

Champagne Market Set to Reach US\$ 27.85 Billion by 2035 Amid Premiumization, Luxury Consumption Trends, & Global Demand

NEW YORK, NY, UNITED STATES, June 16, 2026 /EINPresswire.com/ -- The global Champagne Market is witnessing sustained growth as consumers increasingly gravitate toward [premium alcoholic beverages](#), luxury experiences, and celebratory consumption patterns. According to Market Research Future, the Champagne Market was valued at USD 17.42 billion in 2025 and is projected to grow from USD 18.21 billion in 2026 to USD 27.85 billion by 2035, registering a CAGR of 4.56% during the forecast period (2026–2035). The market is benefiting from rising disposable incomes, growing demand for premium sparkling wines, expanding hospitality sectors, and increasing consumer preference for authentic and high-quality alcoholic beverages.



Champagne Market

Champagne producers are increasingly focusing on premiumization strategies, sustainable viticulture practices, digital authentication technologies, and innovative marketing initiatives to attract affluent consumers and younger demographics. While Europe continues to dominate global revenue generation, Asia-Pacific is emerging as the fastest-growing regional market due to increasing luxury spending and changing consumer lifestyles.

Latest Trends Driving the Champagne Market:

One of the most significant trends shaping the champagne industry is the growing consumer preference for premium and ultra-premium products. Consumers are increasingly willing to spend more on prestigious champagne labels that offer exclusivity, heritage, and superior quality. This trend is particularly evident among millennials and high-net-worth individuals seeking luxury experiences.

Another major trend is the adoption of sustainable and environmentally responsible production

methods. Champagne houses are investing heavily in eco-friendly vineyard management, carbon footprint reduction initiatives, lightweight packaging solutions, and sustainable sourcing practices. These efforts are helping producers align with evolving consumer expectations regarding environmental responsibility.

Digital transformation is also reshaping the market landscape. Leading producers are incorporating blockchain-based authentication systems, NFC-enabled packaging, and direct-to-consumer sales platforms to enhance product traceability and combat counterfeiting concerns. Digital commerce channels are expanding rapidly, enabling brands to reach broader customer bases while strengthening consumer engagement.

Furthermore, rosé champagne varieties continue to gain popularity among younger consumers and social occasion buyers. Attractive aesthetics, premium positioning, and strong appeal across gifting occasions are driving demand for rosé offerings globally.

Market Drivers:

1. Rising Premiumization Across Beverage Categories

Premiumization remains one of the strongest growth catalysts for the champagne market. Consumers are increasingly prioritizing quality over quantity and seeking premium products that symbolize status, sophistication, and exclusivity. This trend is supporting higher average selling prices and improving profitability across the industry.

2. Growth of Luxury Hospitality and Tourism

The expansion of luxury hotels, fine dining establishments, high-end bars, and international tourism continues to create significant demand for champagne. Premium hospitality venues frequently use champagne as a key component of luxury customer experiences, driving sales through on-trade channels.

3. Expanding Gifting Culture

Champagne remains one of the most preferred alcoholic beverages for celebrations, corporate gifting, weddings, anniversaries, and festive occasions. The increasing popularity of premium gifting culture across developed and emerging economies is contributing significantly to market growth.

4. Strong Brand Heritage and Product Authenticity

Champagne benefits from strict production regulations and geographical authenticity protections that differentiate it from other sparkling wines. Consumers recognize champagne as a symbol of prestige and quality, supporting long-term demand and pricing power.

Emerging Opportunities in the Champagne Market:

1. Expansion Across Asia-Pacific

Asia-Pacific represents one of the most attractive growth opportunities for champagne manufacturers. Rising disposable incomes, increasing urbanization, growing luxury consumption, and evolving social lifestyles are supporting demand across China, Japan, South Korea, India, and Southeast Asian countries. The region is forecast to register the fastest growth rate during the forecast period.

2. Ultra-Luxury Product Development

The ultra-luxury segment presents substantial growth opportunities as affluent consumers increasingly seek exclusive and limited-edition offerings. Prestige cuvées and collector-focused products are expected to generate strong value growth throughout the forecast period.

3. Digital Authentication Solutions

As counterfeit luxury beverages remain a concern in international markets, blockchain-enabled authentication technologies provide a major opportunity for producers to enhance consumer trust and brand value. Digital verification systems can strengthen premium positioning and improve supply-chain transparency.

4. Sustainable Innovation

Investments in climate-resilient vineyards, sustainable production techniques, renewable energy integration, and eco-friendly packaging are opening new avenues for competitive differentiation. Consumers increasingly reward brands that demonstrate measurable sustainability commitments.

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Segment Analysis:

1. By Color

White Champagne dominated the global market in 2025, accounting for approximately 86.4% of total market share. Its widespread acceptance across retail and hospitality channels continues to support its leading position.

Meanwhile, Rosé Champagne is expected to witness the fastest growth through 2035, driven by increasing popularity among younger consumers, social gatherings, and premium gifting

occasions.

2. By Sweetness Level

Brut Champagne held the largest revenue share in 2025, generating approximately USD 13.74 billion due to its broad consumer acceptance and strong presence across international markets.

Extra Brut is projected to be the fastest-growing segment, supported by increasing demand for lower-dosage and less sweet champagne varieties among health-conscious and premium consumers.

3. By Price Point

The Economy segment represented approximately 57.8% of market value in 2025, supported by strong sales through supermarkets, specialty retailers, and mainstream distribution channels.

However, the Ultra Luxury category is expected to achieve the fastest growth rate through 2035, driven by rising demand for prestige labels and exclusive luxury experiences.

4. By Packaging Size

The Standard 750 ml bottle remains the dominant packaging format, accounting for approximately 68.1% of total shipments in 2025.

Demand for Magnum and Larger formats is increasing steadily due to their popularity in luxury hospitality venues, celebrations, and collector markets.

5. By Distribution Channel

The Off-Trade segment maintained the largest share in 2025, representing approximately 72.4% of market revenue, supported by retail stores, specialty beverage outlets, and e-commerce platforms.

Conversely, the On-Trade segment is anticipated to experience stronger growth during the forecast period as global tourism and hospitality activities continue to recover and expand.

Regional Analysis:

1. Europe

Europe remains the largest regional market, accounting for approximately 55.2% of global revenue in 2025. France continues to represent the industry's production hub and remains one

of the largest consumption markets globally. The region benefits from established champagne traditions, strong domestic demand, and a robust export infrastructure.

2. North America

North America represents the second-largest market for champagne. Premium consumption trends, increasing spending on luxury beverages, and growing popularity of celebratory drinking occasions continue to support market expansion across the United States and Canada. The region also benefits from a mature hospitality industry and a strong culture of premium alcohol consumption.

3. Asia-Pacific

Asia-Pacific is projected to register the fastest growth during the forecast period. Rising affluent populations, expanding luxury retail sectors, increasing awareness of premium alcoholic beverages, and strong gifting traditions are driving demand throughout the region. Countries such as China, Japan, and emerging Southeast Asian markets are becoming increasingly important growth engines for champagne producers.

4. South America

South America is experiencing steady growth as economic development, urbanization, and increasing exposure to international luxury brands contribute to expanding champagne consumption among middle- and high-income consumers.

5. Middle East & Africa

The Middle East and Africa region presents attractive long-term opportunities, particularly within luxury hospitality, tourism, and premium retail sectors. Rising disposable incomes and growing demand for premium lifestyle products are supporting gradual market expansion.

Top Company Profiles:

1. Pernod Ricard - Pernod Ricard remains one of the leading participants in the global champagne market, leveraging an extensive premium beverage portfolio, strong distribution networks, and continued investments in brand development and international expansion.
2. Vranken-Pommery Monopole - The company is recognized for its premium champagne offerings and strong focus on vineyard sustainability, product innovation, and luxury positioning across global markets.
3. Rémy Cointreau Group - Rémy Cointreau continues to strengthen its premium beverage presence through strategic brand investments, international expansion initiatives, and enhanced

customer engagement programs.

4. Lanson-BCC Group - Lanson-BCC operates several renowned champagne brands and focuses on premium quality production, heritage preservation, and global market expansion.

5. Arvitis - Arvitis is actively involved in premium wine and champagne production, emphasizing craftsmanship, innovation, and sustainable vineyard management.

6. Louis Roederer - Louis Roederer is globally recognized for its luxury champagne portfolio and continued investments in sustainable viticulture and premium product development.

7. Champagne Taittinger - Taittinger maintains a strong international presence through high-quality champagne offerings, brand heritage, and expanding distribution capabilities.

8. Laurent-Perrier - Laurent-Perrier is known for its premium and prestige champagne labels, with continued focus on innovation, luxury branding, and international market penetration.

9. Pol Roger - Pol Roger continues to strengthen its position through premium craftsmanship, global brand recognition, and strategic partnerships across hospitality channels.

10: LVMH Moët Hennessy Louis Vuitton - LVMH remains a dominant force in the luxury beverage industry, utilizing its extensive resources, prestigious brands, and global reach to drive champagne market growth.

Recent Developments:

March 2025 – LVMH announced a EUR 95 million investment to expand the Veuve Clicquot production facilities in Reims. The expansion is intended to increase capacity for ultra-premium champagne offerings and support growing global demand for prestige cuvées.

December 2024 – Comité Champagne established the harvest yield limit at 10,000 kilograms per hectare, reflecting efforts to balance production volumes with inventory management and market demand conditions. The decision was aimed at maintaining supply discipline while supporting long-term market stability.

June 2024 – Telmont introduced fully recyclable lightweight champagne bottles designed to lower environmental impact. The new packaging innovation reduces carbon emissions associated with bottle production and transportation, reinforcing the industry's broader sustainability objectives.

Competitive Outlook:

The Champagne Market remains highly competitive, characterized by the presence of globally

recognized luxury beverage companies and established champagne houses. Market participants are focusing on premium product launches, sustainability initiatives, digital innovation, brand storytelling, and international expansion strategies to strengthen their competitive positions.

As premiumization trends continue to influence consumer purchasing behavior and emerging markets generate new growth opportunities, the global Champagne Market is expected to maintain steady expansion through 2035. The combination of luxury consumption, technological innovation, sustainability investments, and strong brand heritage will remain central to future market success.

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