



LES EXPORTATIONS 2020 DE VINS ET SPIRITUEUX FRANÇAIS

Commission Economie CNIV – 15 février 2021

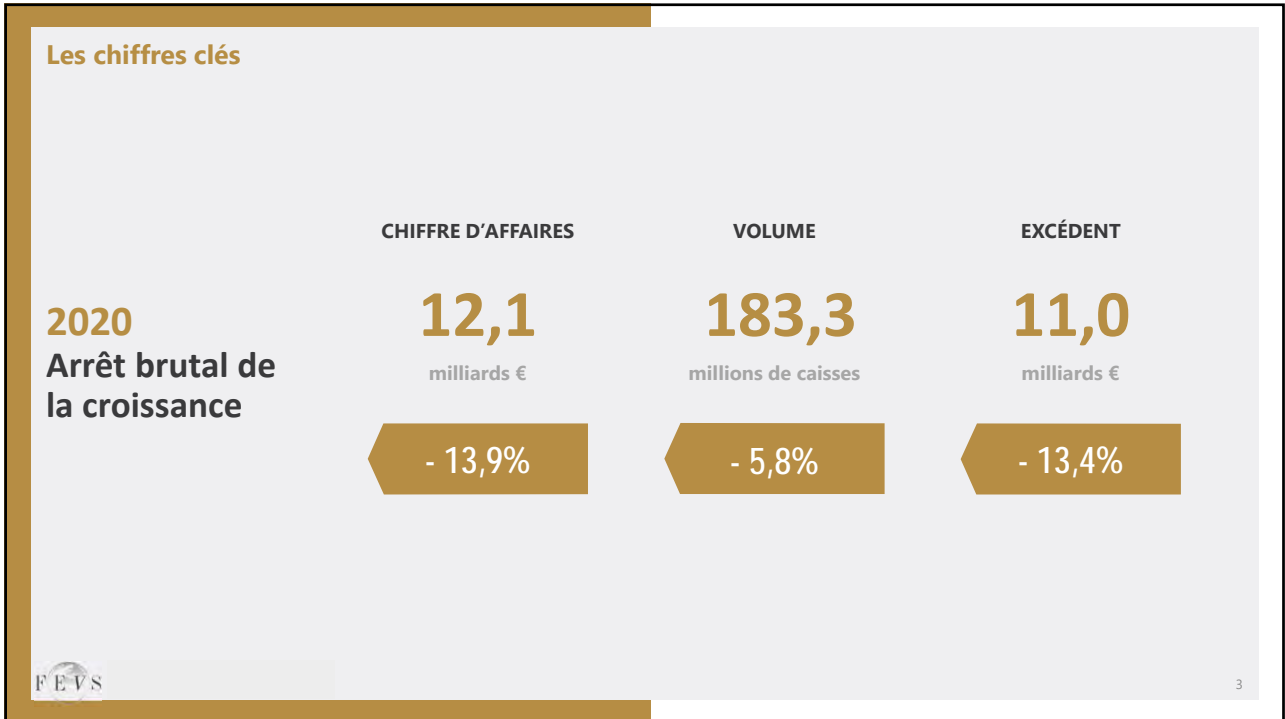


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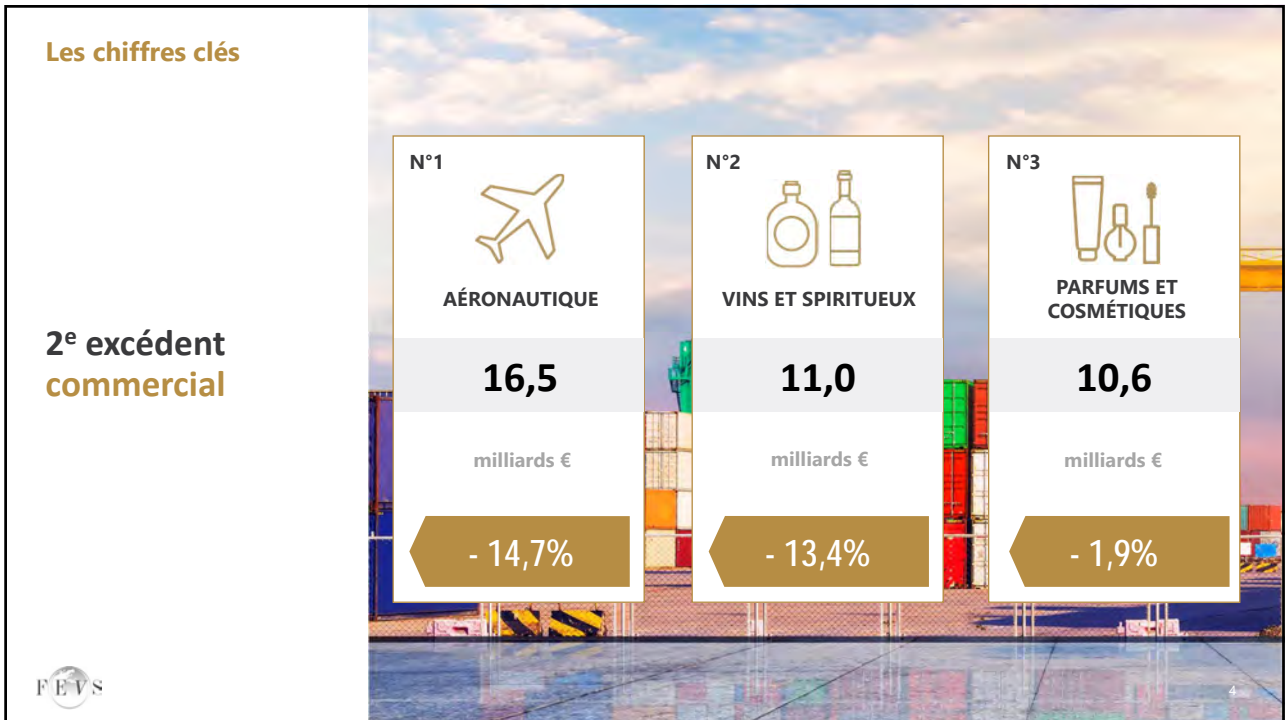


LES CHIFFRES CLÉS

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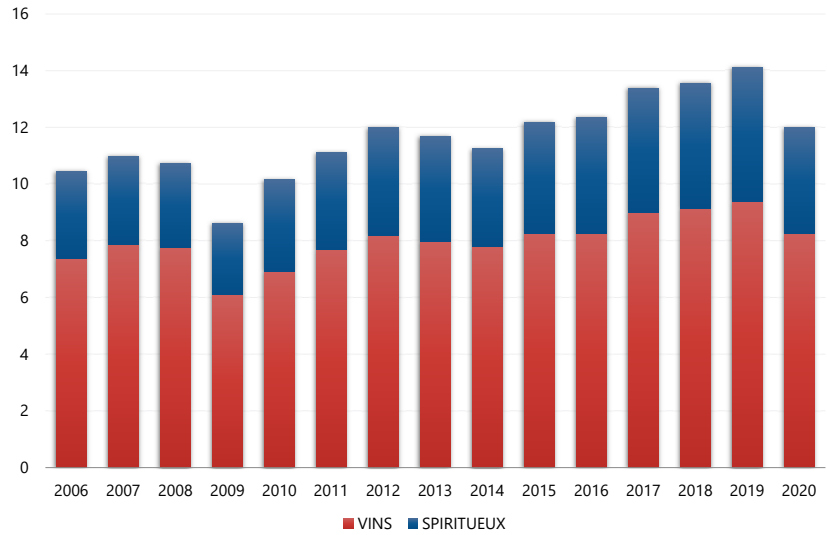


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Les chiffres clés

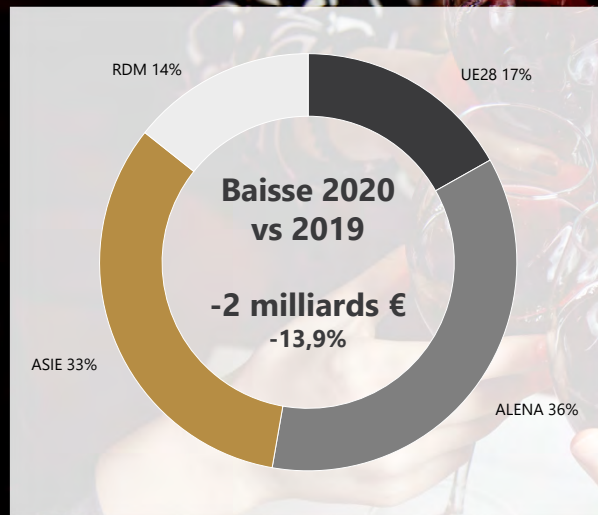
12,1 milliards € d'exportations
-13,9%

2020
Un arrêt brutal de la croissance



Les chiffres clés

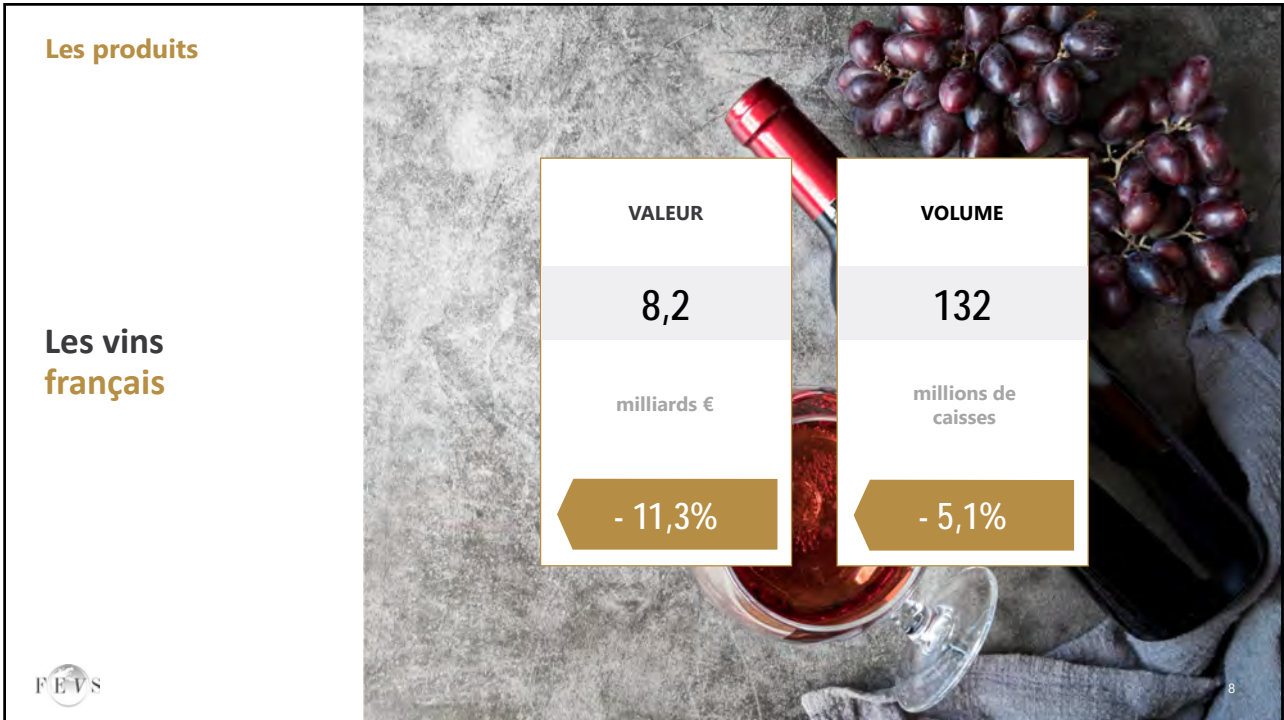
Un impact réparti sur l'ensemble des marchés





LES PRODUITS

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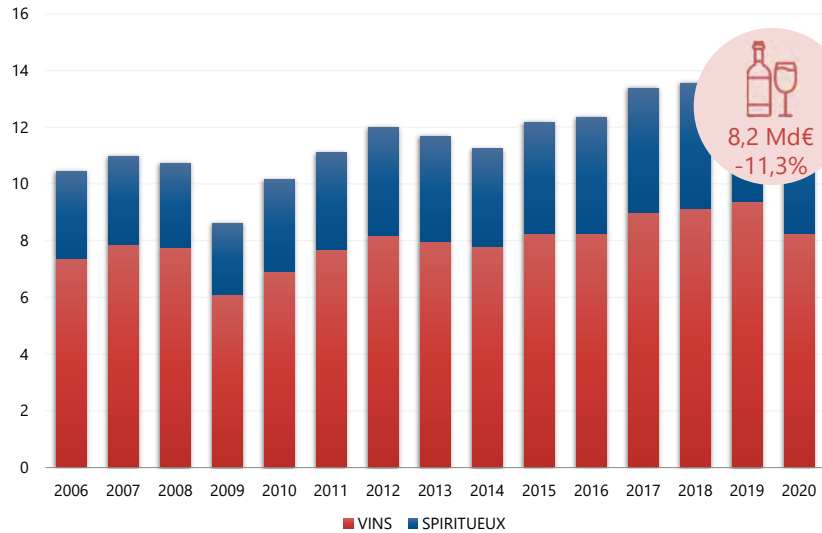


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Les chiffres clés

Vins un recul net

Total Vins et Spiritueux
12,1 milliards €
-13,9%



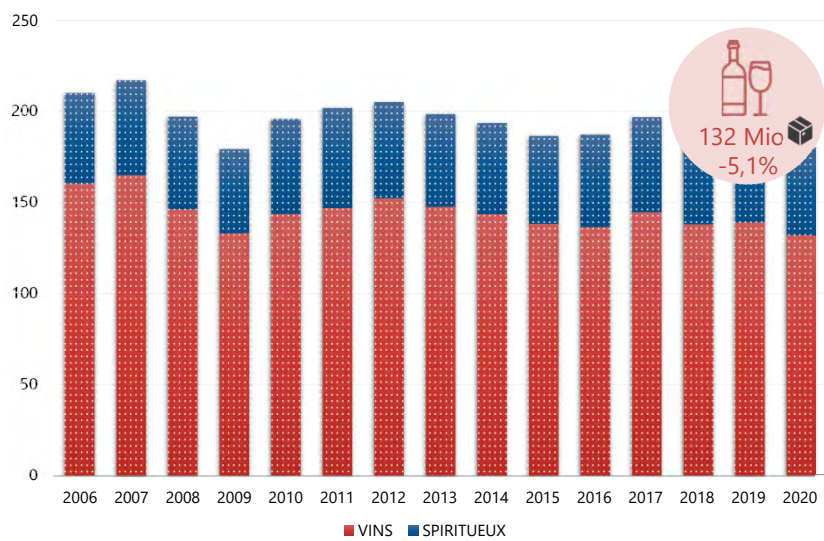
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Les chiffres clés

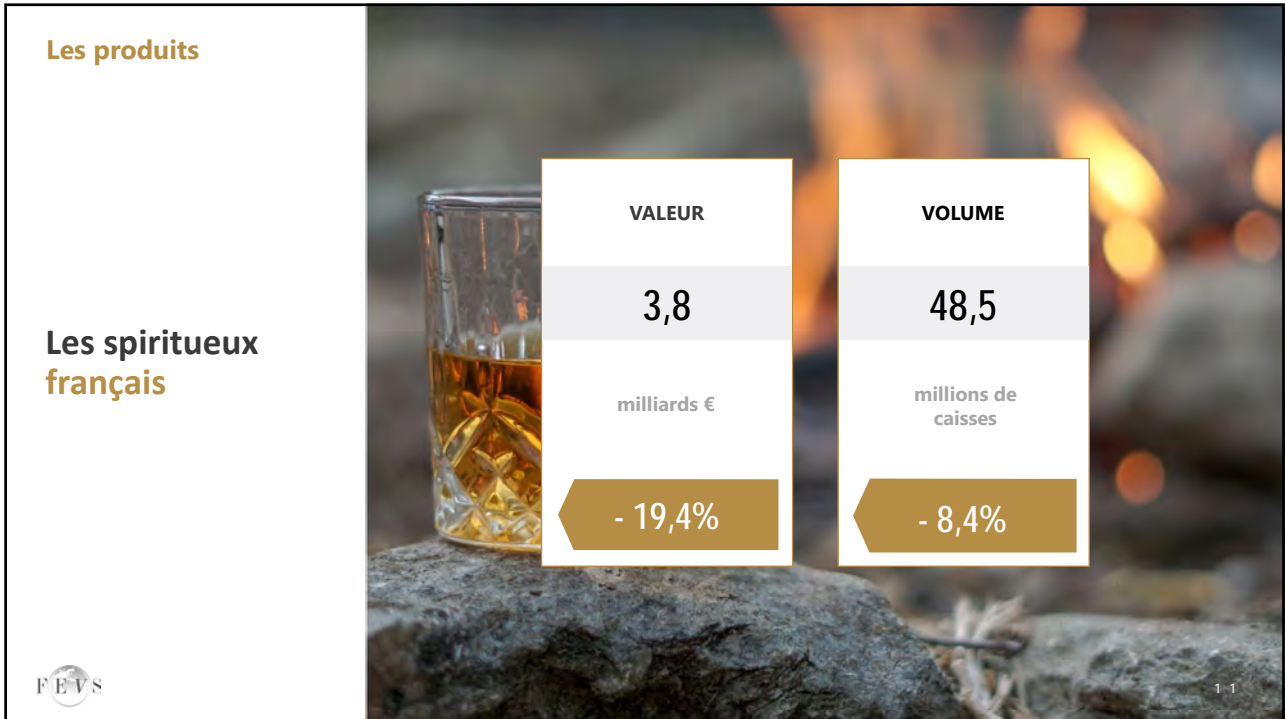
Vins baisse des volumes

Total Vins et Spiritueux
183,3 millions de caisses
-5,8%

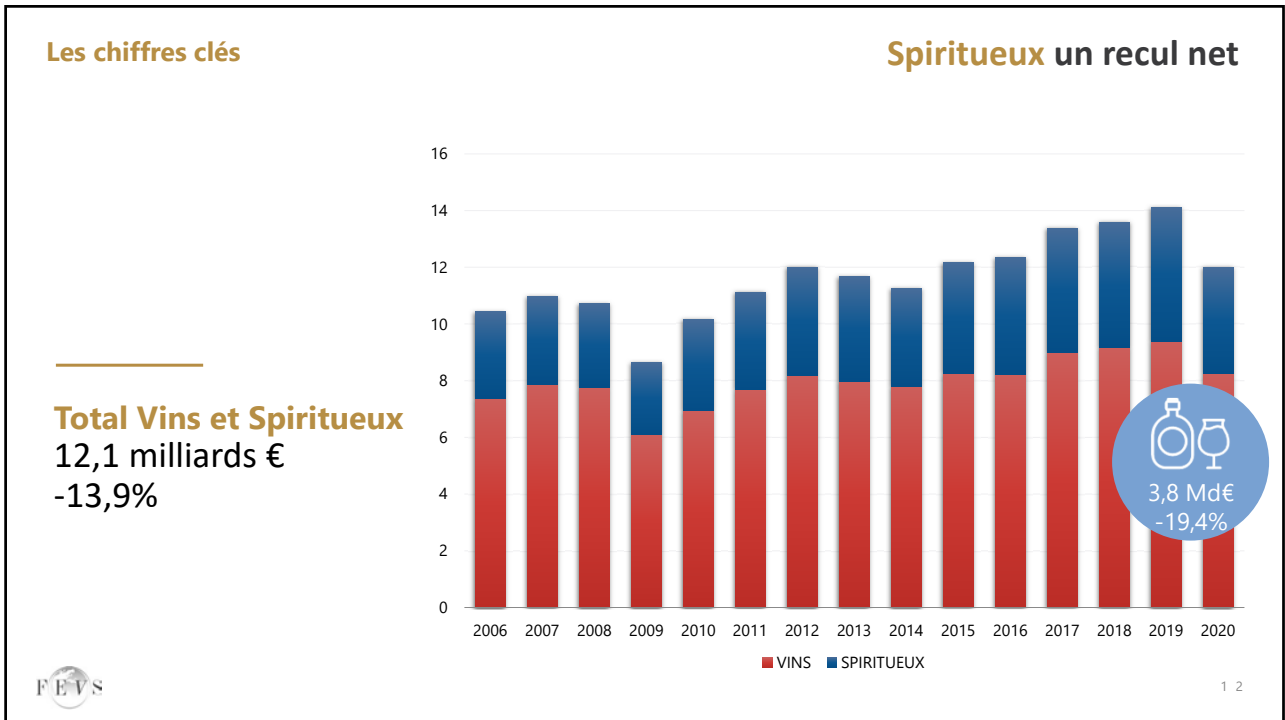


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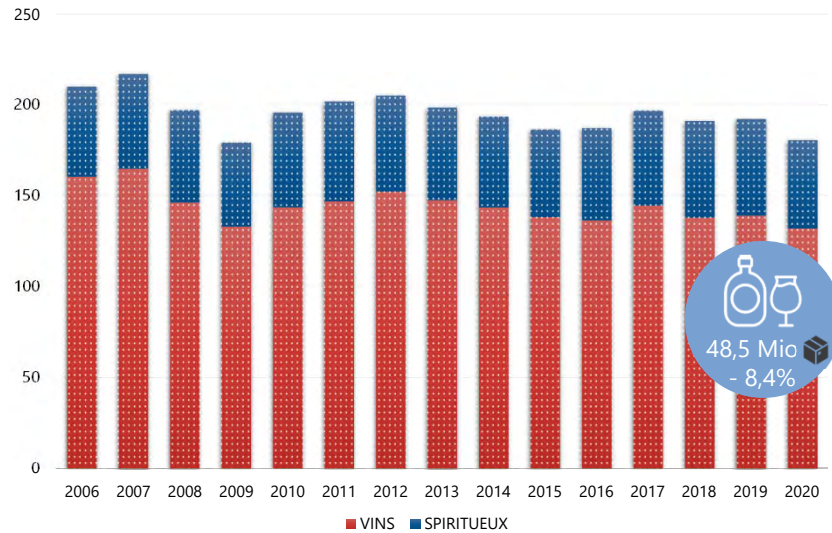


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Les chiffres clés

Spiritueux baisse des volumes

Total Vins et Spiritueux
183,3 millions de caisses
-5,8%



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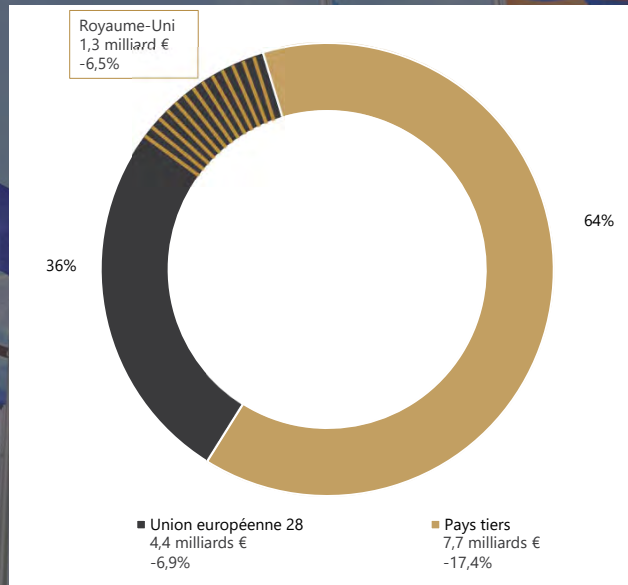


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Les marchés

Pays tiers : deux tiers de l'export

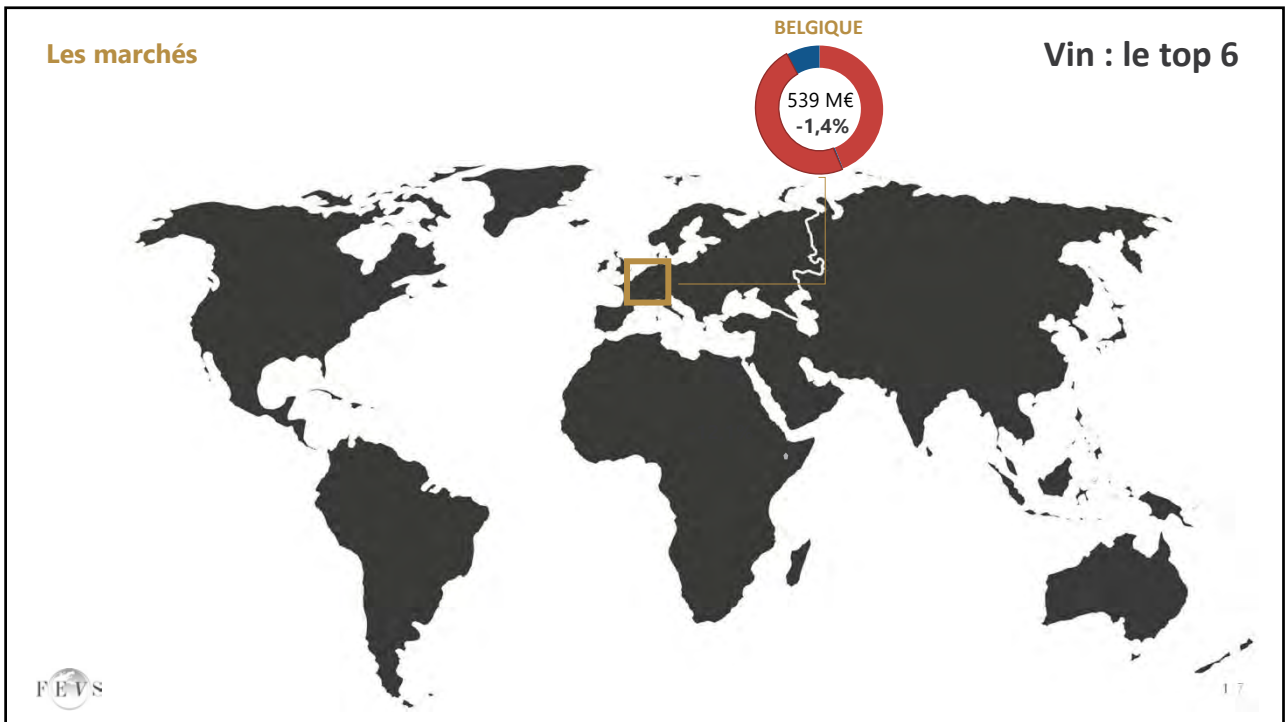
Vins et Spiritueux
12,1 milliards €
- 13,9%



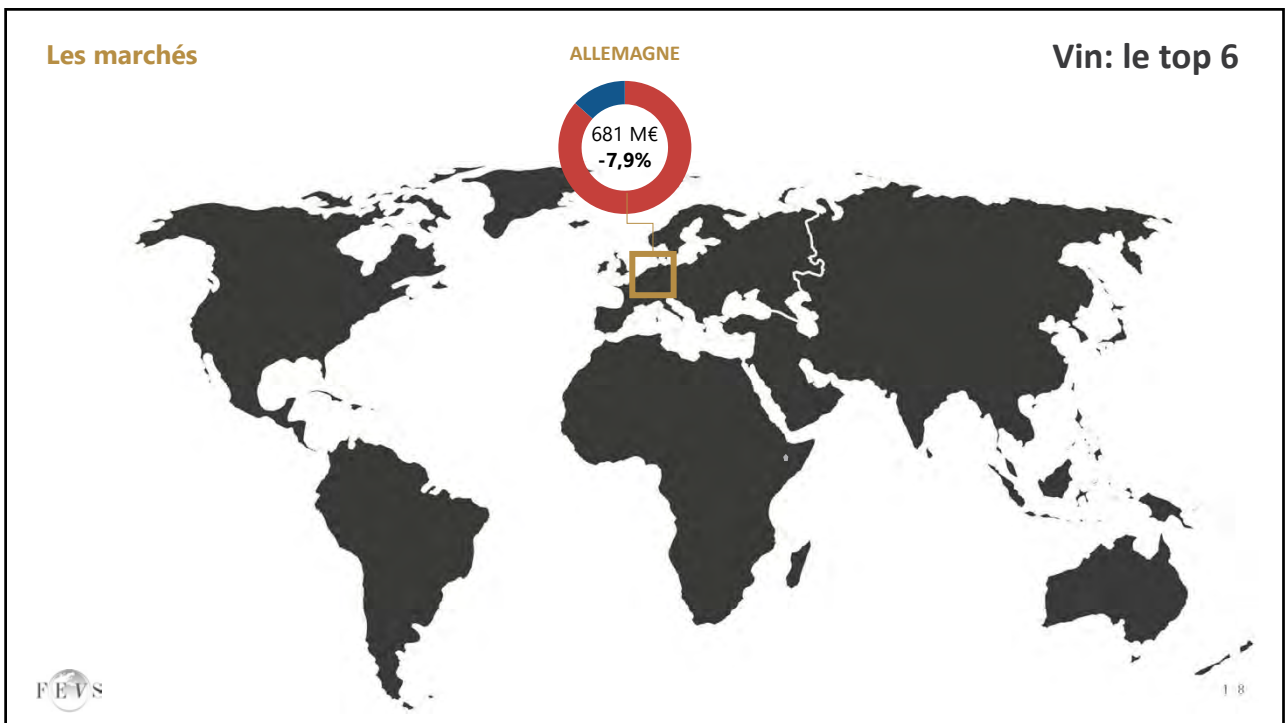
Les marchés

Vin: le top 6

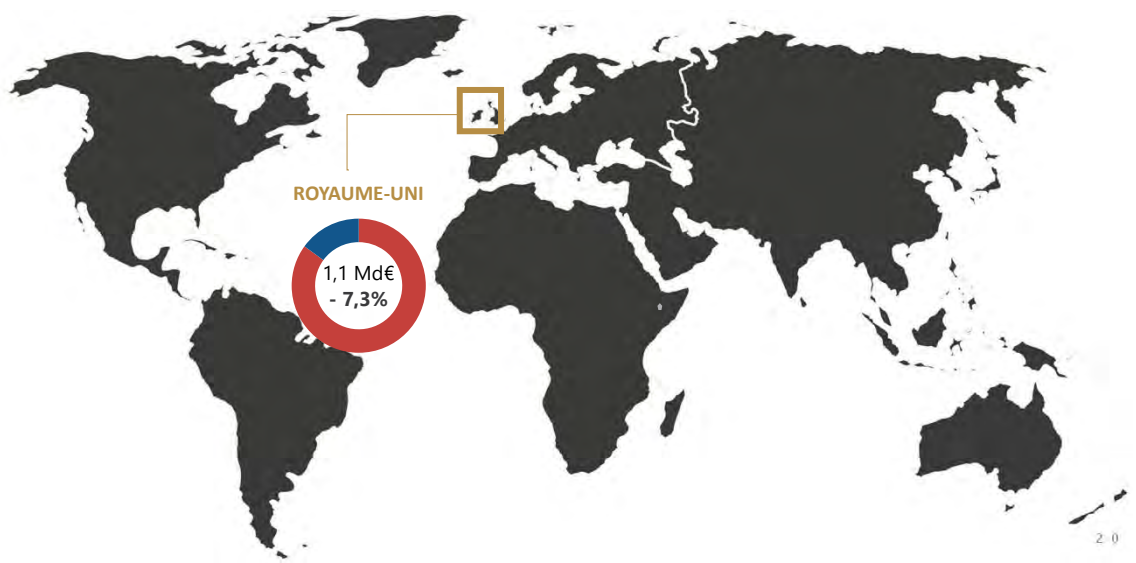




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Les marchés

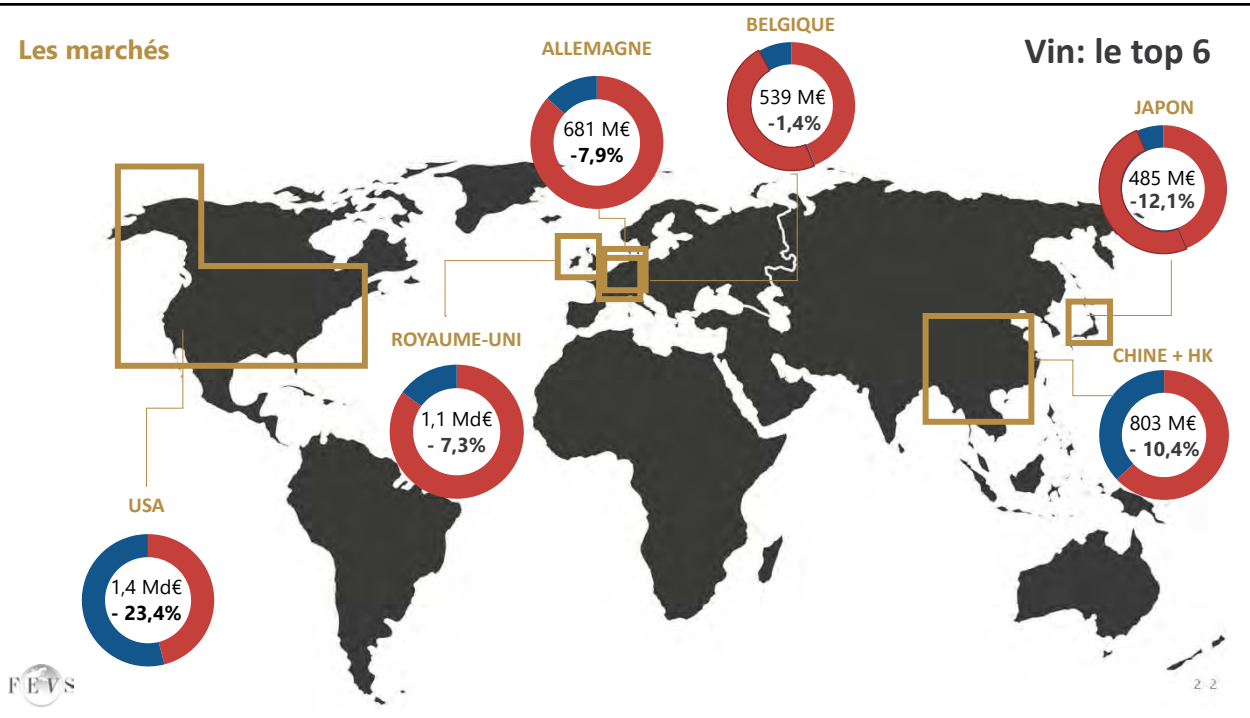
Vin: le top 6



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Les marchés

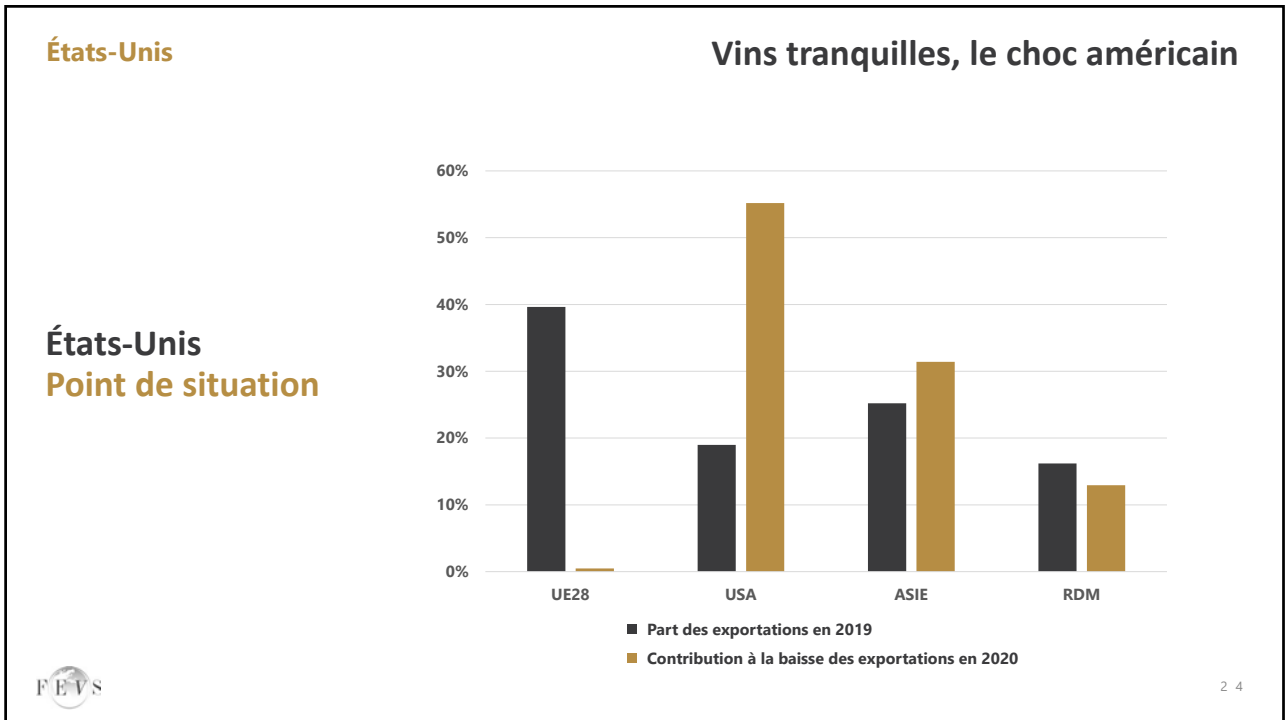
Vin: le top 6



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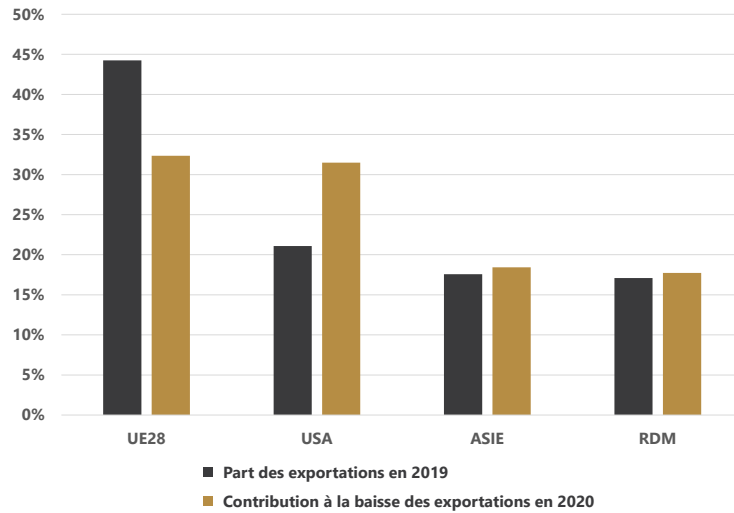
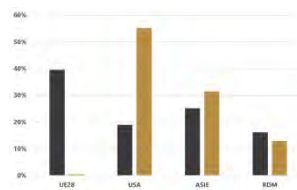


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États-Unis

Vins effervescents

États-Unis Point de situation



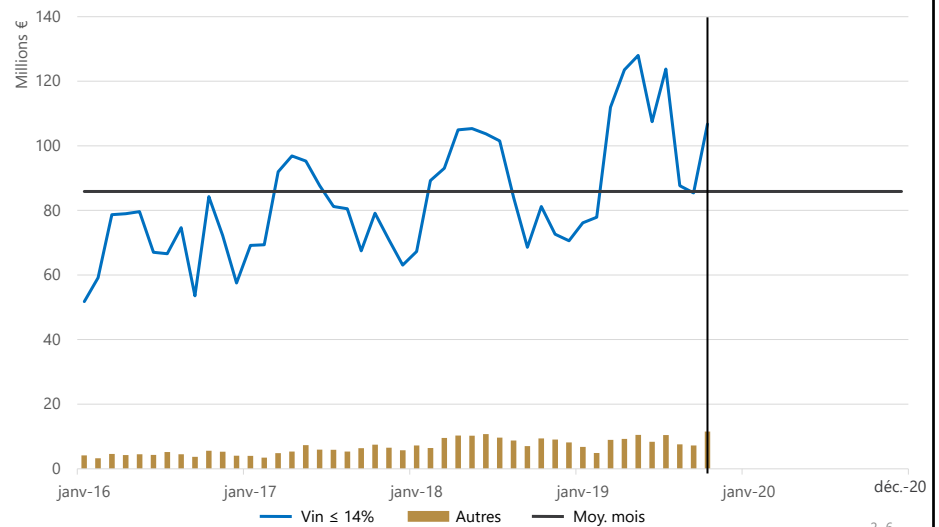
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États-Unis

Importations américaines de vins tranquilles français

États-Unis Point de situation



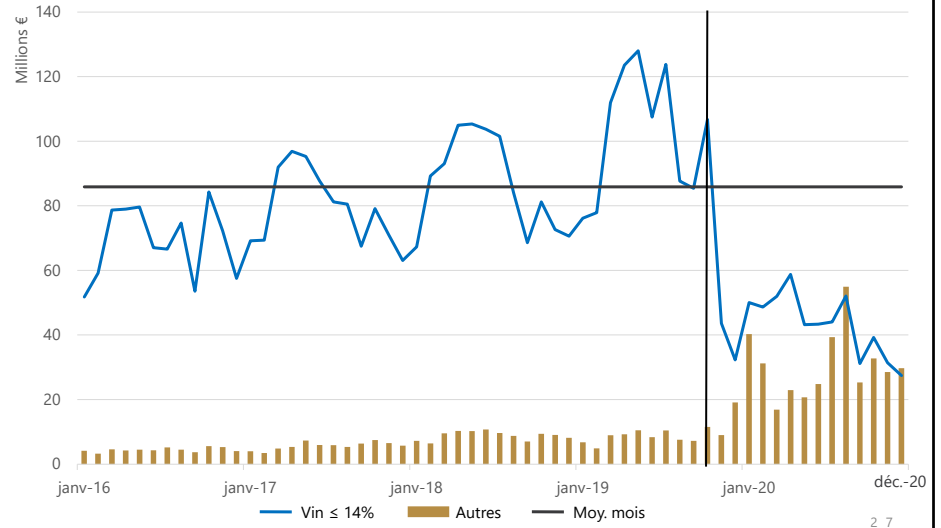
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États-Unis

Importations américaines de vins tranquilles français

États-Unis
Point de situation



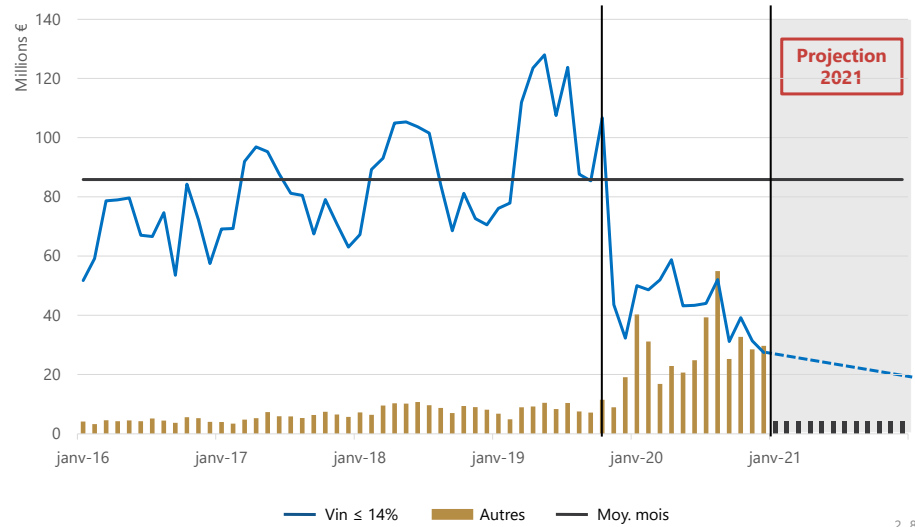
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États-Unis

Importations américaines de vins tranquilles français

États-Unis
Point de situation



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Impact des
sanctions

Pertes	Nov-Déc 2019	2020	Projection 2021
Vins ≤ 14% et ≤ 2 l	-68	-583	-651
Autres vins	11	254	-51
<i>Pertes annuelles</i>	-57	-329	-702
<i>Pertes cumulées</i>	-57	-386	-1 088

En millions €



<p>Les perspectives</p>  <p>ÉTATS-UNIS Stop ou encore?</p> 	<p>2021 Entre espoirs et incertitudes</p> <hr/> <p>COVID-19 Crise ou reprise?</p> 	 <p>MERCOSUR Diversifier les marchés</p> <p>3 1</p>
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