

NEWS

Top 10 most valuable wine brands in the world

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New research has revealed the world's 10 most valuable wine brands, with one Chinese producer hot on the heels of Champagne's top contender.



Brand valuation consultancy firm **Brand Finance** has published its annual report analysing the world's top 10 most valuable wine brands. While one Champagne brand continues to top the list, a Chinese label has rocketed in terms of valuation, and is quickly catching up.

Moët & Chandon maintained its global lead, according to Brand Finance, ranking as the most valuable brand in the list. However, the brand saw value drop by 10% to US\$1.3 billion, the report showed.

Champagne has capped yields for its impending harvest at a slightly lower level than last year, as sales of the French fizz fall by almost 4% in the first half of 2023, *the drinks business recently reported*.

Comité Champagne, the regional trade organisation, recorded that Champagne shipments in the first half of 2023 were 125.8 million bottles, which was a decrease of 4.7% compared to the same period in 2022.

The fall-off was greatest in Champagne's domestic market, with France seeing a decline of 6.3%, to total 48.1 million bottles, while exports, with 77.7 million bottles, are seeing a drop of 3.7%.

Champagne may be seeing a decline in sales in 2023, but Chinese wine is on the up. Brand Finance's report ranked Changyu, China's oldest and largest wine producer, as the second most valuable wine brand in the world, recording a rise in value of 33% in the last year to US\$1.2 billion.

The massive and growing size of the Chinese wine market means that the brand is extremely valuable, Brand Finance said in its report.

The research also named Penfolds as the fastest growing wine brand this year, up 48% in value, despite challenges that the Australian brand is facing due to trade tariffs in China, one of its biggest markets.

So which 10 brands are the biggest contributors to the value of the wine category worldwide?

10. Jacob's Creek

9. Concha Y Toro

8. Beringer

7. Penfolds

6. Barefoot Wine

5. Dom Pérignon

4. Veuve Clicquot

3. Chandon

2. Changyu

1. Moët & Chandon

Henry Farr, associate director at Brand Finance, said of the findings: "Within the Wine & Champagnes sector, wines have performed better in terms of brand value growth. High-end Champagnes have taken a hit. Difficult growing conditions, reduced availability and price hikes have steered some consumers towards lower-end sparkling wines as an alternative. For those less effected by harsher financial situations, this could be due to not wanting to appear vulgar or ostentatious by indulging in luxury products when others are struggling with the rising costs of living."

Methodology: According to Brand Finance, brand value is understood as the net economic benefit that a brand owner would achieve by licensing the brand in the open market. Brand strength is the efficacy of a brand's performance on intangible measures relative to its competitors, and Brand Finance uses the 'Royalty Relief' methodology to calculate brand value in its reports.

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