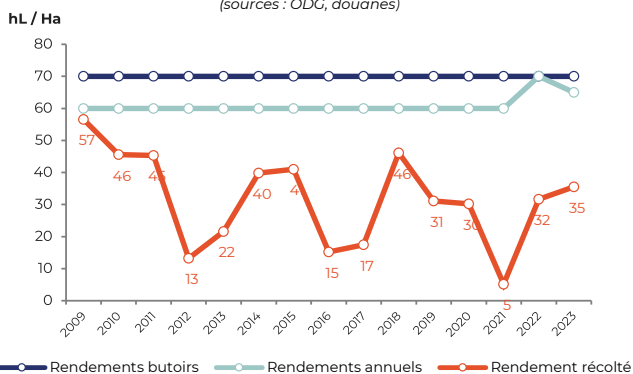
INTERLoire
INTERPROFESSION
DES VINS DE LOIRE



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

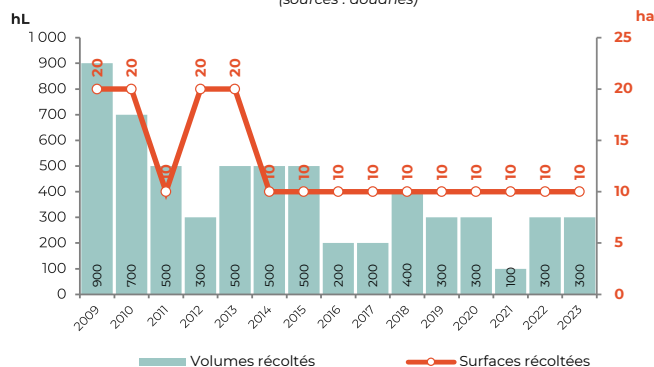
Rendements

(sources : ODG, douanes)



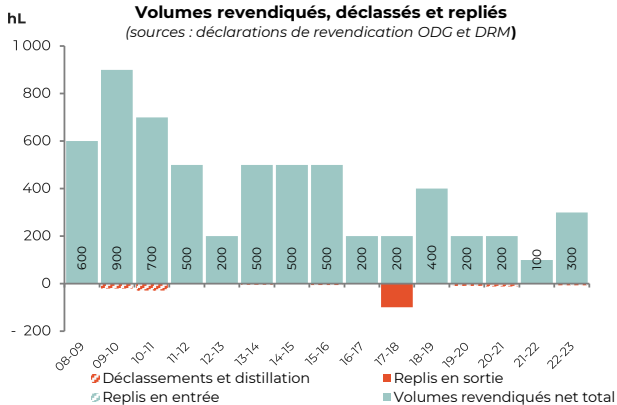
Récoltes : surfaces et volumes

(sources : douanes)



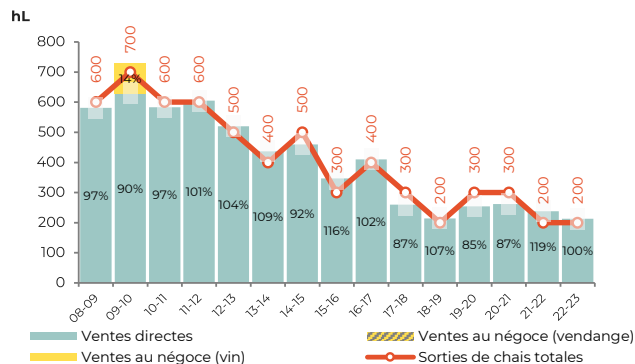
Volumes revendiqués, déclassés et réplés

(sources : déclarations de revendication ODG et DRM)



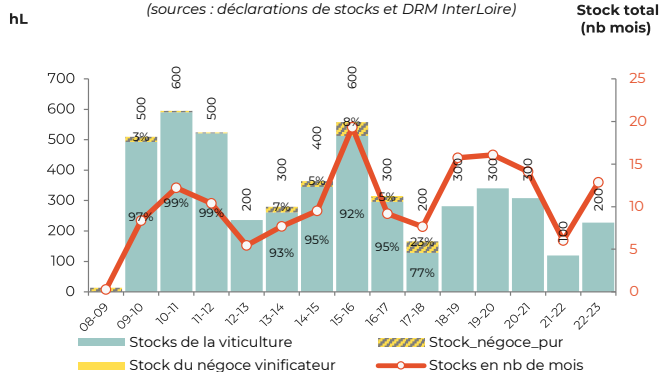
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SV12)



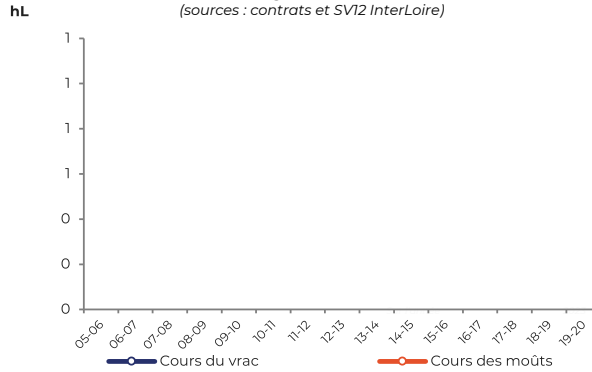
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



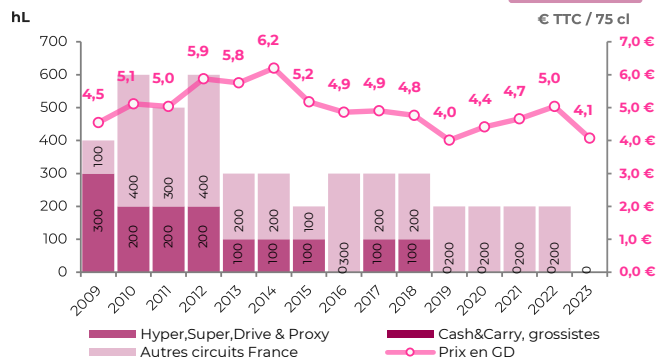
Achats du négoce en vrac et moûts

(sources : contrats et SV12 InterLoire)



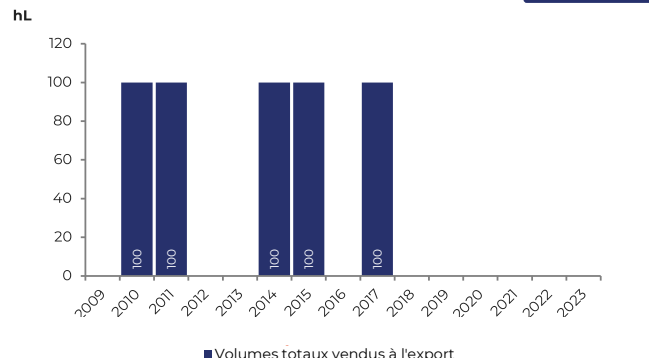
Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)



Marché Export : volume et prix départ cave

(Source : DRM)

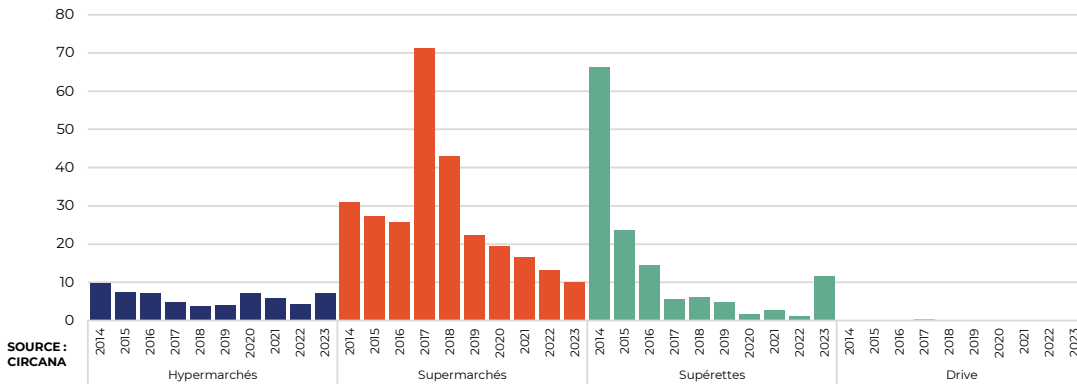




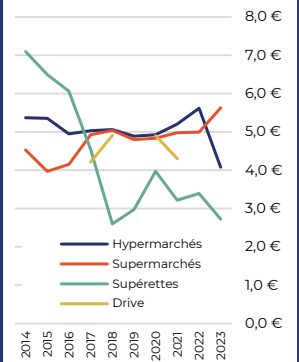
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

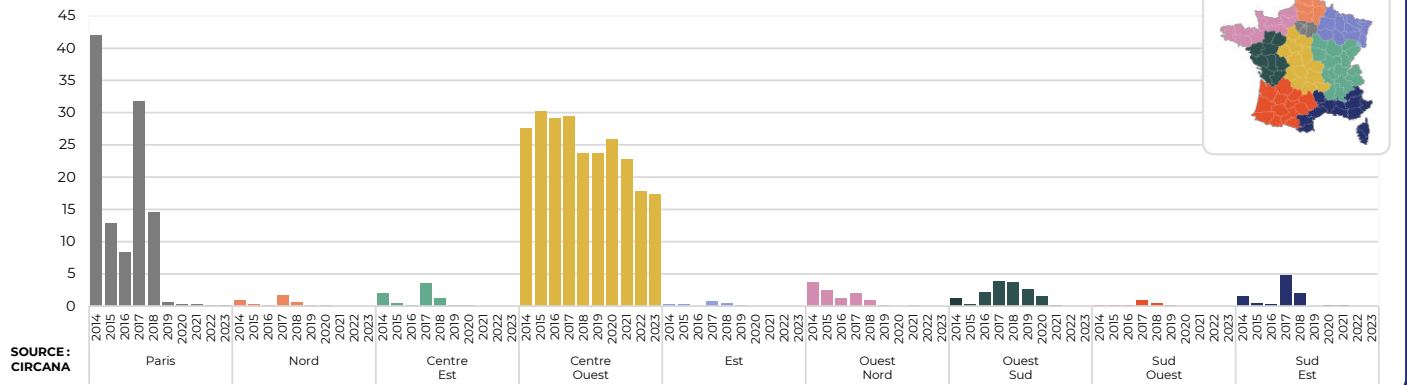


PRIX € TTC / 75 cL



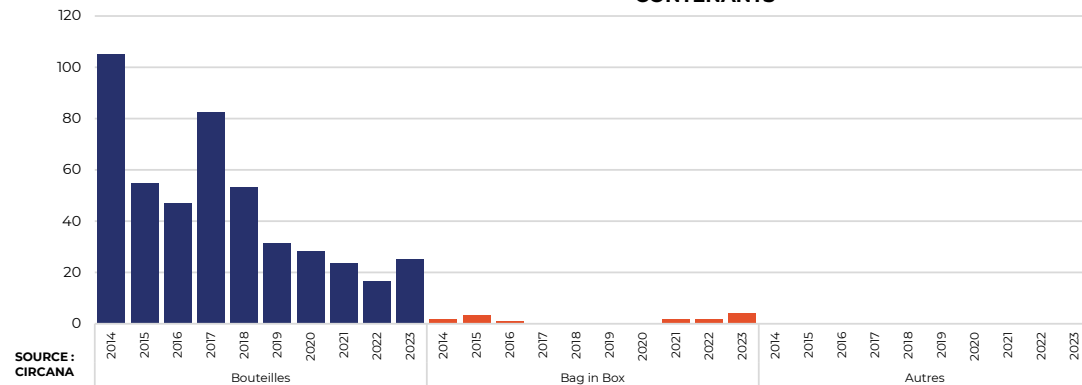
VOLUME hL

RÉGIONALISATION

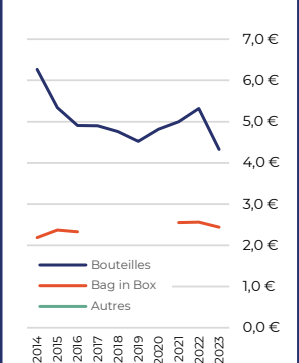


VOLUME hL

CONTENANTS

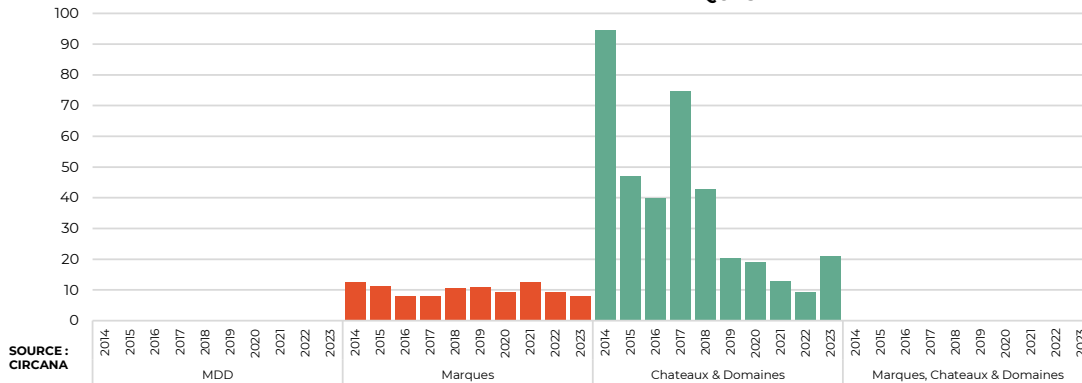


PRIX € TTC / 75 cL

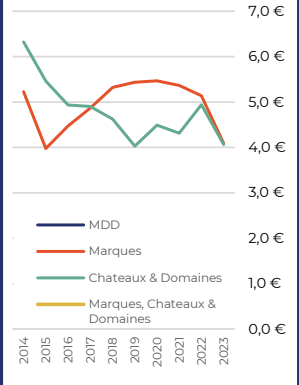


VOLUME hL

MARQUES



PRIX € TTC / 75 cL



Contacts :

Antoine FRANÇOIS :
Fanny GAUTIER :

Service Économie & Études - InterLoire

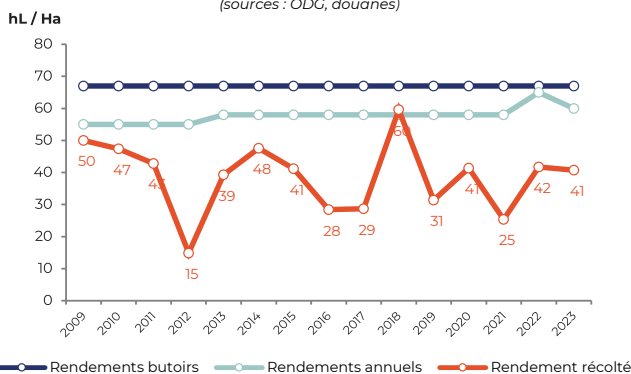
a.francois@vinsvalde Loire.fr / 02.47.60.55.14
f.gautier@vinsvalde Loire.fr / 02.47.60.55.08



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

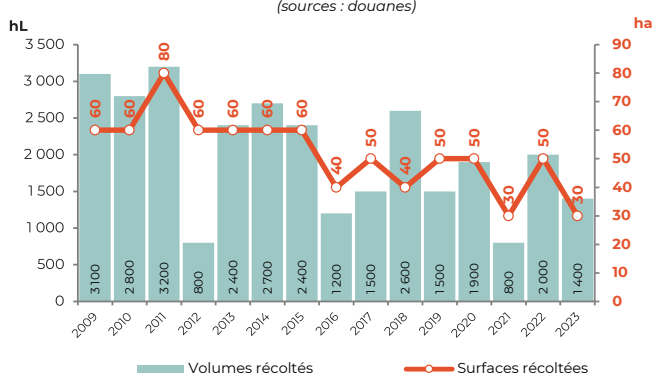
Rendements

(sources : ODG, douanes)



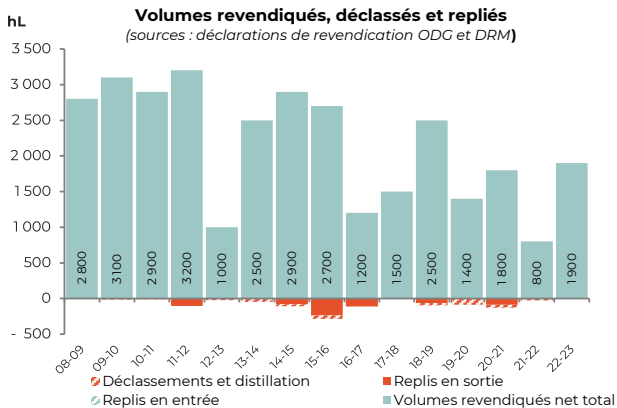
Récoltes : surfaces et volumes

(sources : douanes)



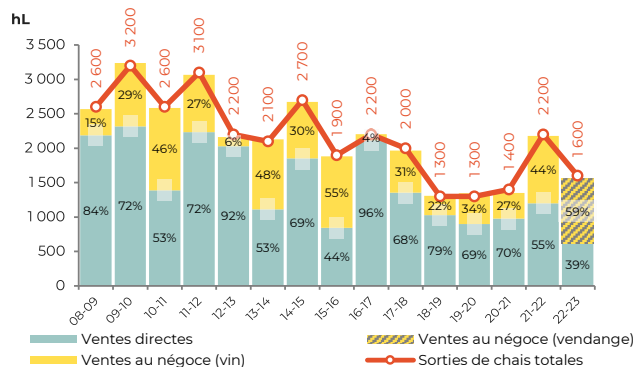
Volumes revendiqués, déclassés et réplés

(sources : déclarations de revendication ODG et DRM)



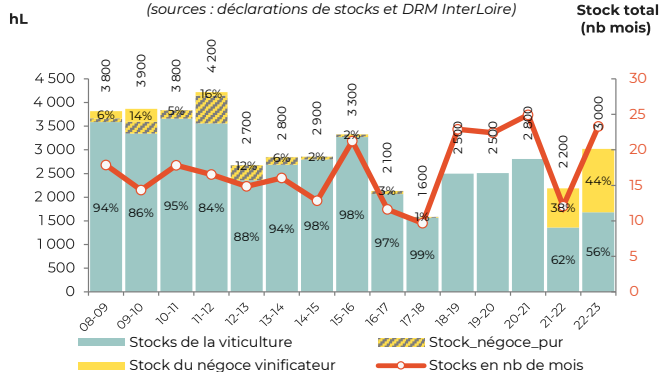
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



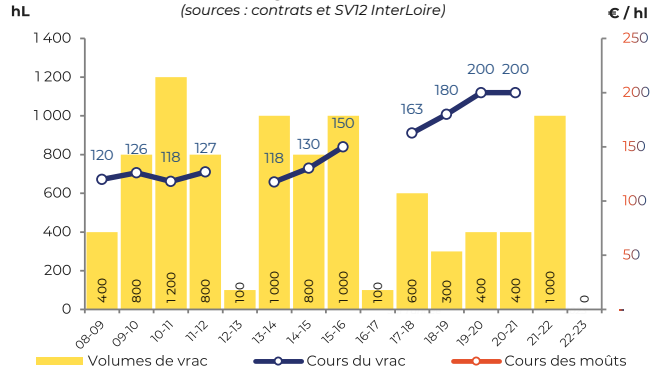
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



Achats du négoce en vrac et moûts

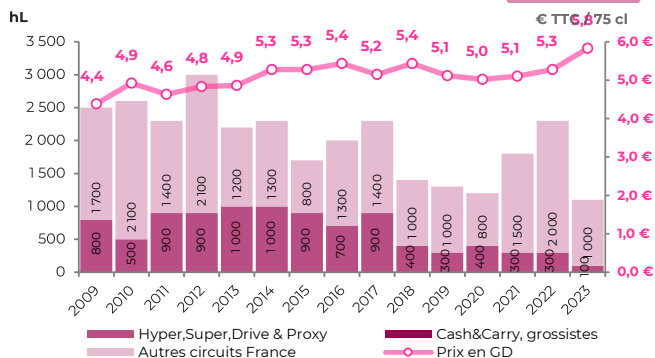
(sources : contrats et SVI2 InterLoire)



Marché France: volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)

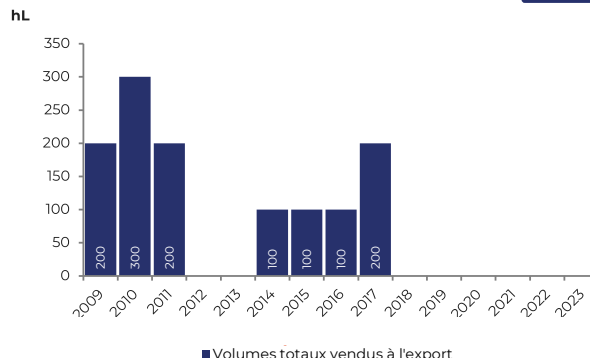
100% du total sortie de chais Sur l'année 2023



Marché Export : volume et prix départ cave

(Source : DRM)

0% du total sortie de chais Sur l'année 2023

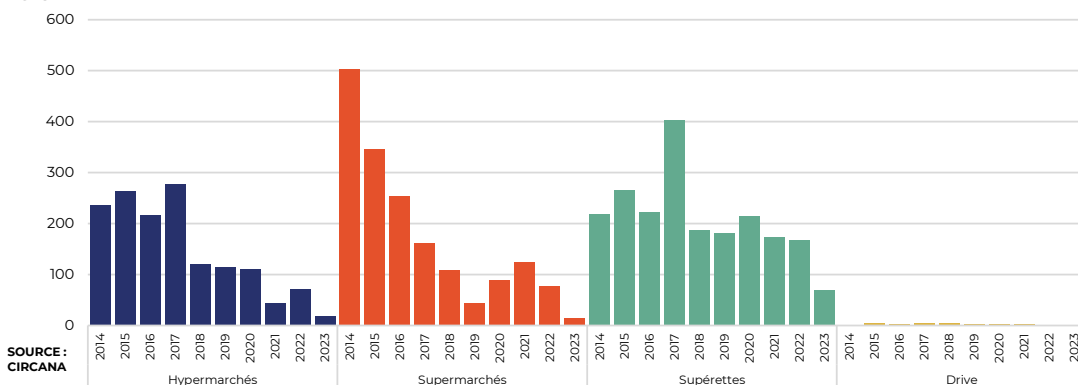




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

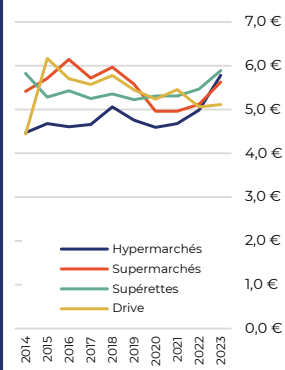
VOLUME hL

CIRCUITS DE DISTRIBUTION



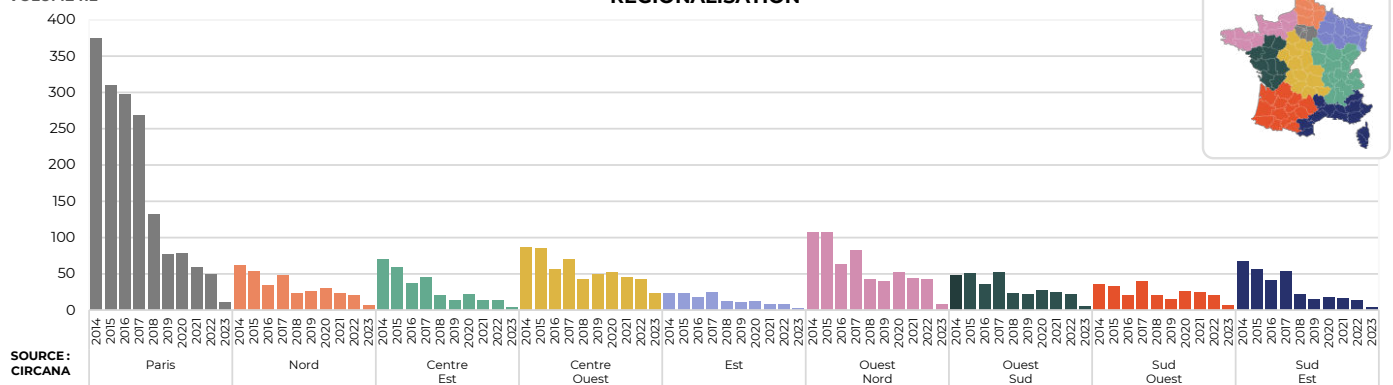
SOURCE : CIRCANA

PRIX € TTC / 75 cL



VOLUME hL

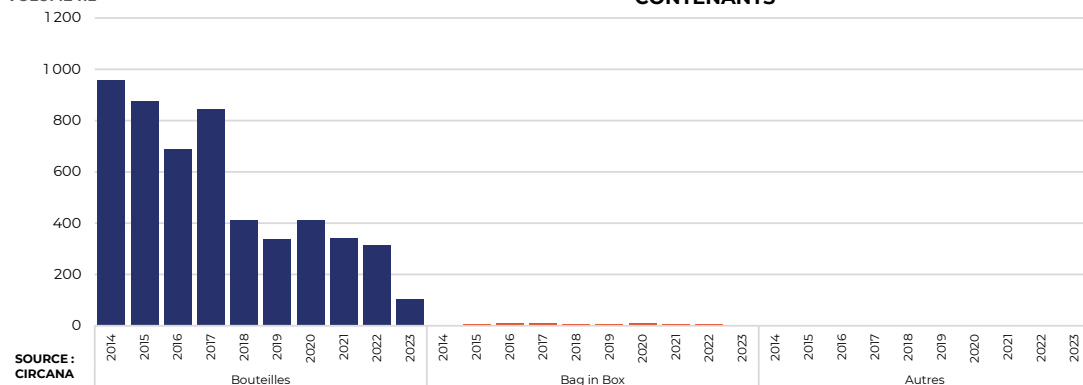
RÉGIONALISATION



SOURCE : CIRCANA

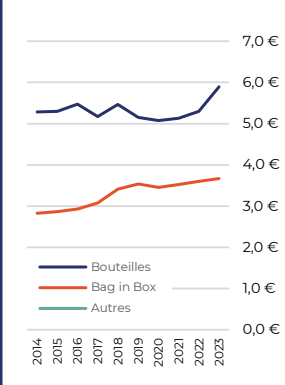
VOLUME hL

CONTENANTS



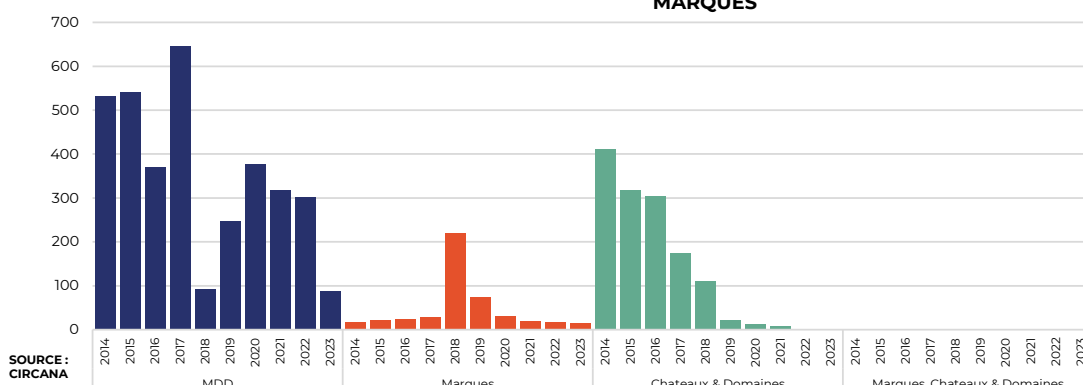
SOURCE : CIRCANA

PRIX € TTC / 75 cL



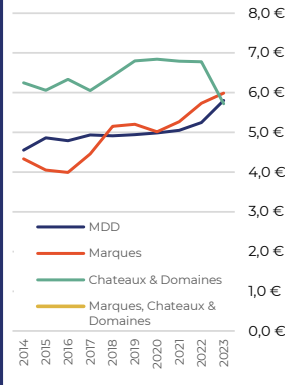
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX € TTC / 75 cL



Contacts :

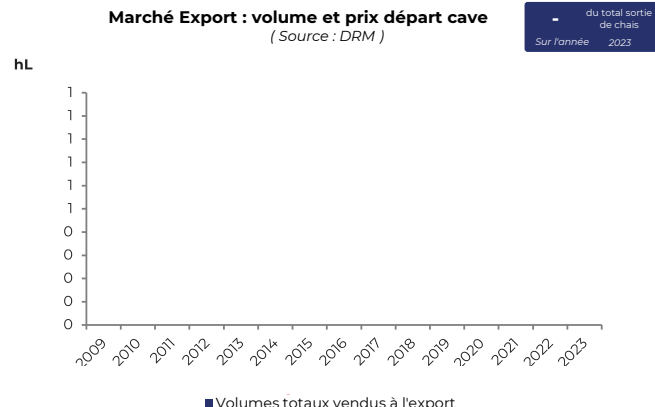
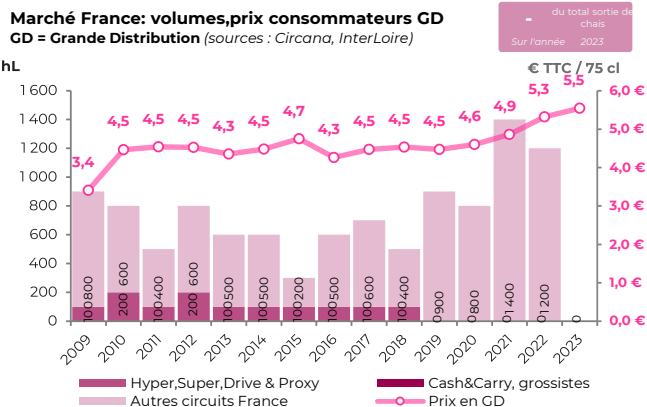
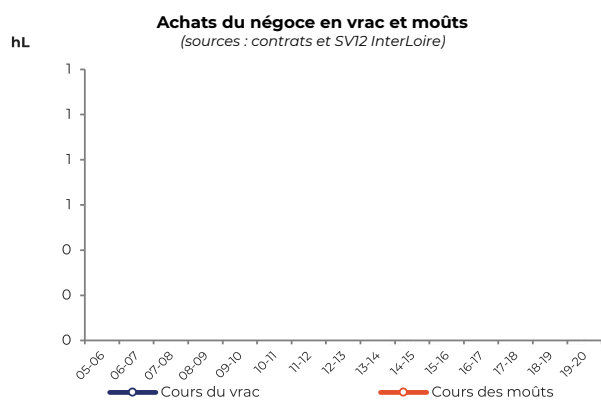
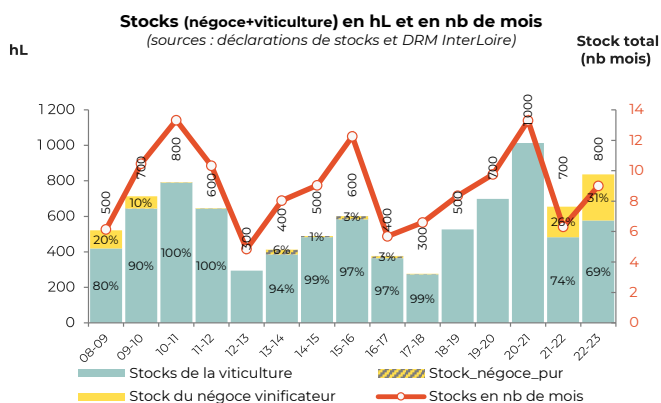
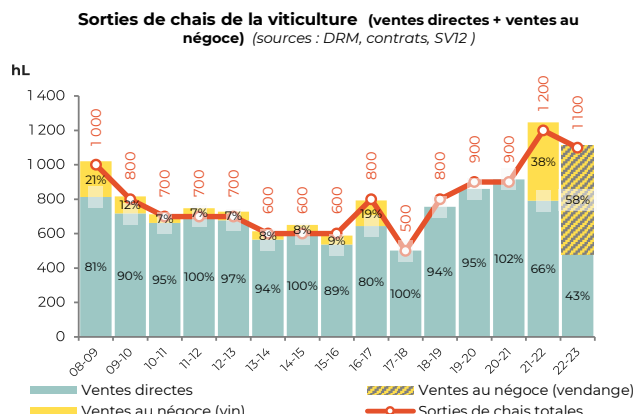
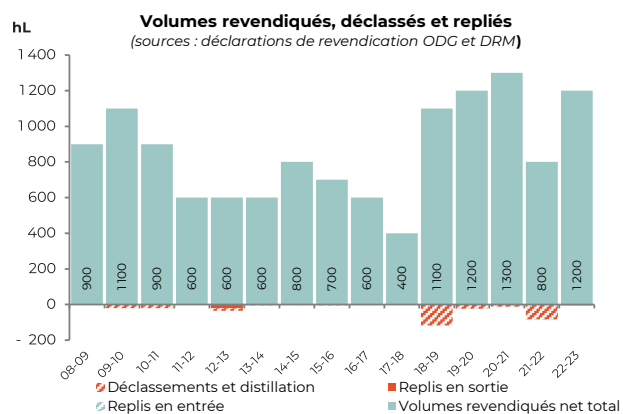
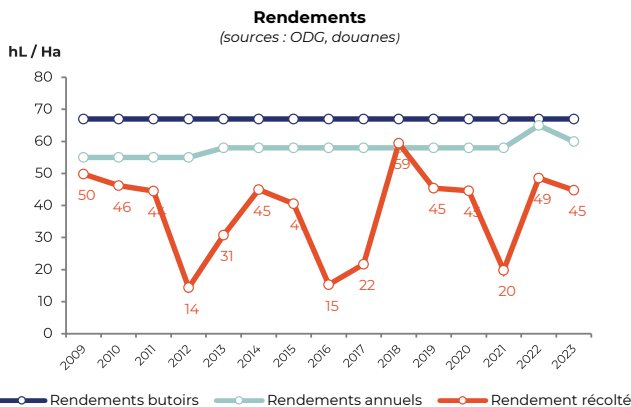
Antoine FRANÇOIS :
Fanny GAUTIER :

Service Économie & Études - InterLoire

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



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

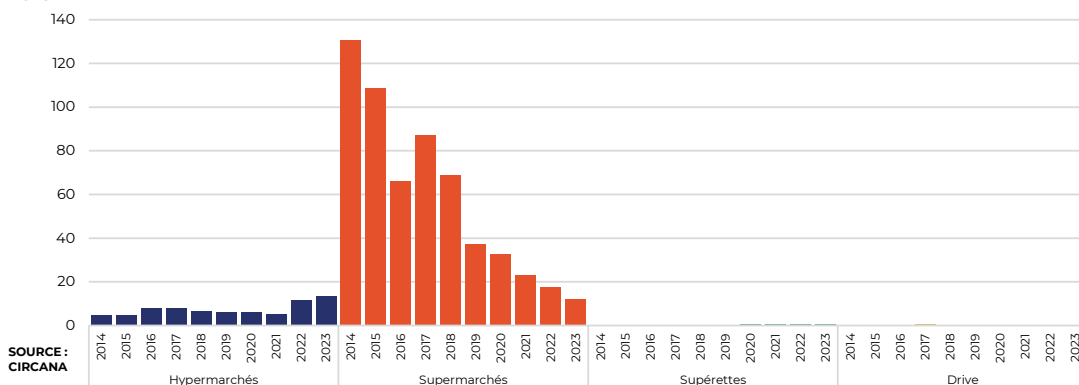




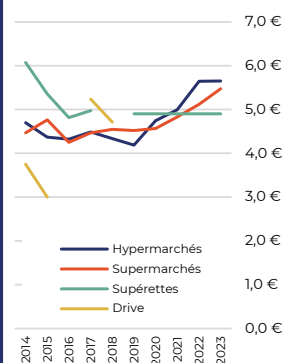
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

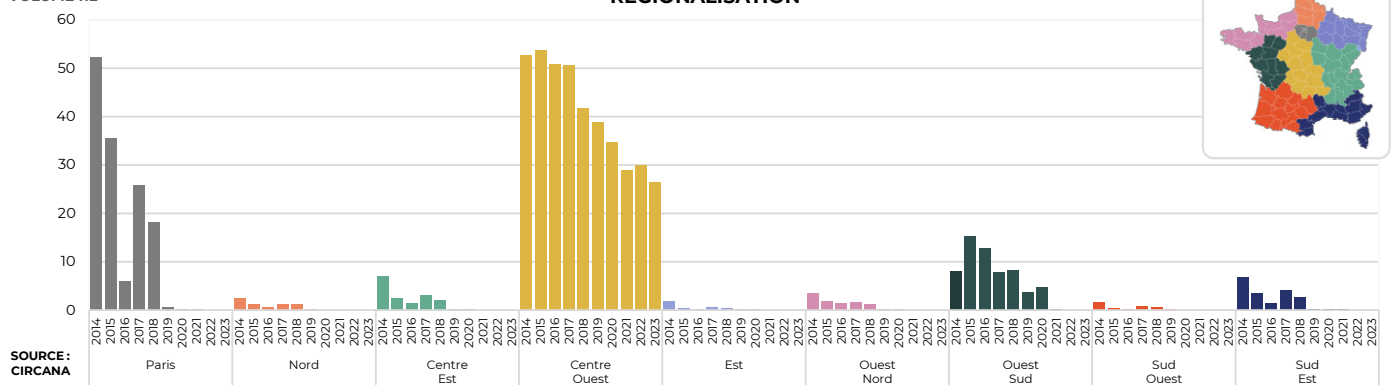


PRIX € TTC / 75 cL



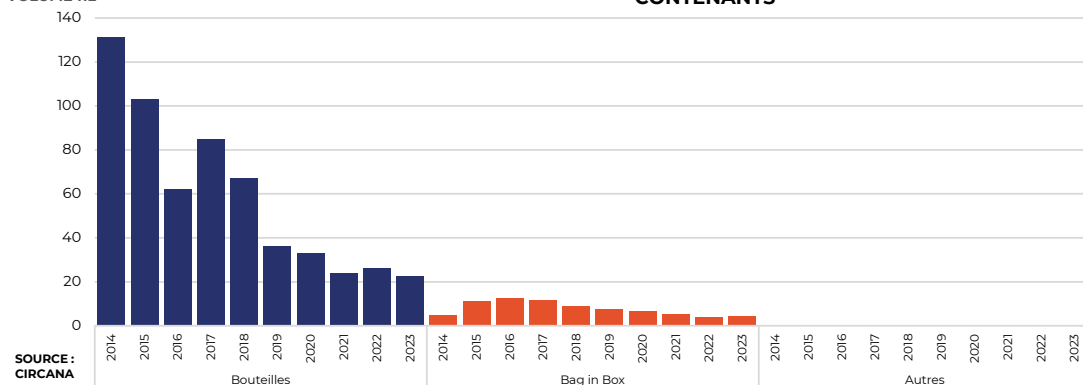
VOLUME hL

RÉGIONALISATION

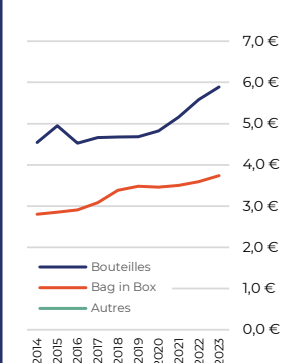


VOLUME hL

CONTENANTS

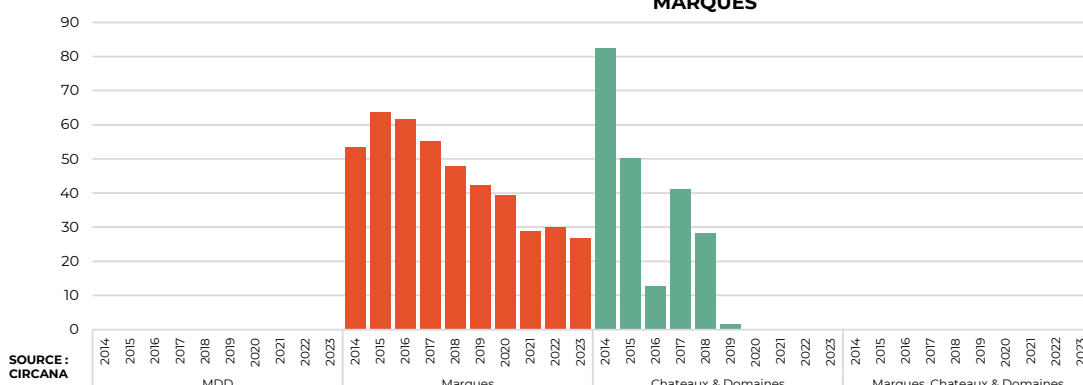


PRIX € TTC / 75 cL

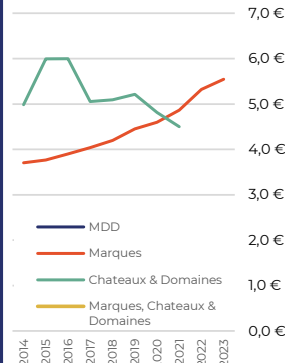


VOLUME hL

MARQUES



PRIX € TTC / 75 cL



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

FICHE ÉCO 15 ANS

TOTAL DE L'AOP "TOURAINES-CHENONCEAUX"

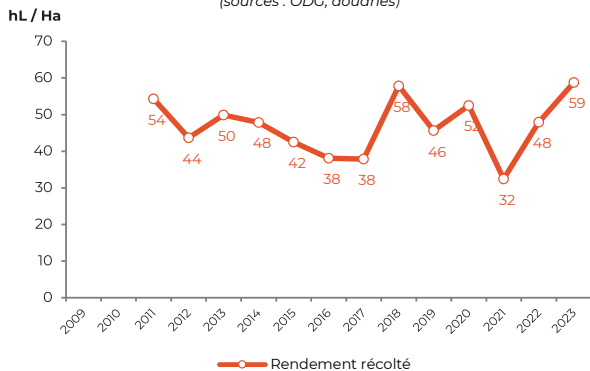
Touraine Chenonceaux Blanc et Rouge



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

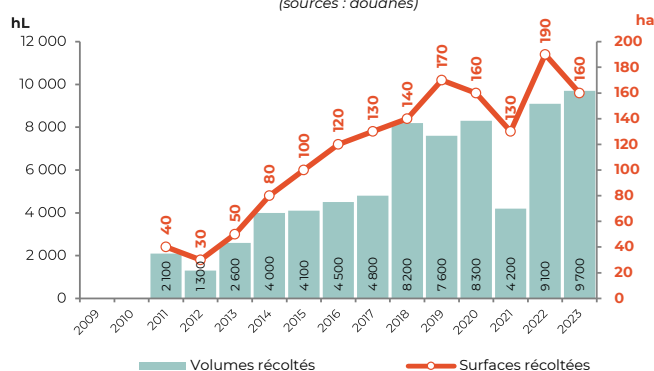
Rendements

(sources : ODG, douanes)



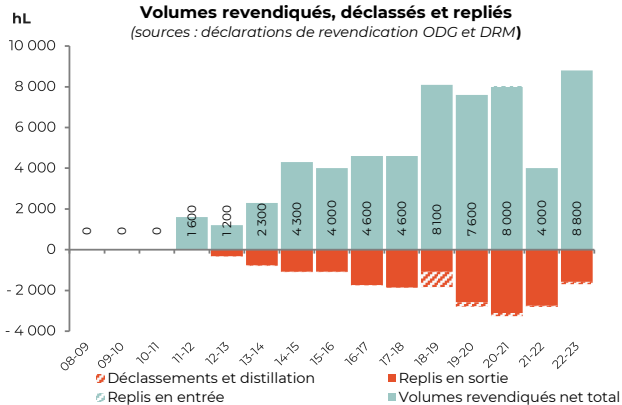
Récoltes : surfaces et volumes

(sources : douanes)



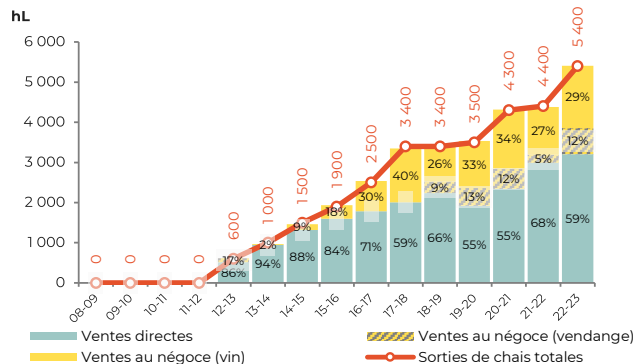
Volumes revendiqués, déclassés et repliés

(sources : déclarations de revendication ODG et DRM)



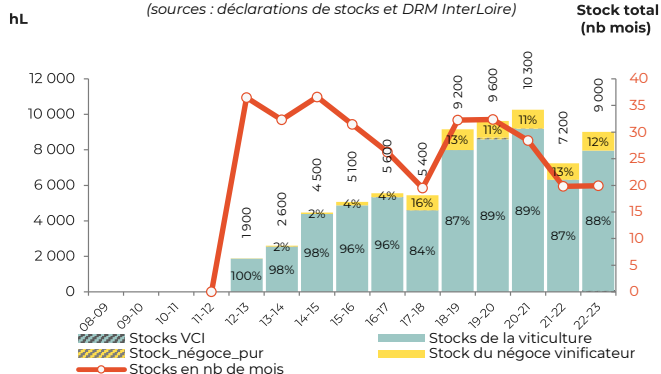
Sorties de chais de la viticulture (ventes directes + ventes au négoce)

(sources : DRM, contrats, SVI2)



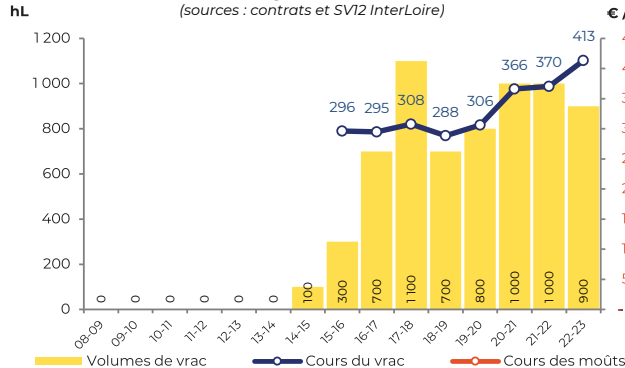
Stocks (négoce+viticulture) en hL et en nb de mois

(sources : déclarations de stocks et DRM InterLoire)



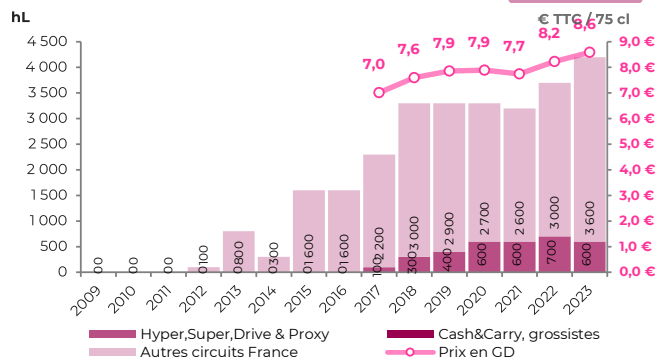
Achats du négoce en vrac et moûts

(sources : contrats et SVI2 InterLoire)



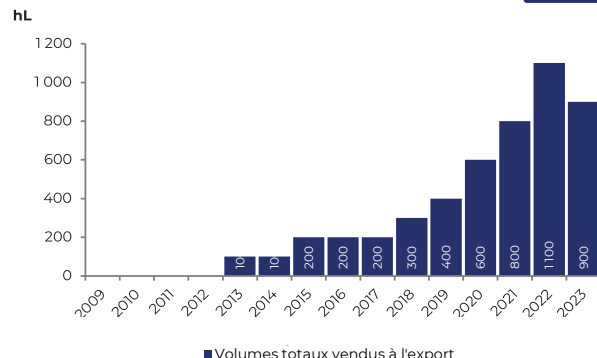
Marché France : volumes, prix consommateurs GD

GD = Grande Distribution (sources : Circana, InterLoire)



Marché Export : volume et prix départ cave

(Source : DRM)

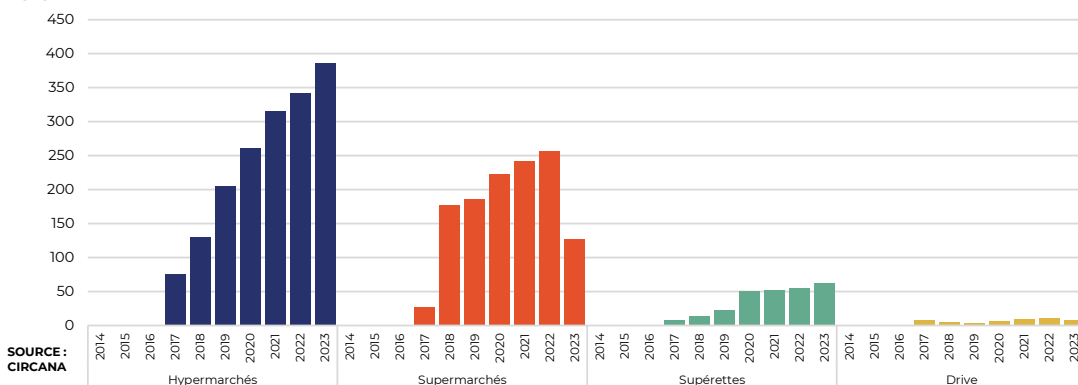




ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

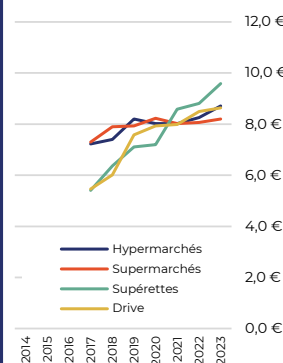
VOLUME hL

CIRCUITS DE DISTRIBUTION



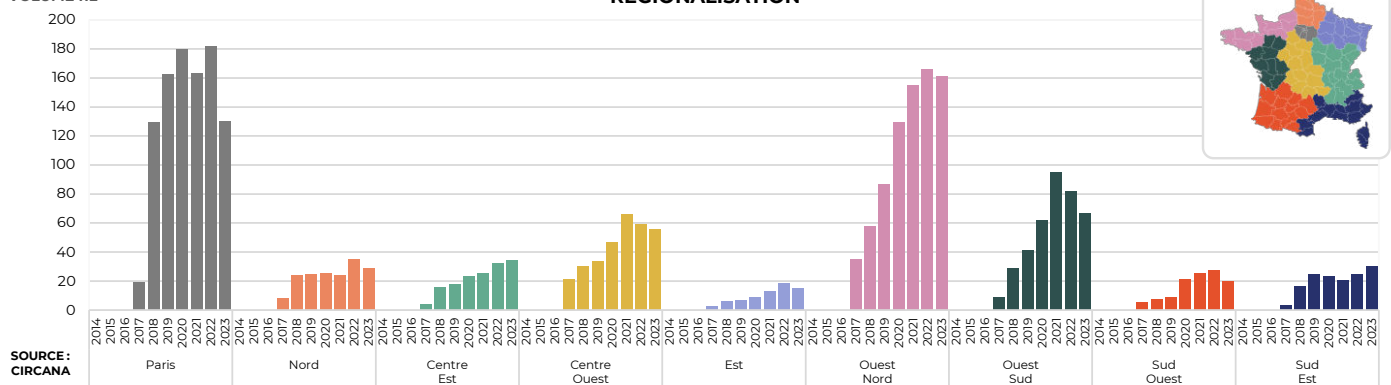
SOURCE : CIRCANA

PRIX TTC / 75 cL



VOLUME hL

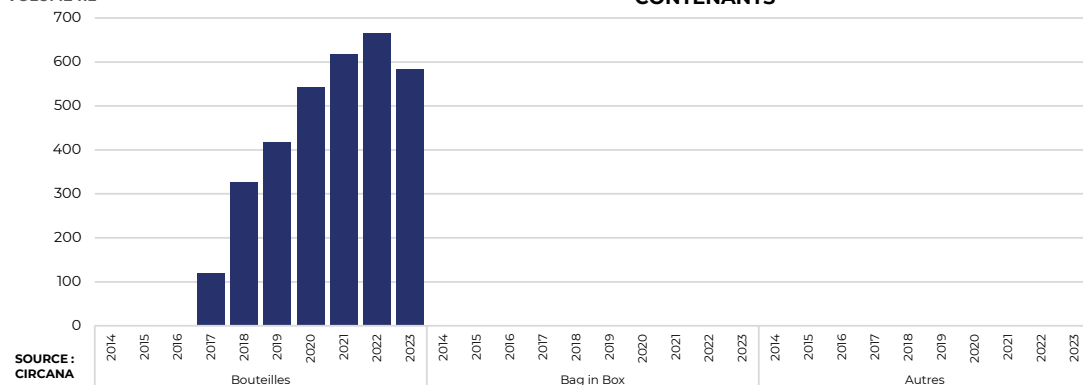
RÉGIONALISATION



SOURCE : CIRCANA

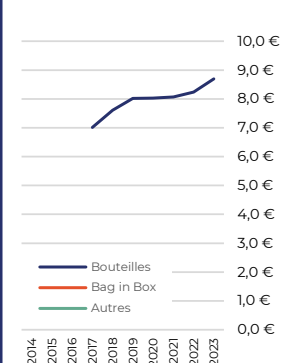
VOLUME hL

CONTENANTS



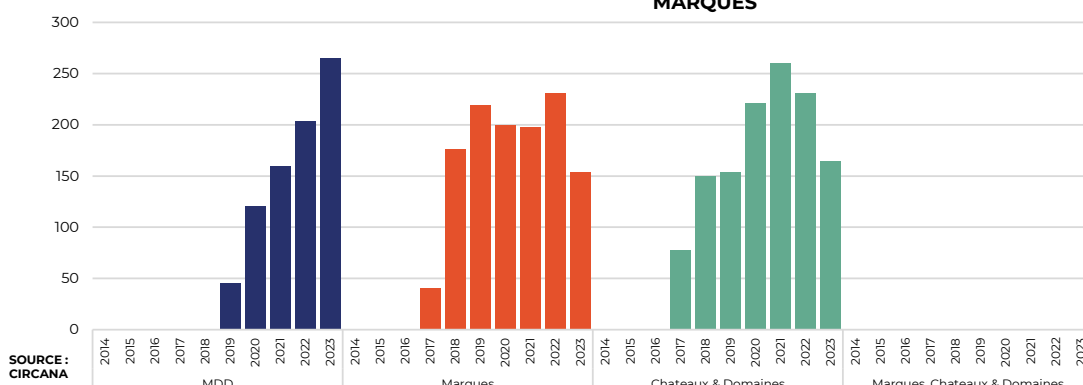
SOURCE : CIRCANA

PRIX TTC / 75 cL



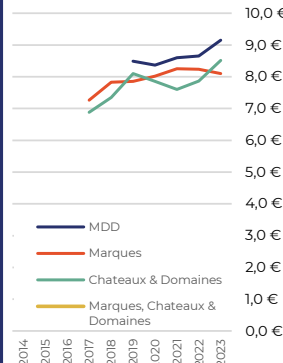
VOLUME hL

MARQUES



SOURCE : CIRCANA

PRIX TTC / 75 cL

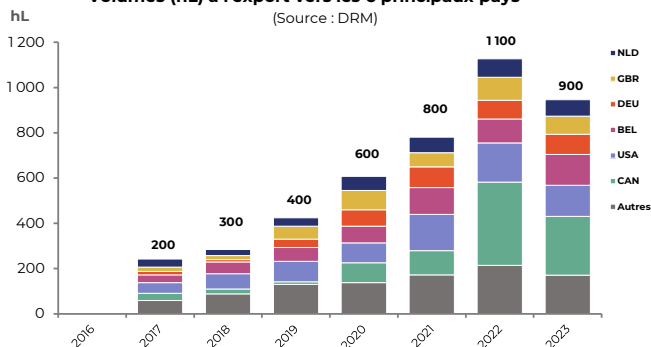




ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

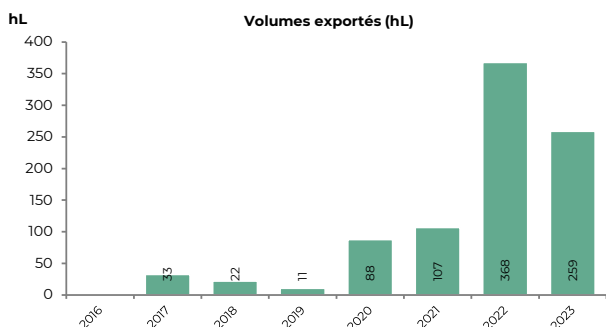


Les données de valeur et de prix ne sont pas disponibles

CAN-Canada

27% de l'export sur l'année 2023

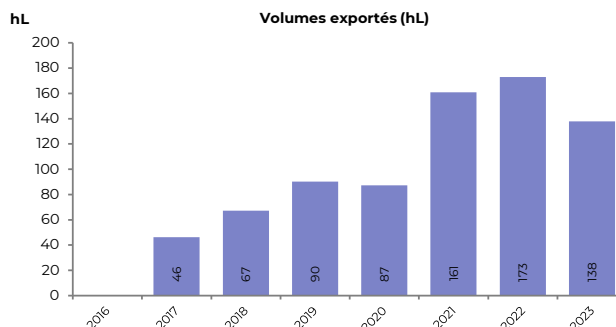
Volumes exportés (hL)



USA-États-Unis

15% de l'export sur l'année 2023

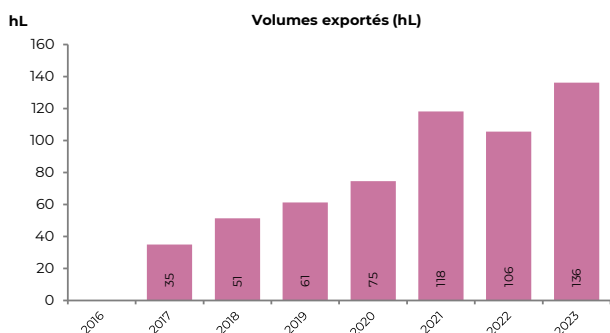
Volumes exportés (hL)



BEL-Belgique

14% de l'export sur l'année 2023

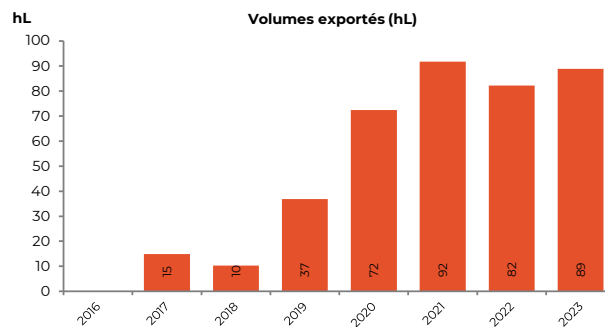
Volumes exportés (hL)



DEU-Allemagne

9% de l'export sur l'année 2023

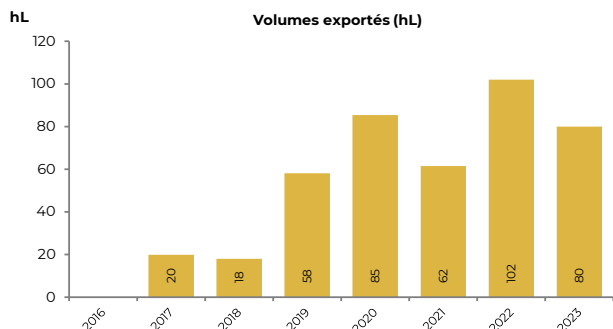
Volumes exportés (hL)



GBR-Royaume-Uni

8% de l'export sur l'année 2023

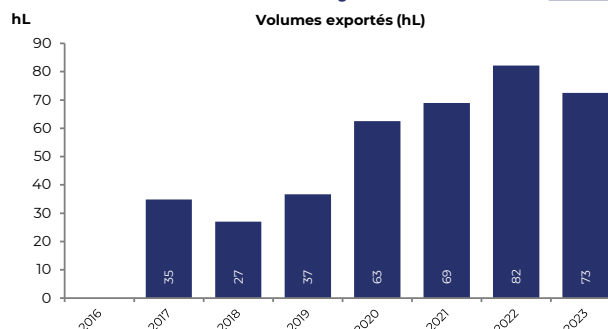
Volumes exportés (hL)



NLD-Pays-Bas

8% de l'export sur l'année 2023

Volumes exportés (hL)

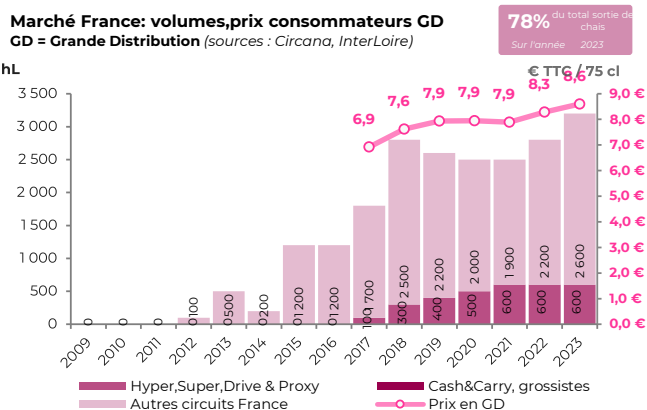
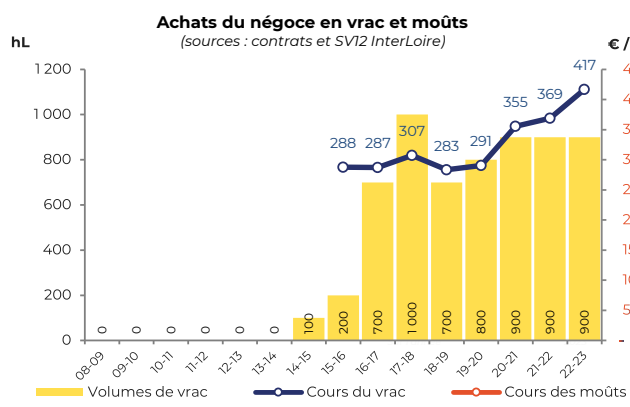
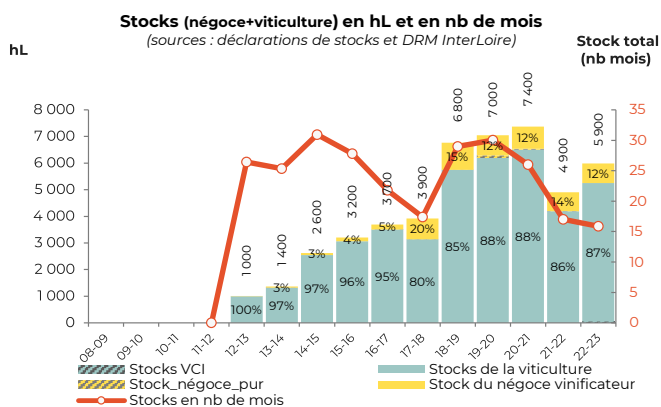
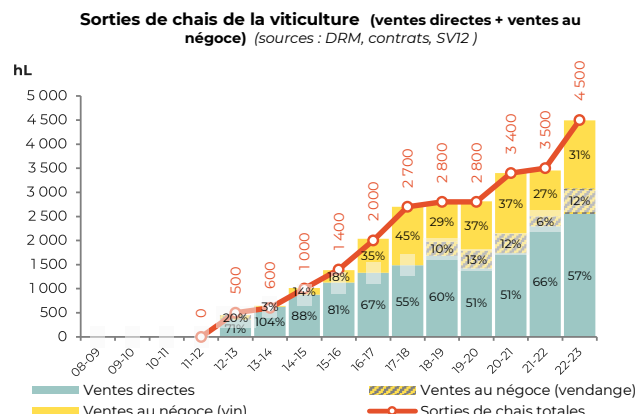
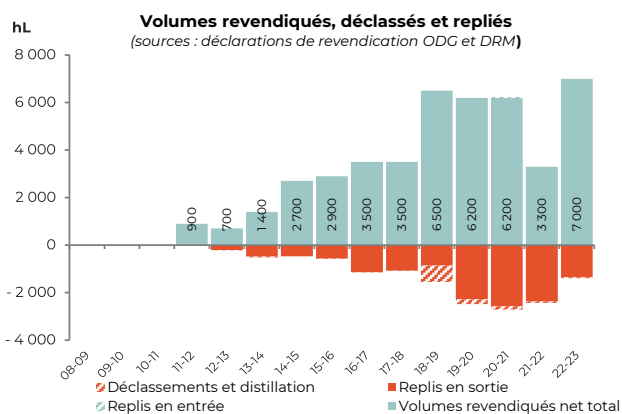
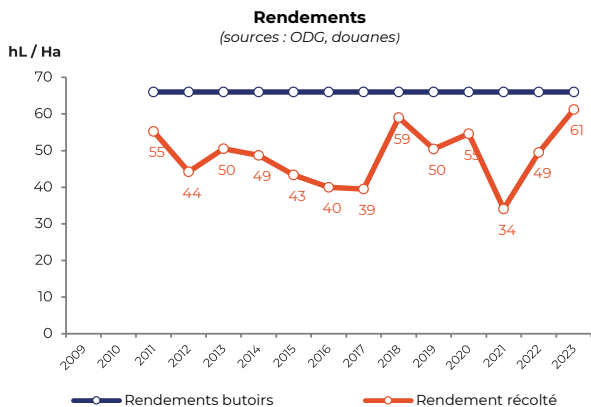


FICHE ÉCO 15 ANS

TOURAINE CHENONCEAUX BLANC



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

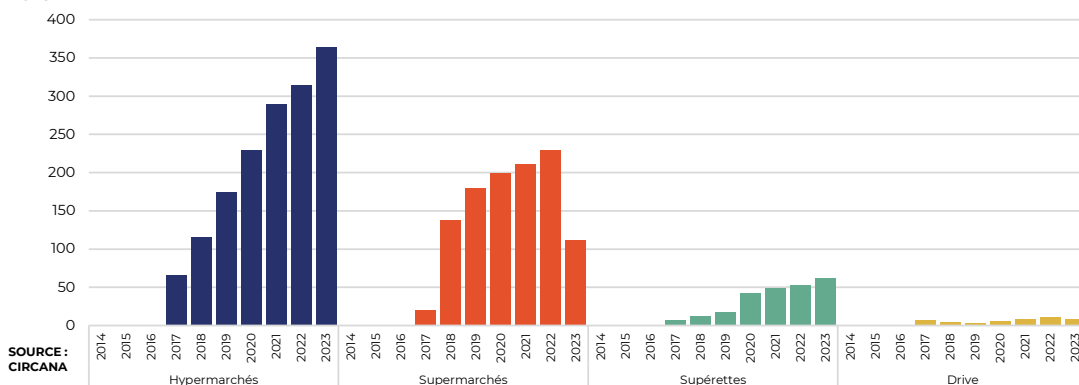




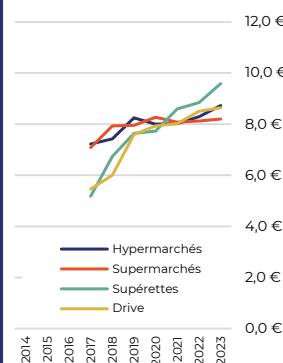
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

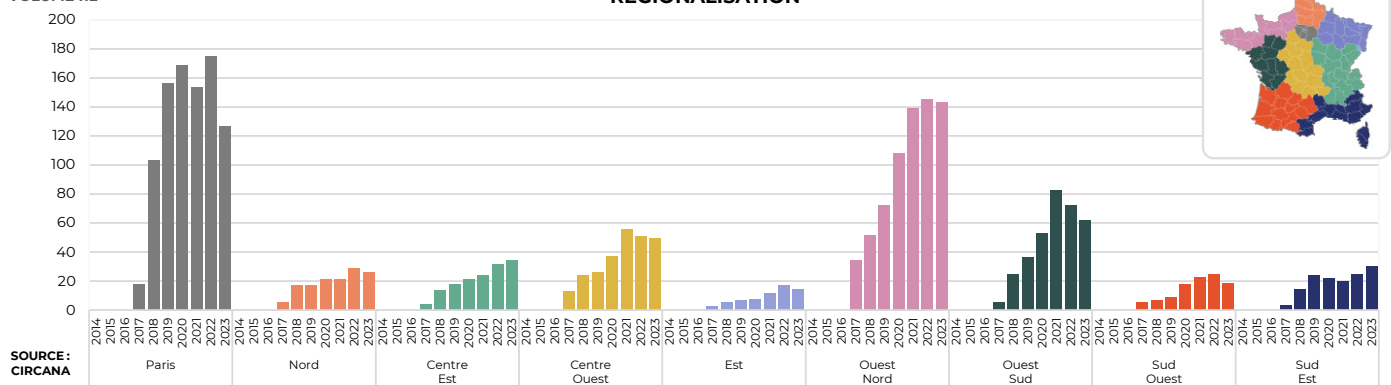


PRIX TTC / 75 cL



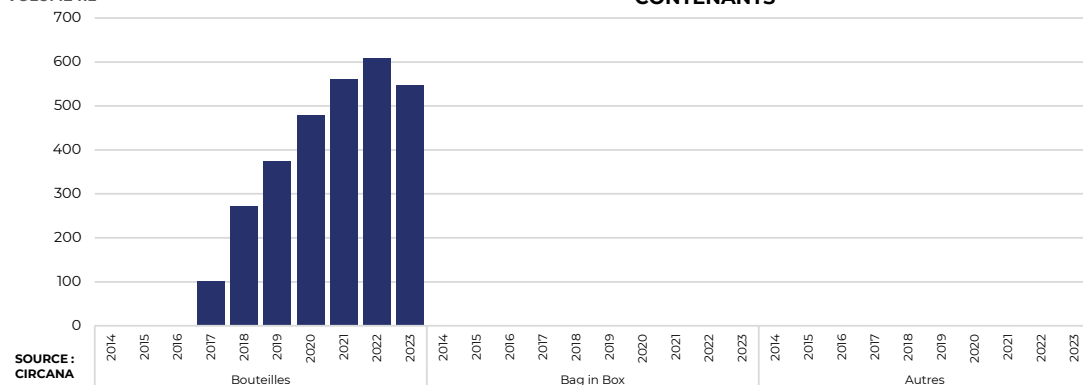
VOLUME hL

RÉGIONALISATION

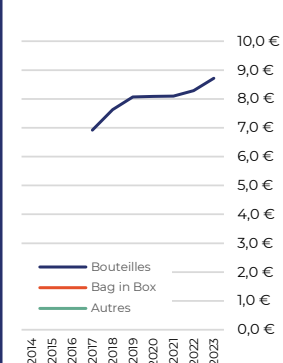


VOLUME hL

CONTENANTS

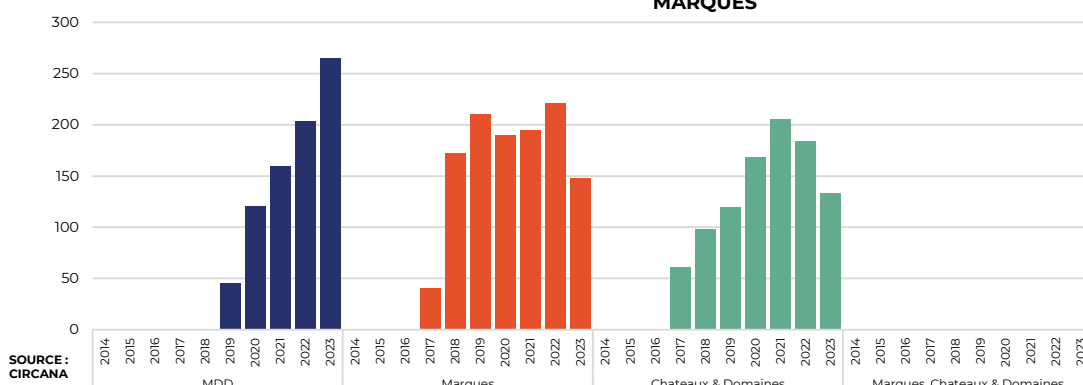


PRIX TTC / 75 cL

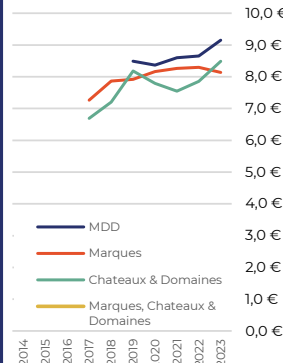


VOLUME hL

MARQUES



PRIX TTC / 75 cL

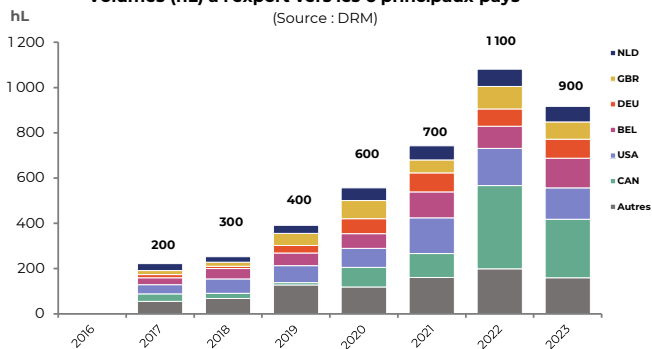




ZOOM SUR LES PRINCIPAUX PAYS À L'EXPORT

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

(Source : DRM)

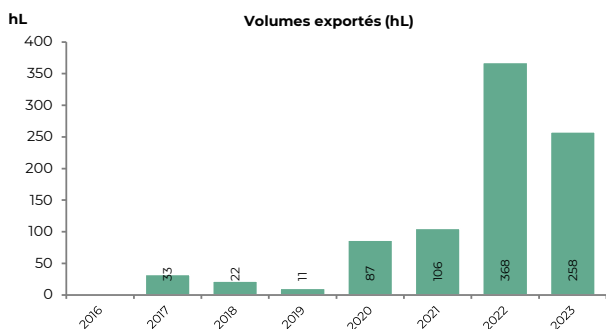


Les données de valeur et de prix ne sont pas disponibles

CAN-Canada

28% de l'export sur l'année 2023

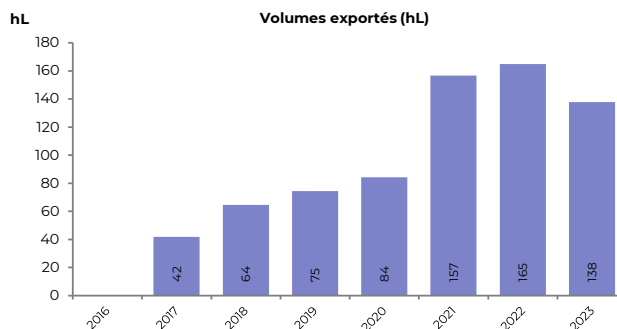
Volumes exportés (hL)



USA-États-Unis

15% de l'export sur l'année 2023

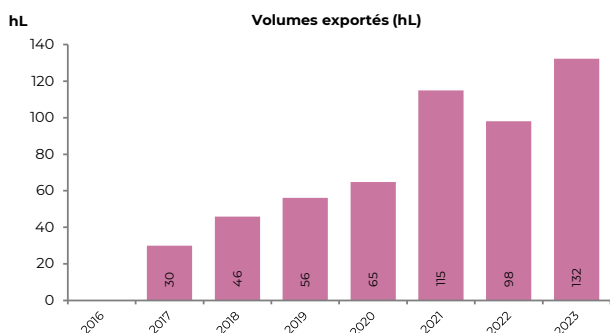
Volumes exportés (hL)



BEL-Belgique

14% de l'export sur l'année 2023

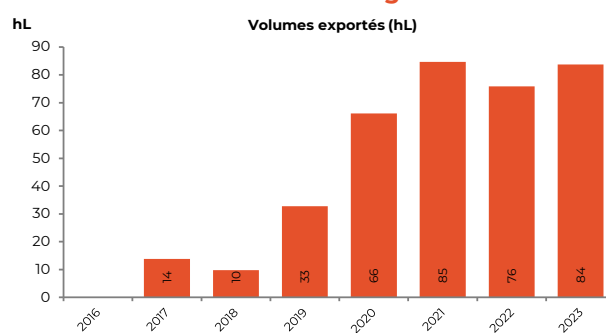
Volumes exportés (hL)



DEU-Allemagne

9% de l'export sur l'année 2023

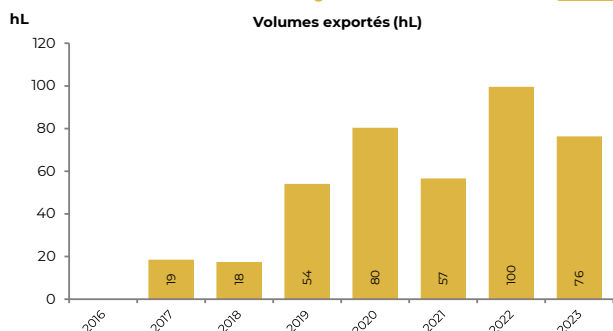
Volumes exportés (hL)



GBR-Royaume-Uni

8% de l'export sur l'année 2023

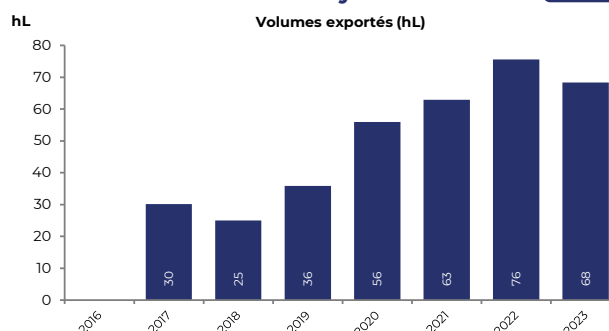
Volumes exportés (hL)



NLD-Pays-Bas

7% de l'export sur l'année 2023

Volumes exportés (hL)



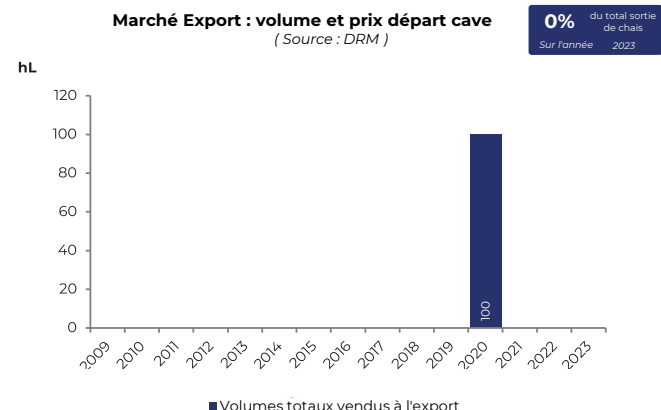
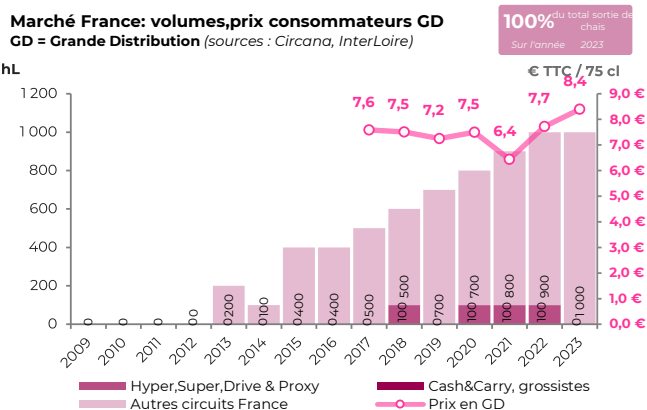
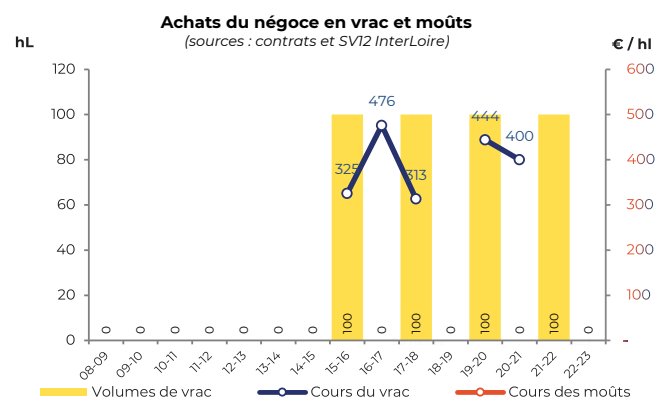
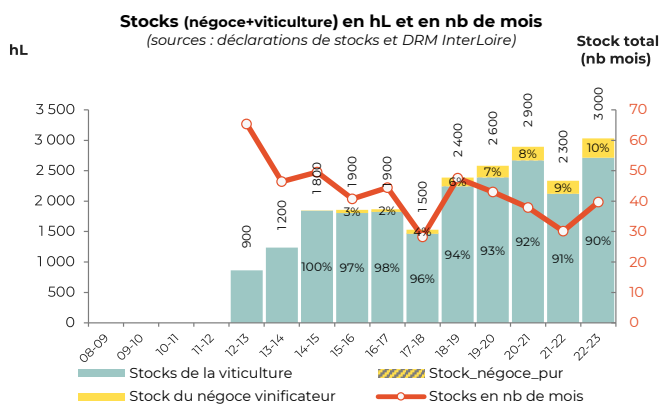
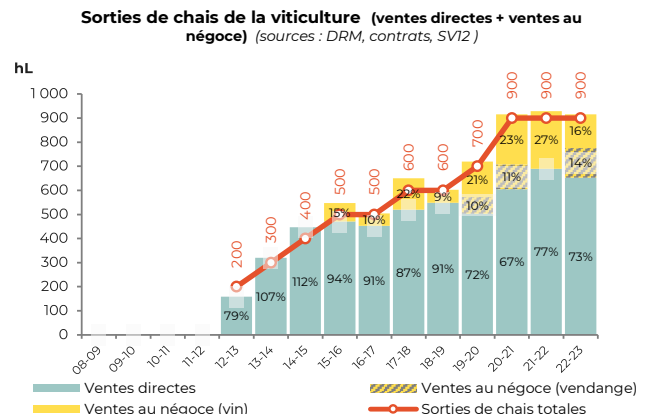
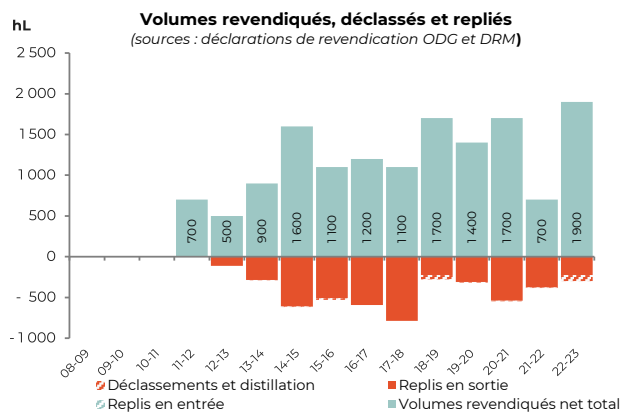
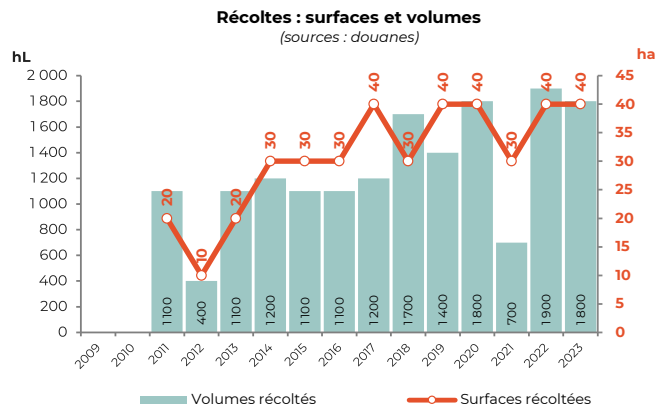
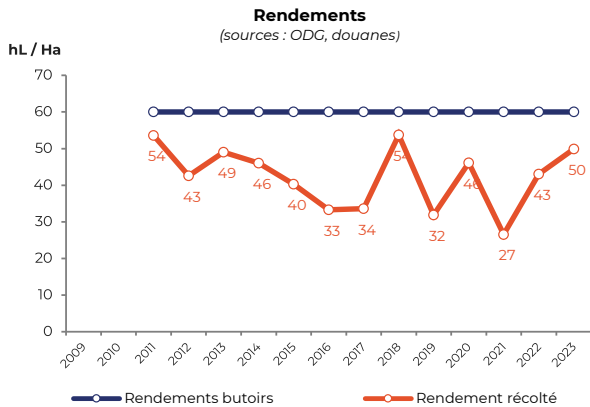
Contacts :

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



DONNÉES ÉCONOMIQUES ANNUELLES (15 ANS)

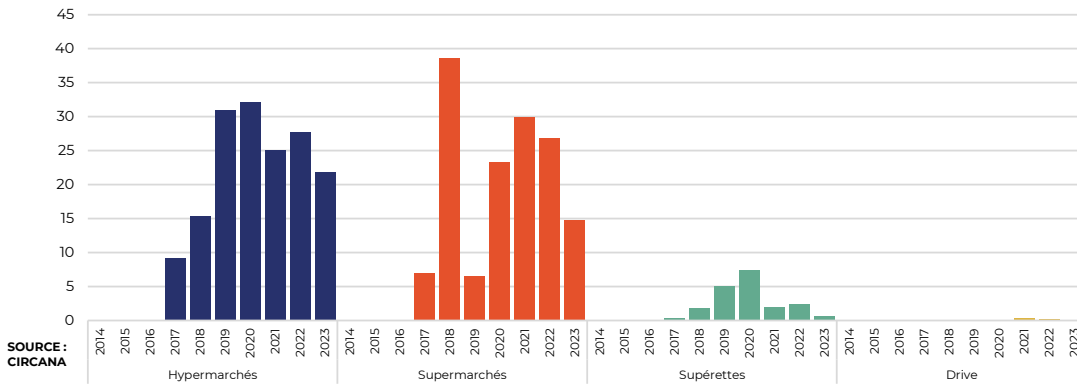




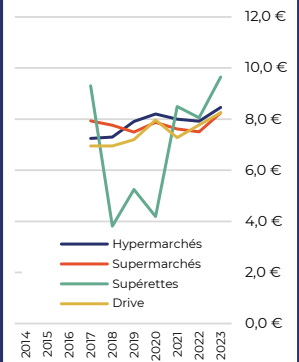
ZOOM SUR LA GRANDE DISTRIBUTION FRANÇAISE

VOLUME hL

CIRCUITS DE DISTRIBUTION

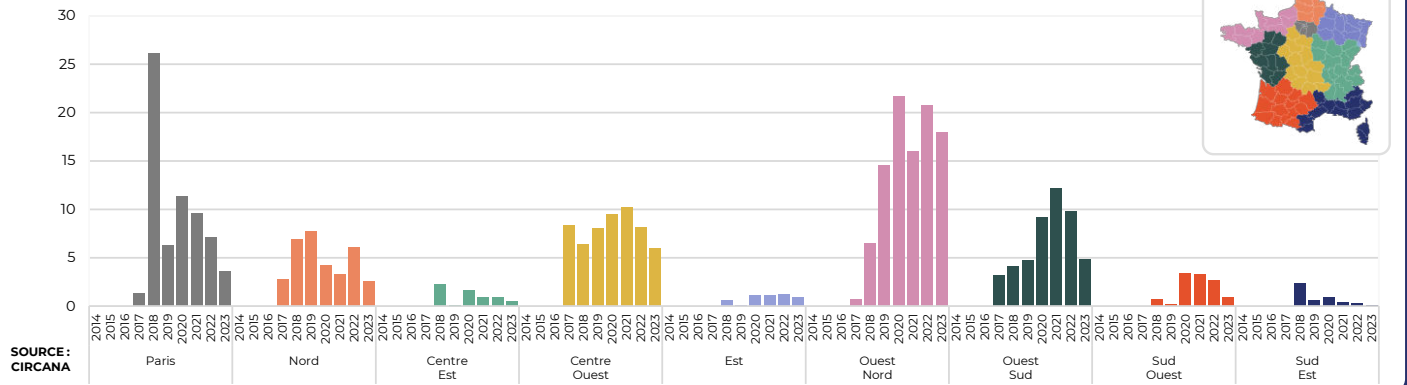


PRIX TTC / 75 cL

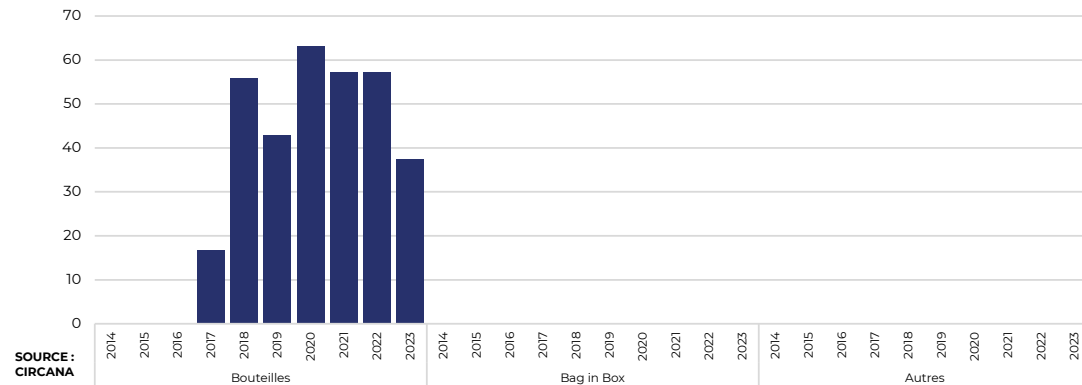


VOLUME hL

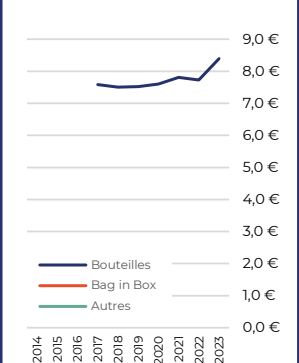
RÉGIONALISATION



VOLUME hL

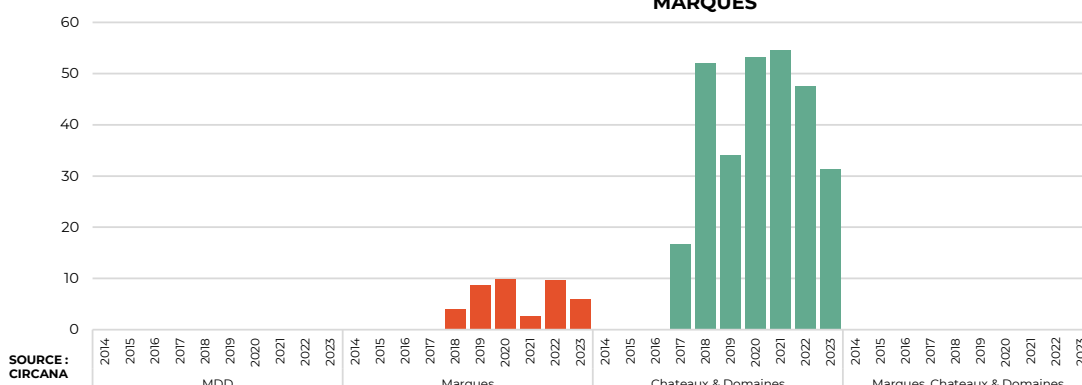


PRIX TTC / 75 cL

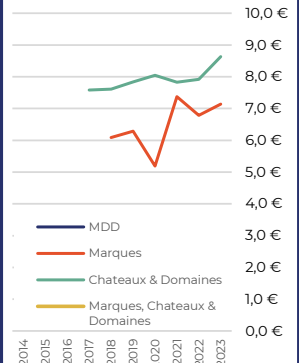


VOLUME hL

MARQUES



PRIX TTC / 75 cL



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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