BEAUJOLAIS NOUVEAU · 2025 FIGURES AND THE TREND SINCE 2016

Beaujolais Nouveau in numbers

The 2025 campaign – and how it compares with the last decade

Nouveau 2025

13.8m

bottles sold · 104,000 hl

Total sales of **Beaujolais and Beaujolais-Villages Nouveau** in 2025 – **21%** of all Beaujolais sold.



Nouveau — Beaujolais & Beaujolais-Villages *de garde*, and the 10 crus

97% red Nouveau · **3%** rosé Nouveau

SOLD IN FRANCE

9.0m bottles

67,500 hl

Supermarkets & hypermarkets	5.1m bottles · 38,100 hl
Wine shops, restaurants & traditional trade	3.9m · 29,400 hl

EXPORTED

4.9m bottles

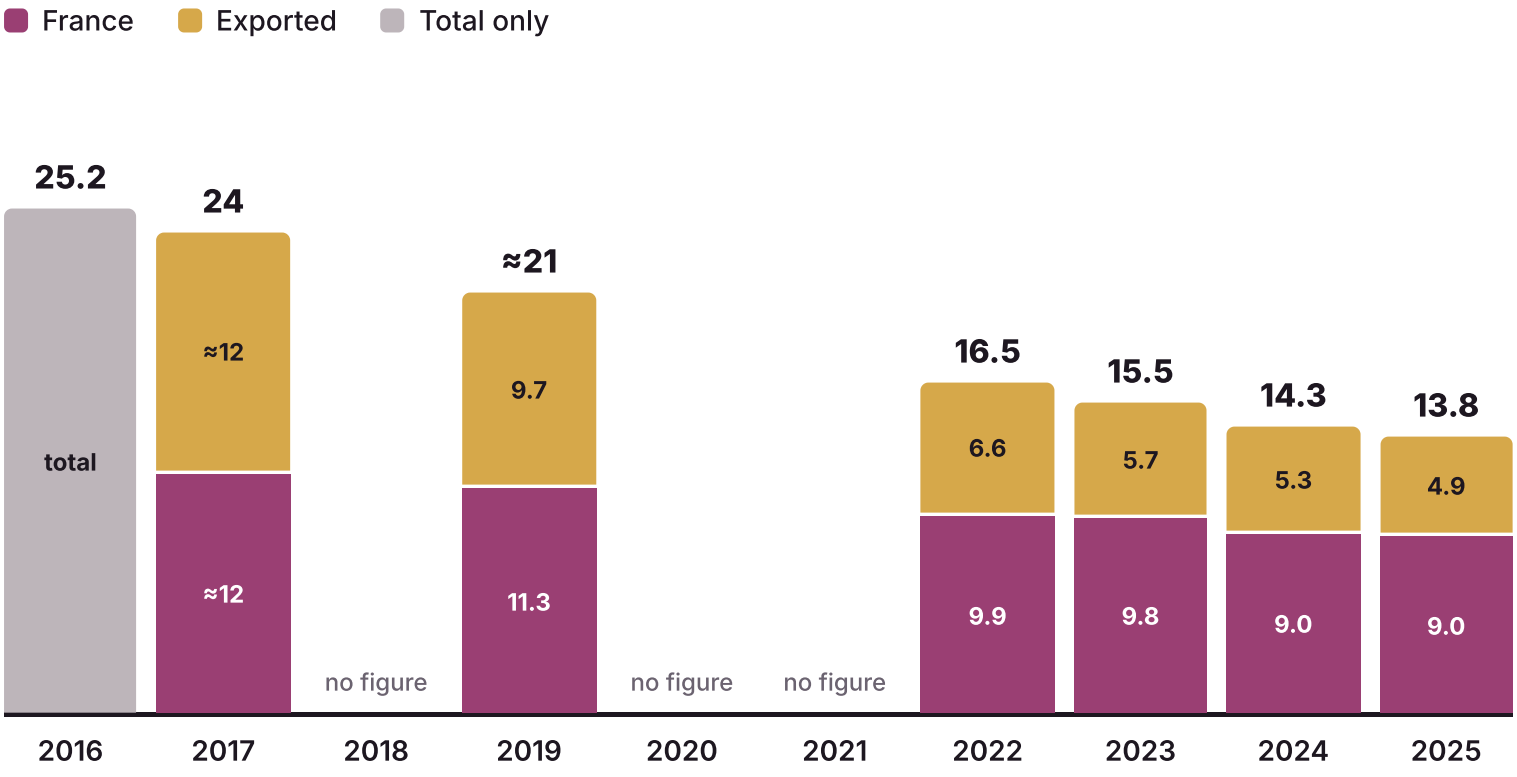
36,500 hl, to more than 100 countries

Top five markets	3.9m bottles · 28,800 hl
All other countries	1.0m · 7,700 hl

The trend

Bottles of Nouveau, in millions

From 25 million in 2016 to under 14 million in 2025. Exports have fallen fastest: from about half of all bottles to about a third.



JAPAN, USA & UK TOGETHER

2022	2023	2024	2025
4.0m	3.9m	3.2m	**3.3m**

The classic Nouveau markets, bottles

NOUVEAU'S SHARE OF ALL BEAUJOLAIS SOLD

2019	2022	2025
≈30%	≈25%	**21%**

The rest: Beaujolais & Villages *de garde* and the crus

BEAUJOLAIS VINEYARD AREA

2022	2023	2025
13,500	12,067	**11,600**

Hectares of vines – 14% fewer in three years

Sources: Inter Beaujolais 2025 figures; earlier years as reported in Burgundy Report's Nouveau articles 2017–2025 (Inter Beaujolais data). Bottles by vintage of Nouveau, rounded; 2017 France/export split "about half"; 2019 and 2022 splits from published percentages. 1 hl = 133 bottles.

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