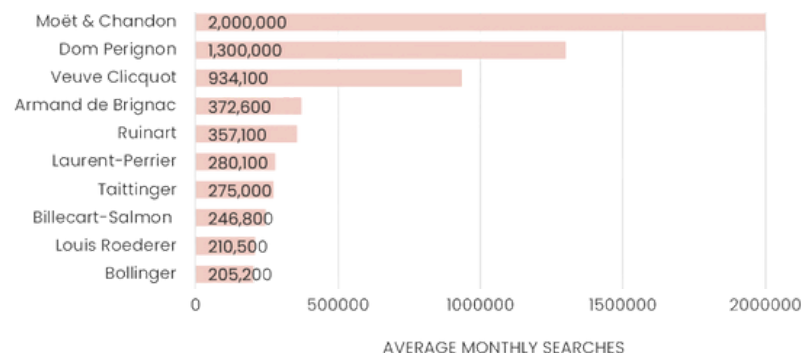


Champagne's market performance: in victory and defeat

Our 2025 Champagne study, 'In Victory and defeat', has been published. It was informed by our annual survey of 50 CEOs, MDs, and wine department heads from companies that represent well over one-third of global fine wine revenues. We aim to reveal what has been quietly fermenting in the champagne market this year and highlight the opportunities for the region in 2026.

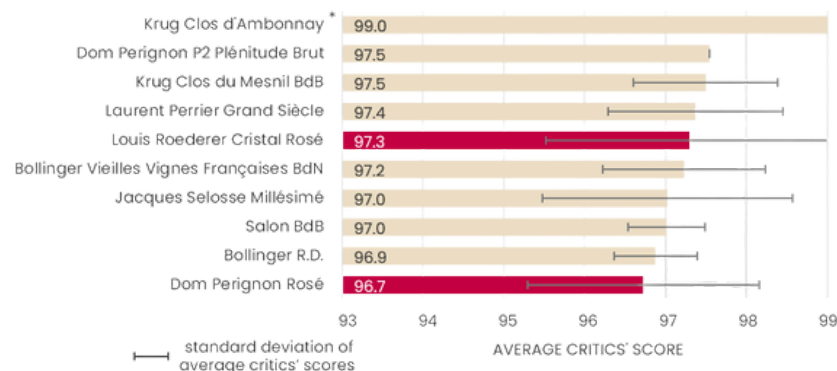
Top 10 most popular estates



We look at the most popular estates according to Google search volumes over the last year. The graph above shows the top 10 estates with the highest average monthly searches.

- All of the top five most popular producers are owned in part by LVMH, emphasising the immense marketing power of this luxury goods behemoth
- Of the houses owned by LVMH included in the study, Krug is the only one not to make it into the top-five, sitting in 14th place
- While top spots are dominated by corporate backing, family-owned houses still perform strongly: Billecart-Salmon, Bollinger, Laurent-Perrier, Louis-Roederer, Pommery, and Taittinger round out the top 10

Top 10 critics' scores



*ONLY VINOUS HAS TASTED KRUG CLOS D'AMBONNAY (2006 AND 2008 SCORED)

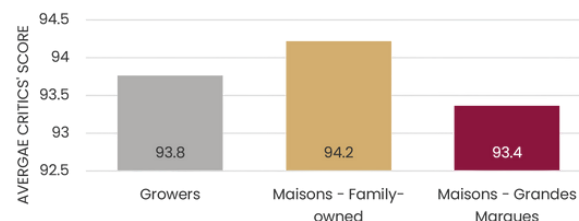
White Rosé

The shape of the Champagne market

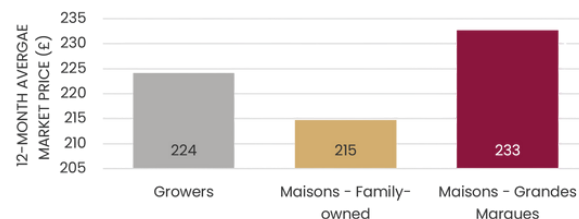
Below we compare key quality, popularity, price, and market presence metrics across the 11 growers, 18 family-owned maisons, and 26 Grandes Marques examined in this report.

- Family-owned champagne houses offer the highest quality on average, at the lowest price. They also have the largest number of trade listings globally, yet record the fewest online searches
- The big brands are the most searched-for, with price tags to match, while they show the lowest average critics' scores
- Grower champagnes consistently sit between the two in every category

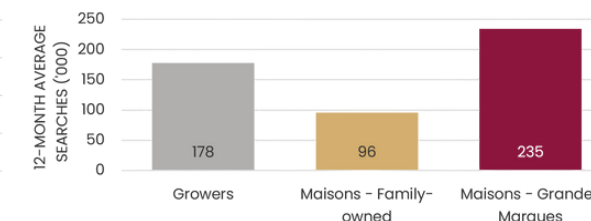
Quality



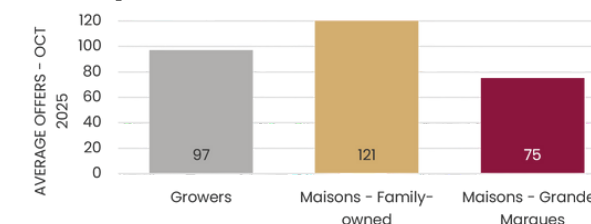
Price



Popularity



Market presence



In our study, we analyse average critics' scores according to ratings from Bettane+Desseauve, Le Figaro Vin, JancisRobinson.com, and Vinous, showing the 20 top-scoring wines. The chart on the left shows the top 10 from the list.

- Twelve different producers are represented in the top-20 highest scoring wines. Krug, Dom Pérignon, and Jacques Selosse each have three wines featured; Louis Roederer and Bollinger each have two wines included; all other producers included are listed once each
- Jacques Selosse is the only grower champagne featured in the ranking
- Of the 23 NV champagnes included in the study, only two appear in this list of the top 20 highest scoring, both from Jacques Selosse

Download the full report for free in French and English on our Reports page.