

# CONJONCTURE ECONOMIQUE DES VINS DE LOIRE

## Touraine

Situation à fin avril 2024



Document édité par le Pôle Prospective - Service Économie et Études

Contacts :

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**INTER.**  
INTERPROFESSION  
DES VINS DE LOIRE **Loire**

[www.vinsdeloire.fr](http://www.vinsdeloire.fr)

InterLoire - Interprofession des Vins de Loire  
62 Rue Blaise Pascal - 37019 Tours  
[communication@vinsdeloire.fr](mailto:communication@vinsdeloire.fr)



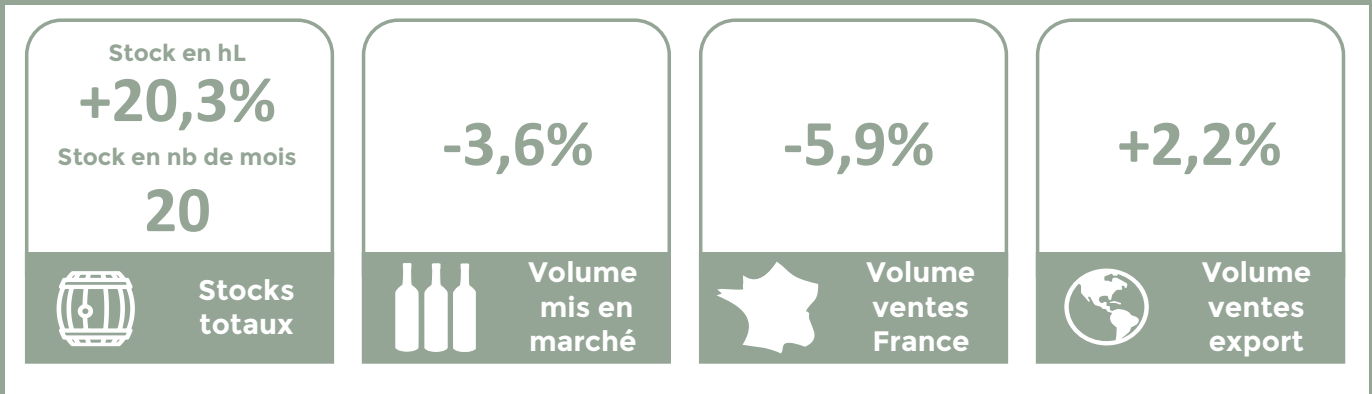


# Total de l'AOP "Touraine"

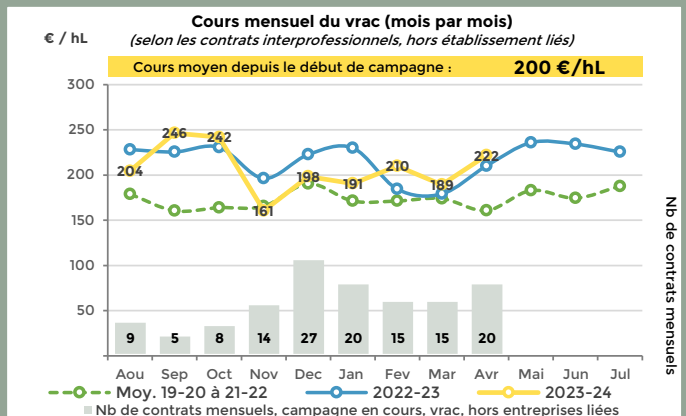
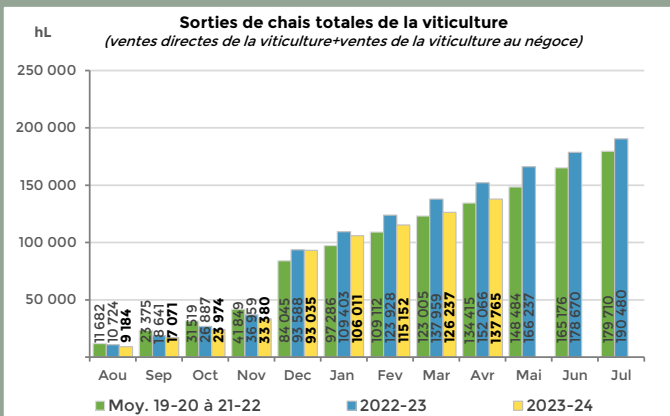
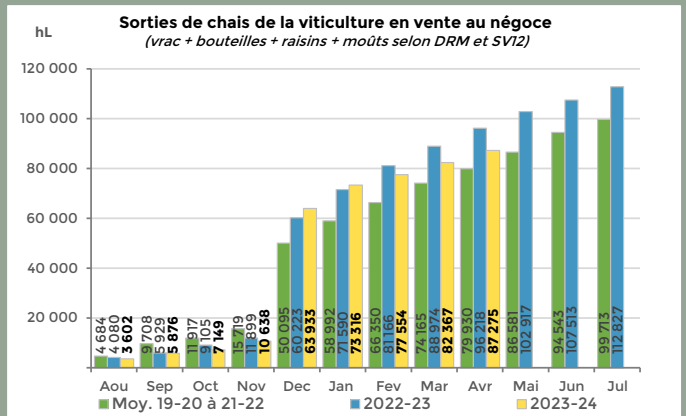
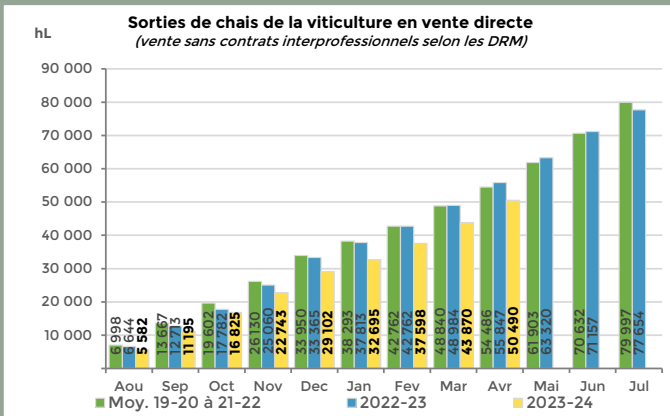
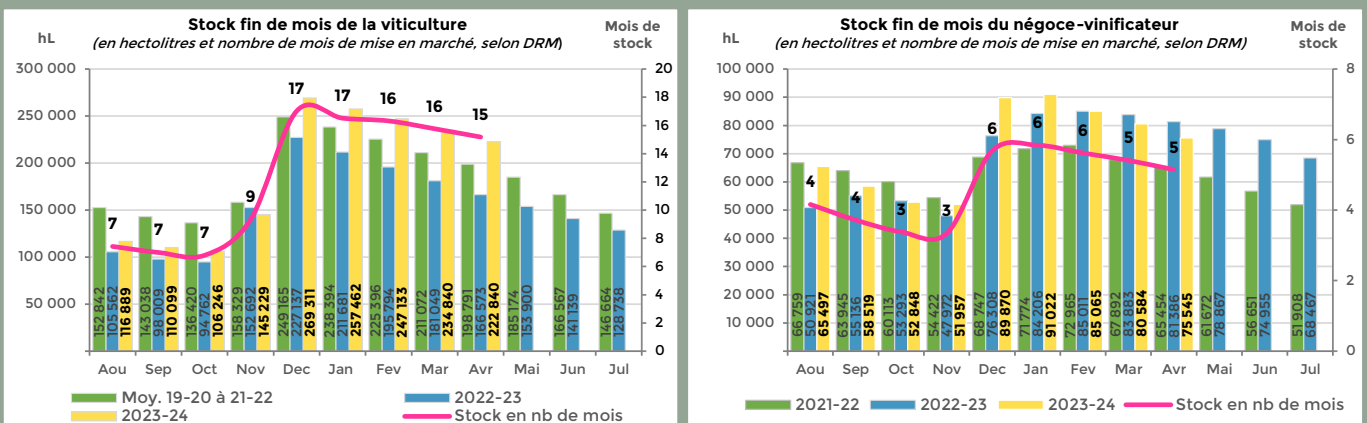
Touraine Régionale, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur



## Évolution sur 12 mois glissants - avril 2024



## Conjoncture économique mensuelle (Amont)



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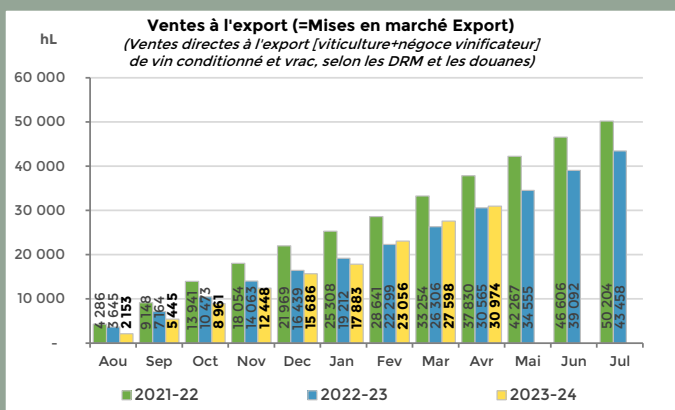
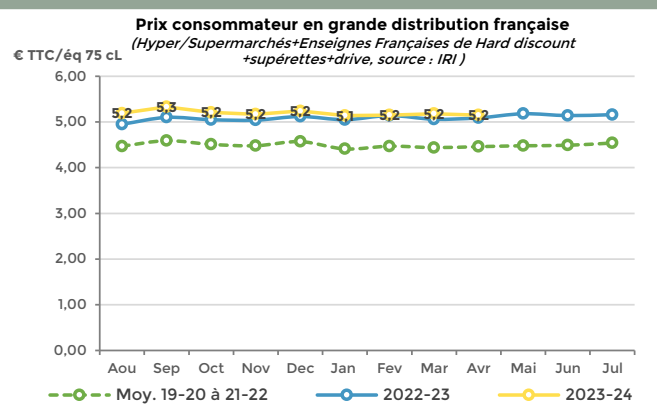
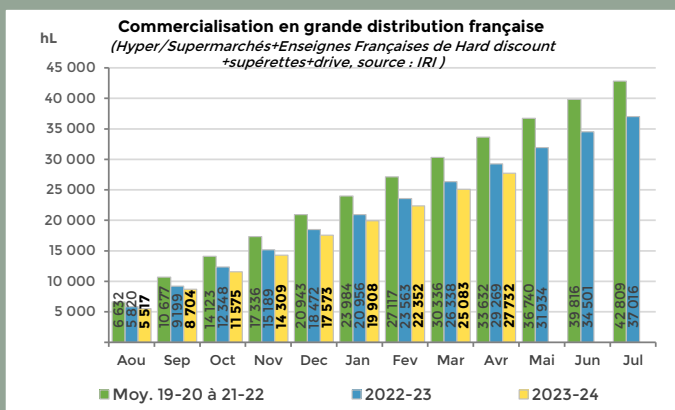
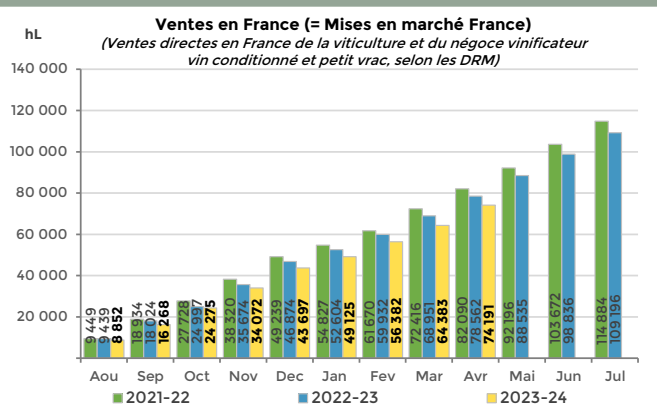
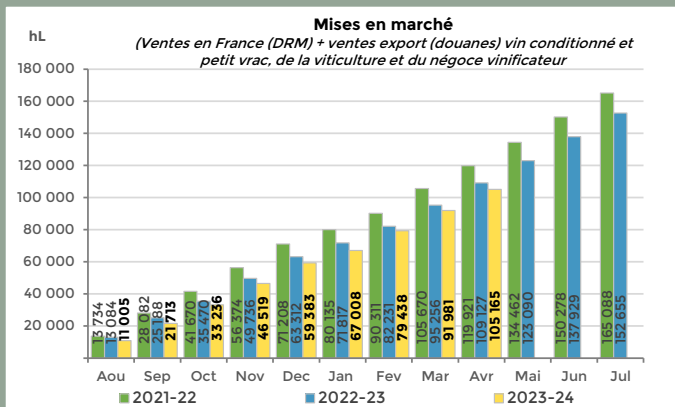
**INTERLOIRE**  
Interprofession des Vins du Val de Loire

# Total de l'AOP "Touraine"

Touraine Régionale, Oisly, Mesland, Chenonceaux, Azay-le-Rideau, Amboise sans distinction de couleur



## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>

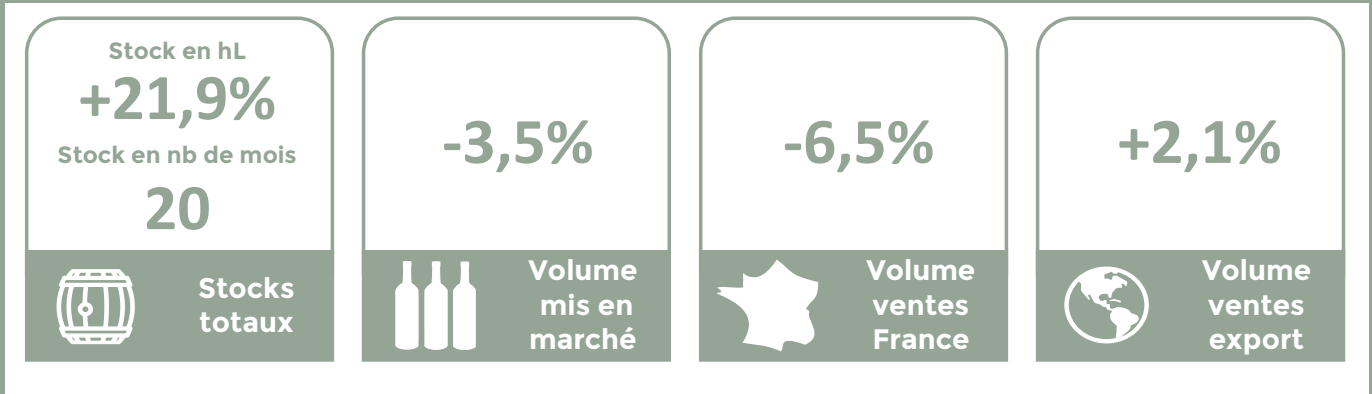


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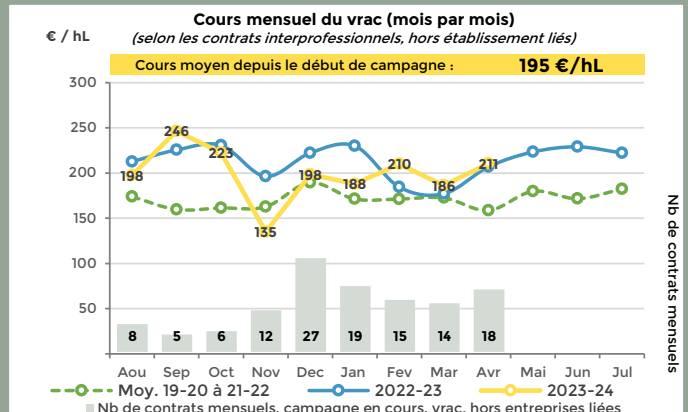
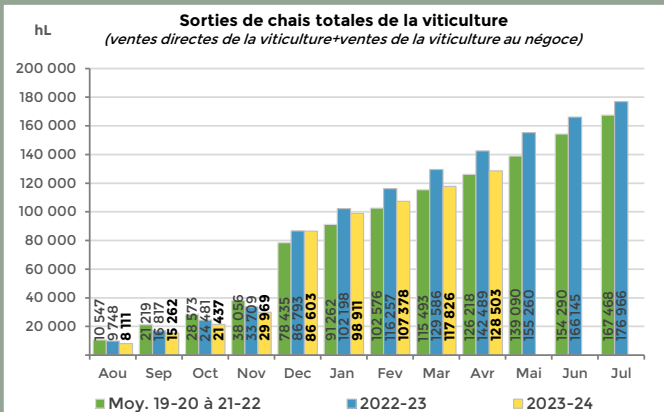
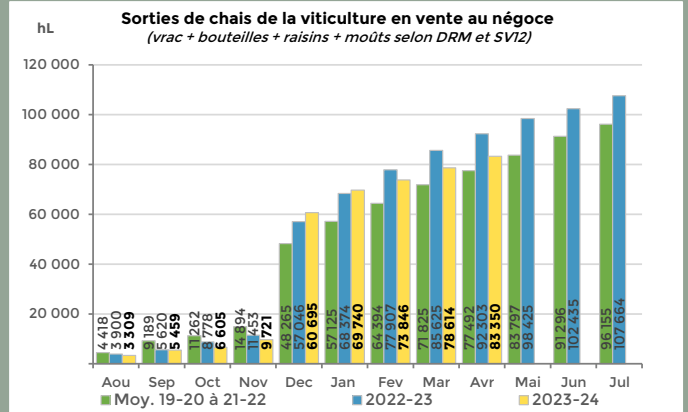
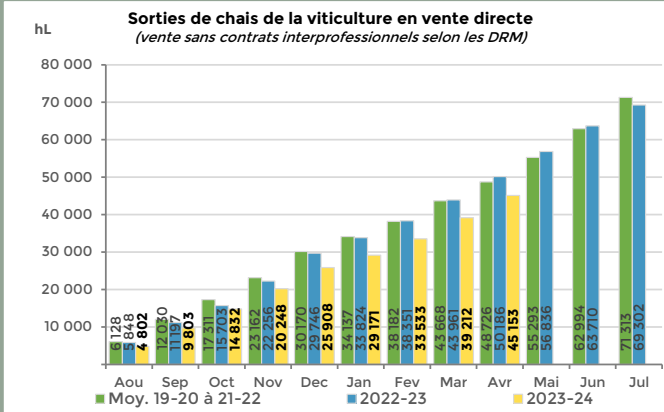
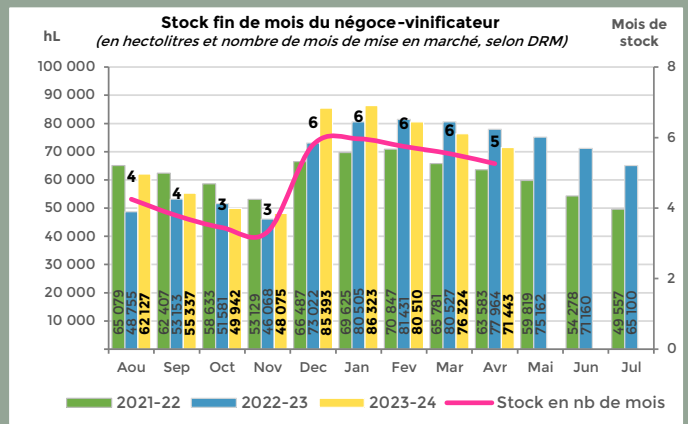
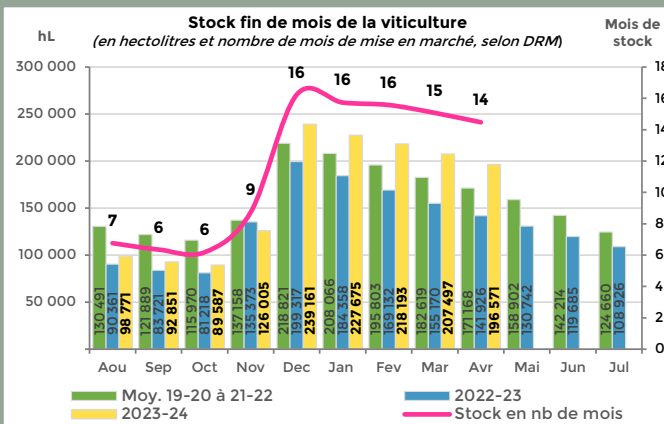
Touraine Blanc, Rouge, Primeur, Rosé, Fines Bulles



## Évolution sur 12 mois glissants - avril 2024



## Conjoncture économique mensuelle (Amont)



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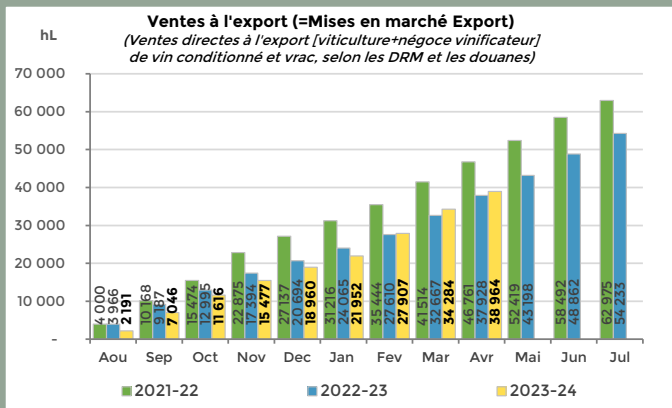
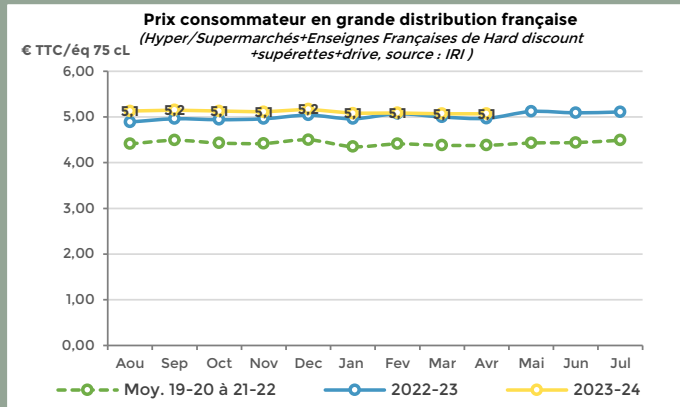
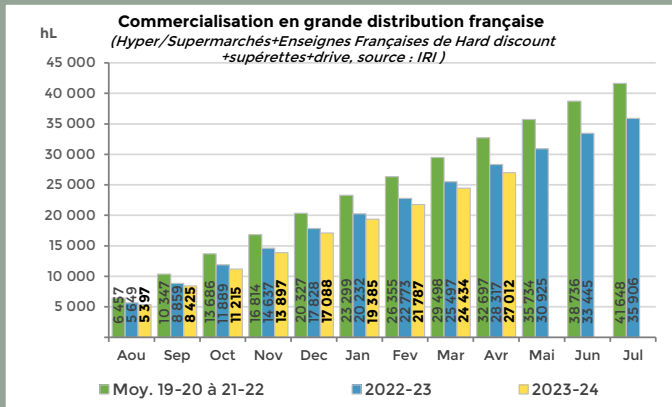
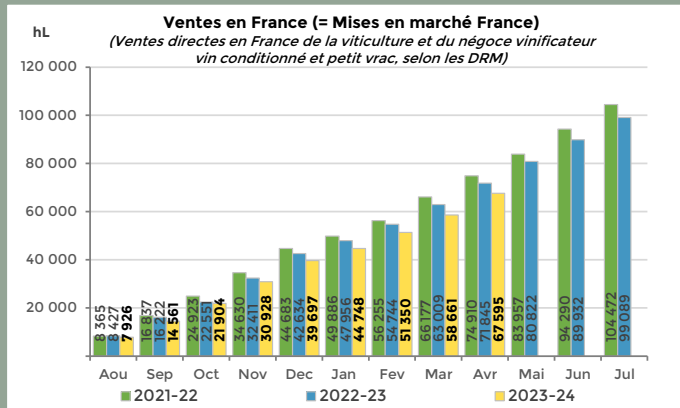
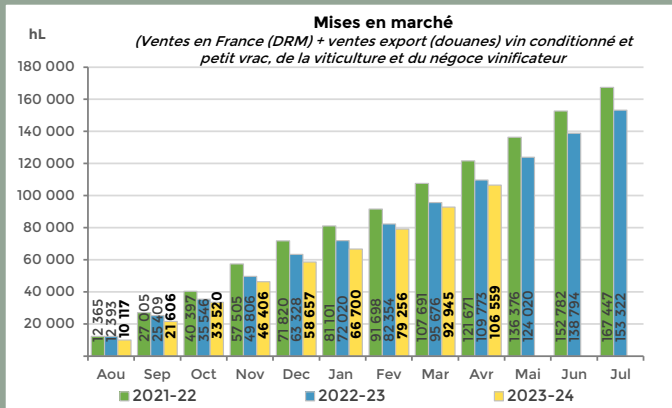
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# Total de l'AOP "Touraine" Régionale

Touraine Blanc, Rouge, Primeur, Rosé, Fines Bulles

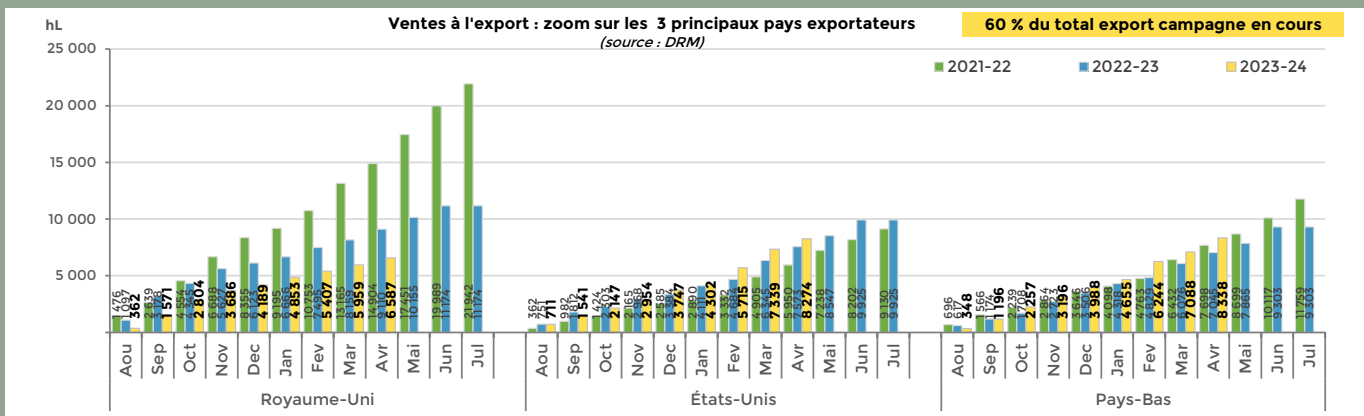


## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

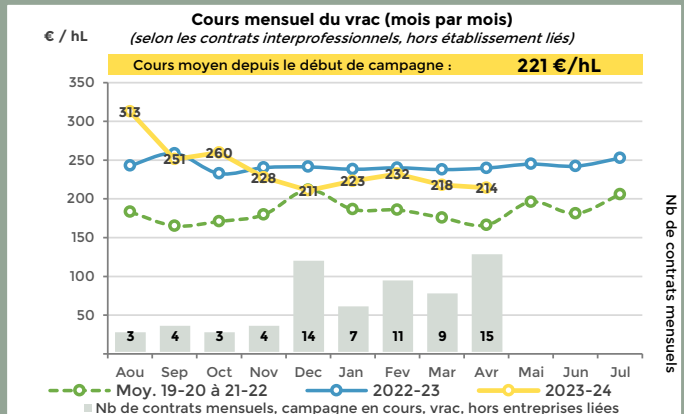
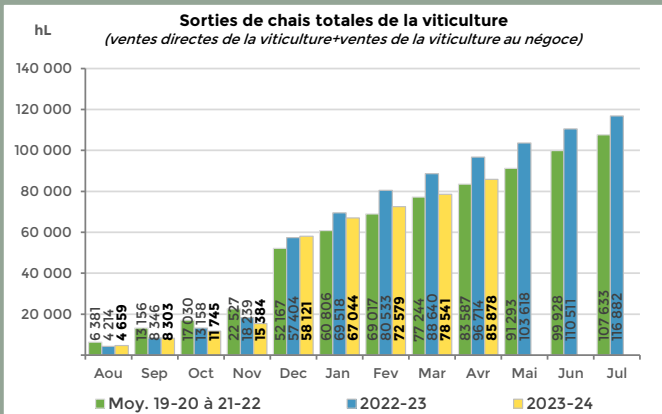
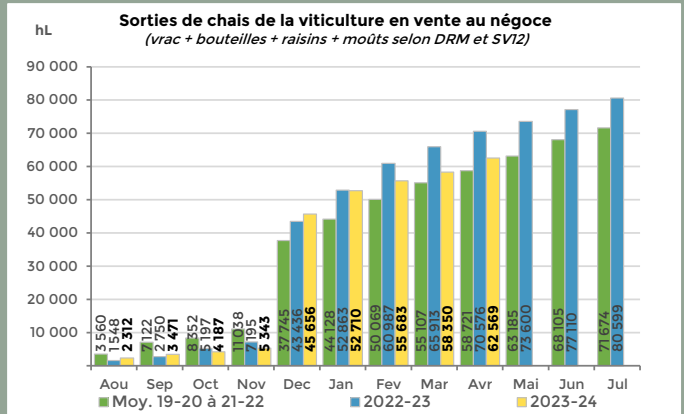
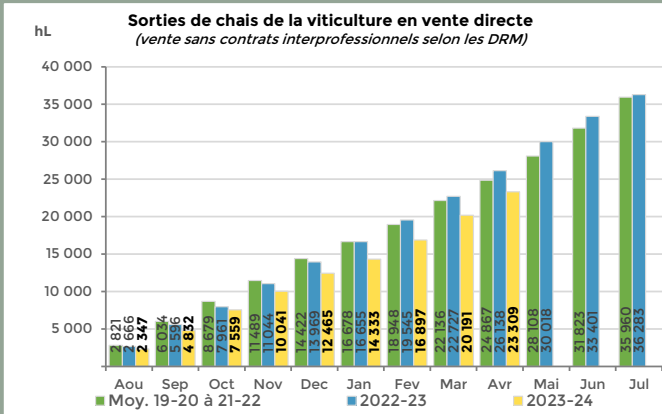
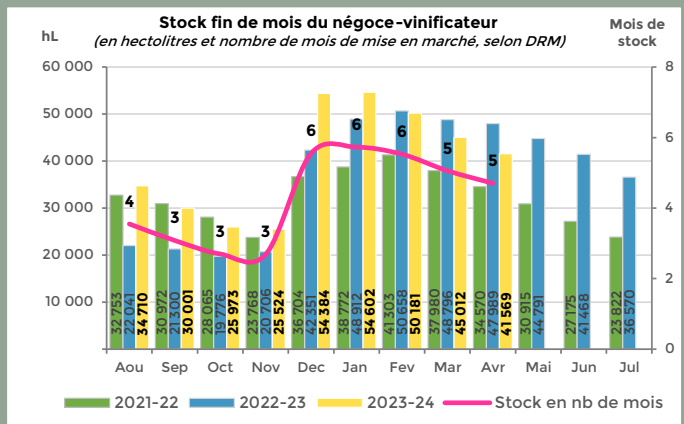
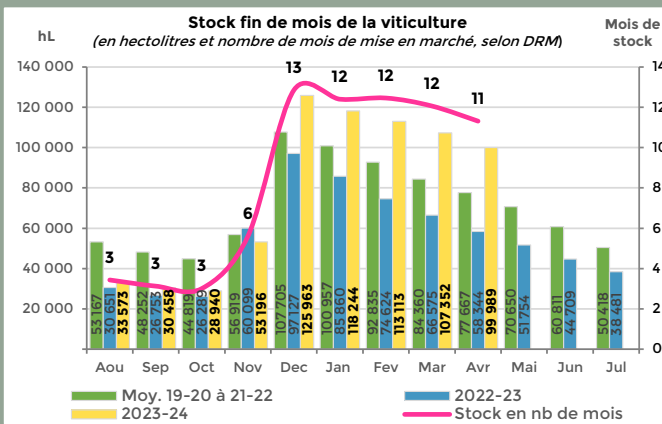
Plus d'information : <https://filiere.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



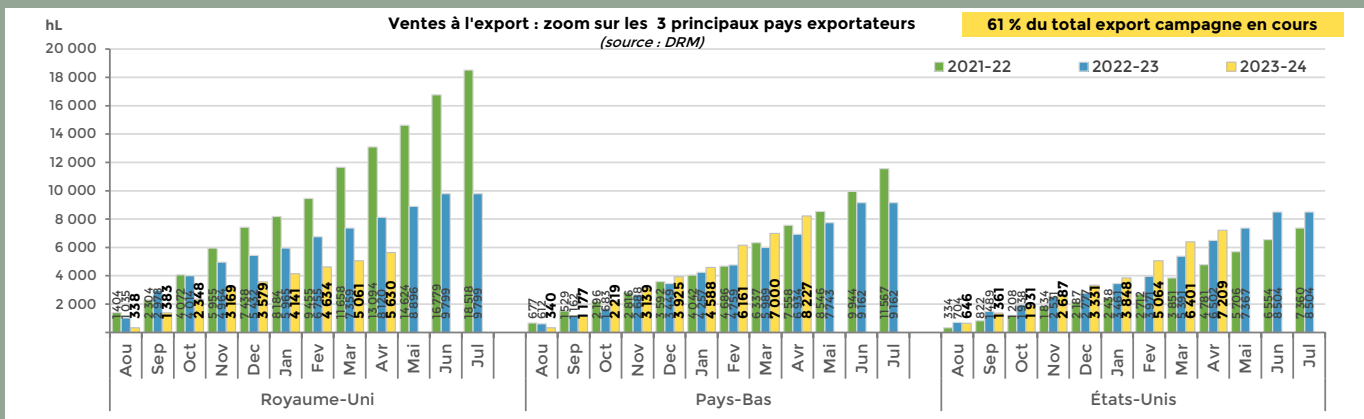
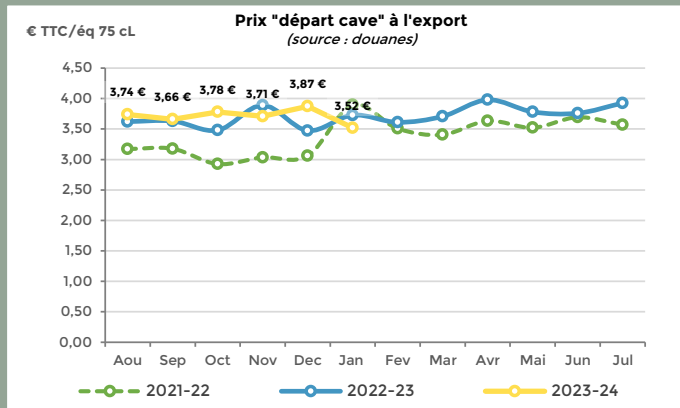
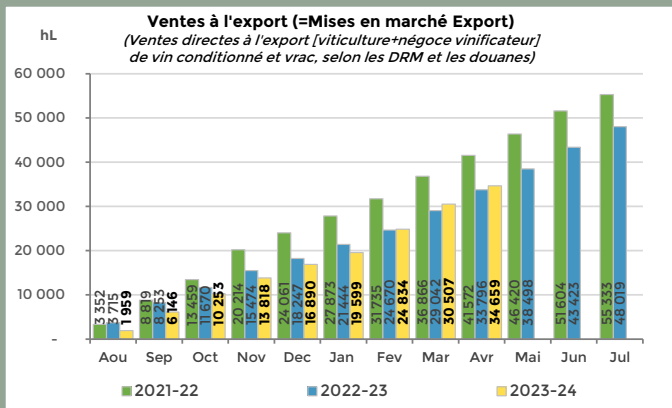
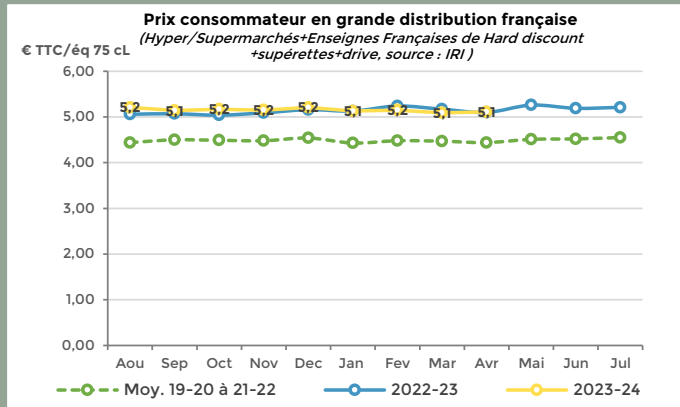
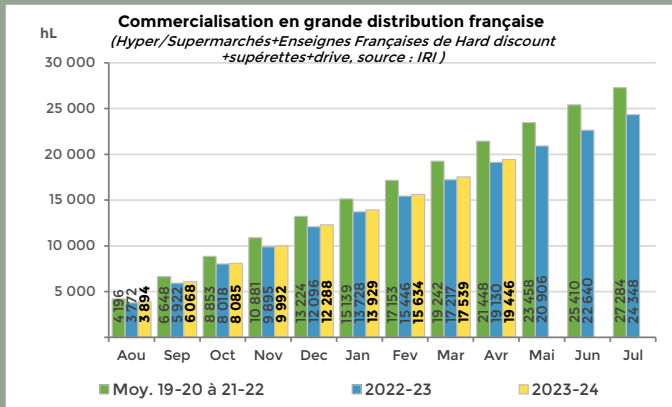
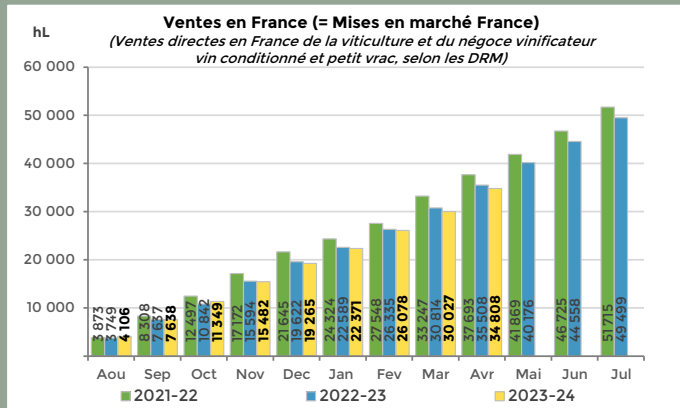
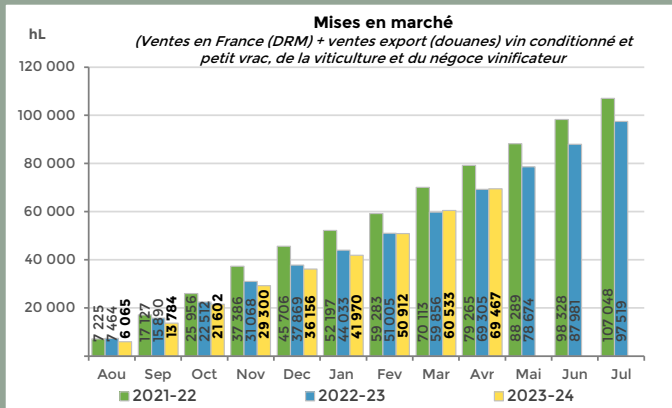
## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+33,1%</b> Stock en nb de mois <b>16</b></p> <p><b>Stocks totaux</b></p>	<p><b>+0,6%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-1,5%</b></p> <p><b>Volume ventes France</b></p>	<p><b>+2,8%</b></p> <p><b>Volume ventes export</b></p>
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### Conjoncture économique mensuelle (Amont)

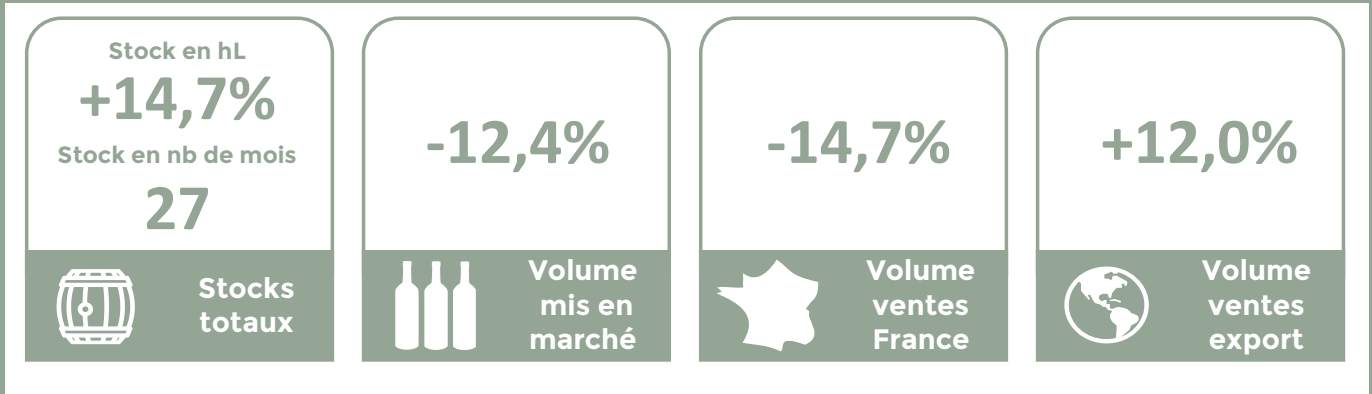


## Conjoncture économique mensuelle (Commercialisation)

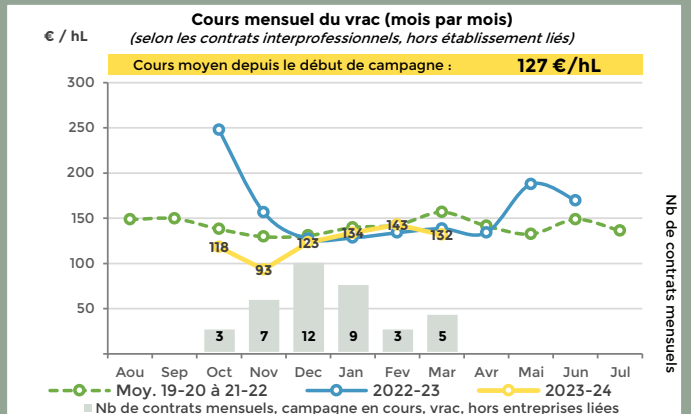
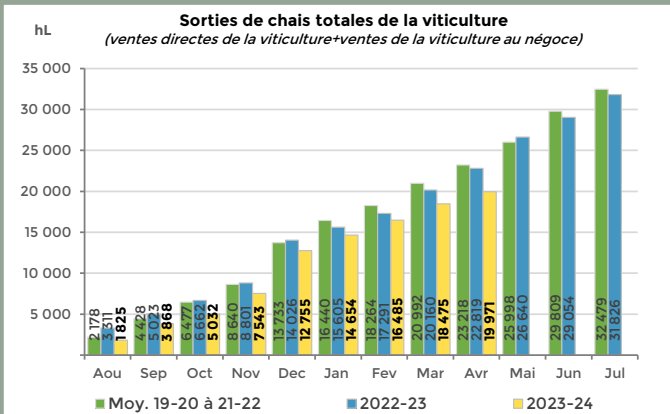
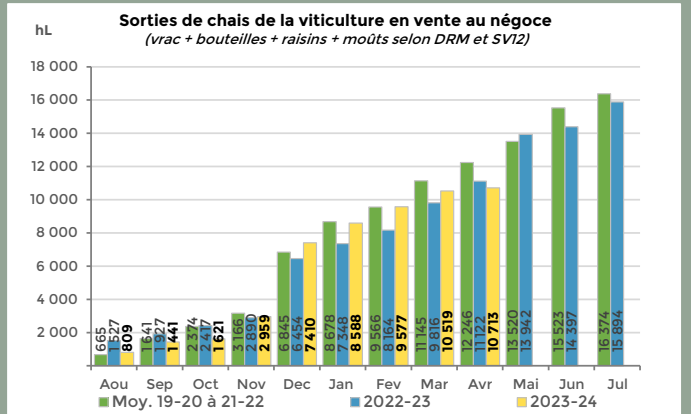
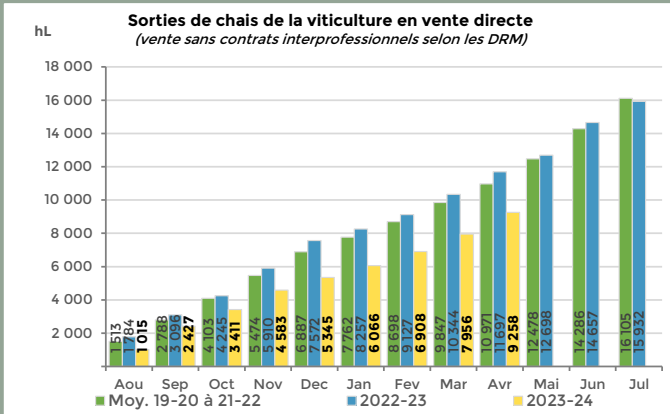
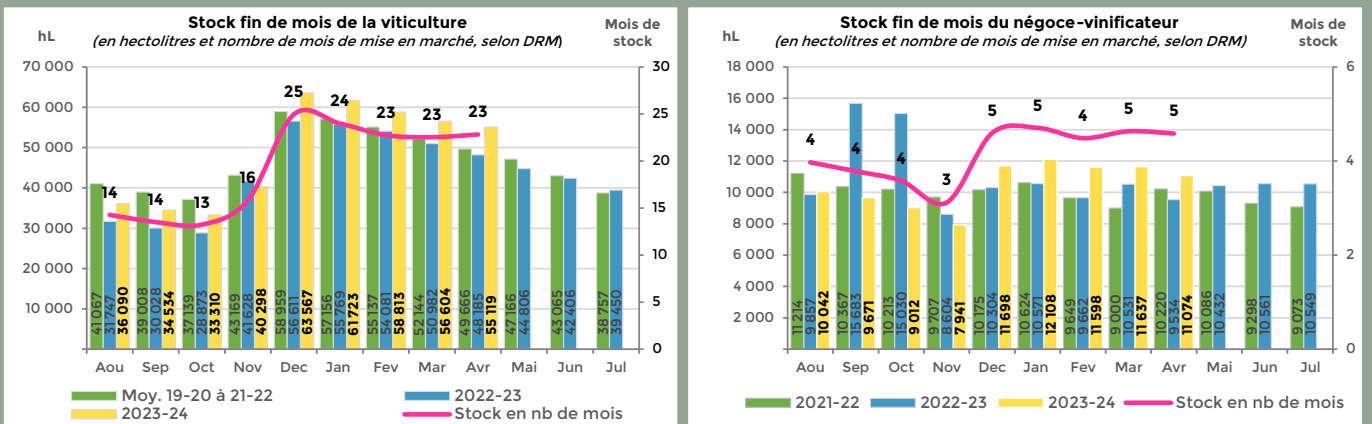




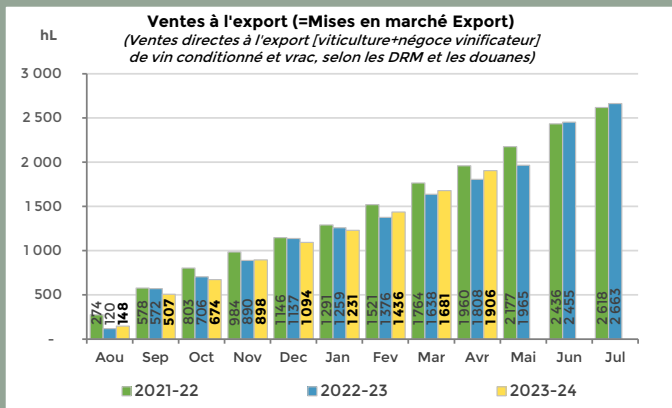
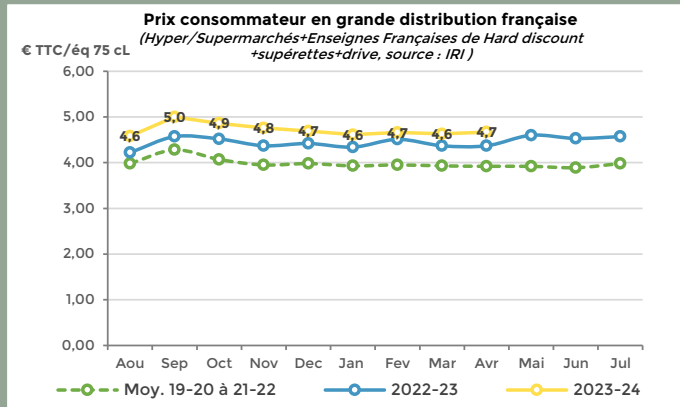
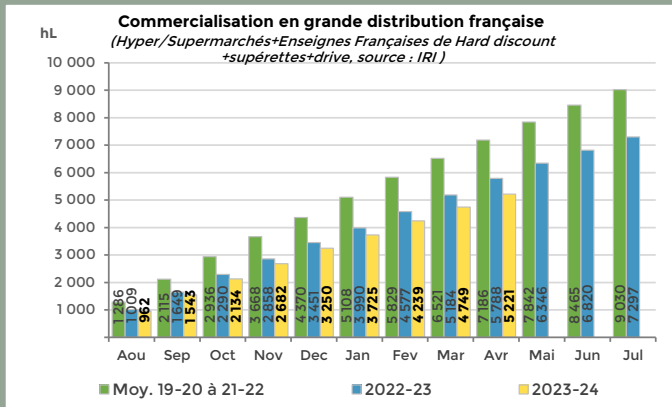
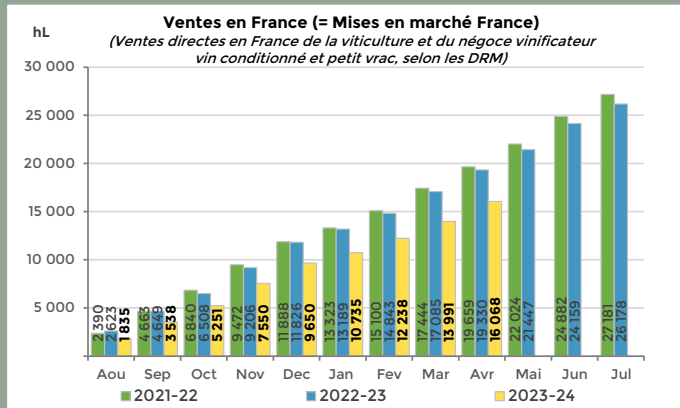
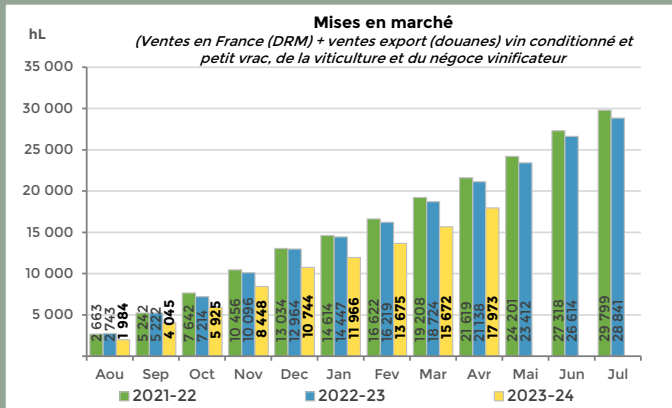
## Évolution sur 12 mois glissants - avril 2024



## Conjoncture économique mensuelle (Amont)

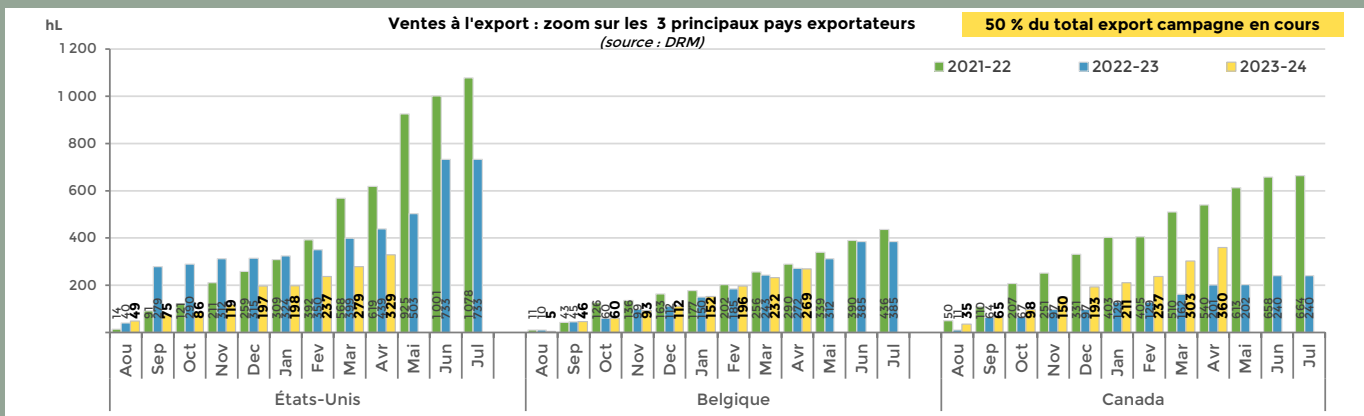


## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Puis d'information : <https://filiere.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

Stock en hL  
**+14,2%**  
Stock en nb de mois  
**21**

**Stocks totaux**

**-9,0%**

**Volume mis en marché**

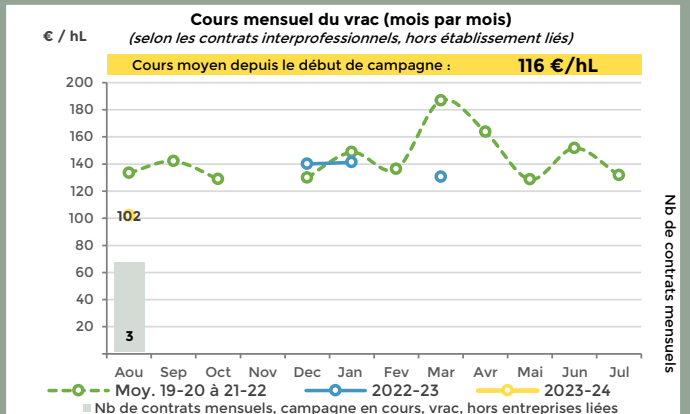
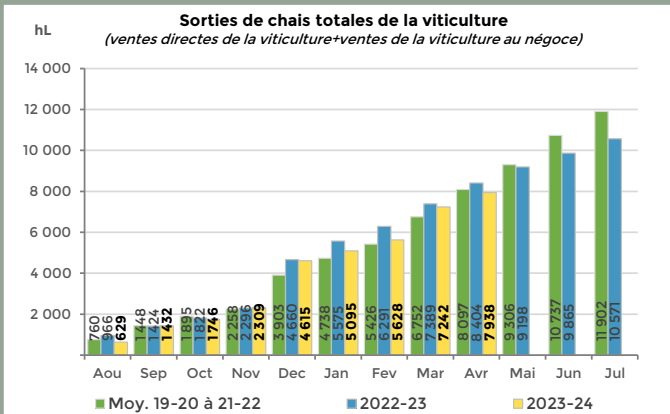
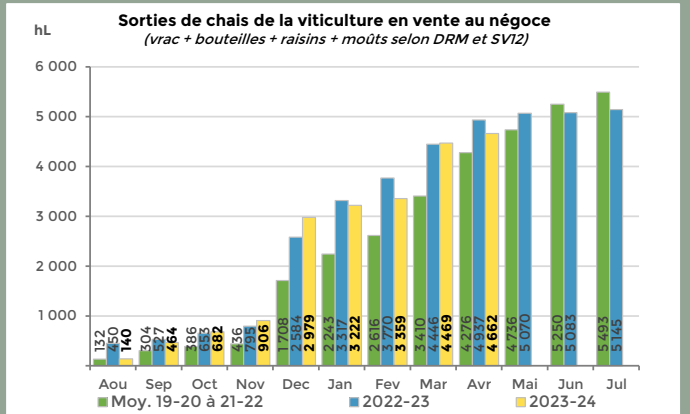
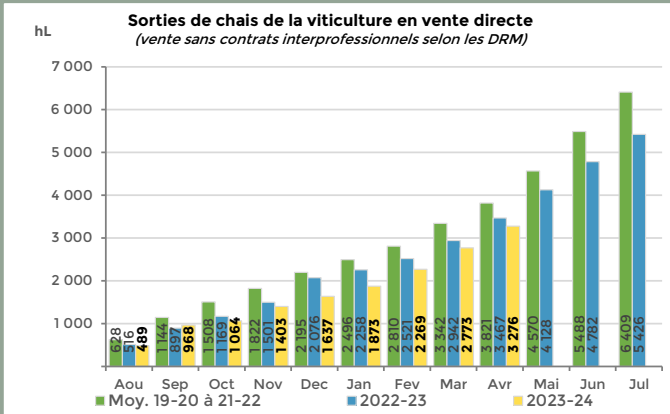
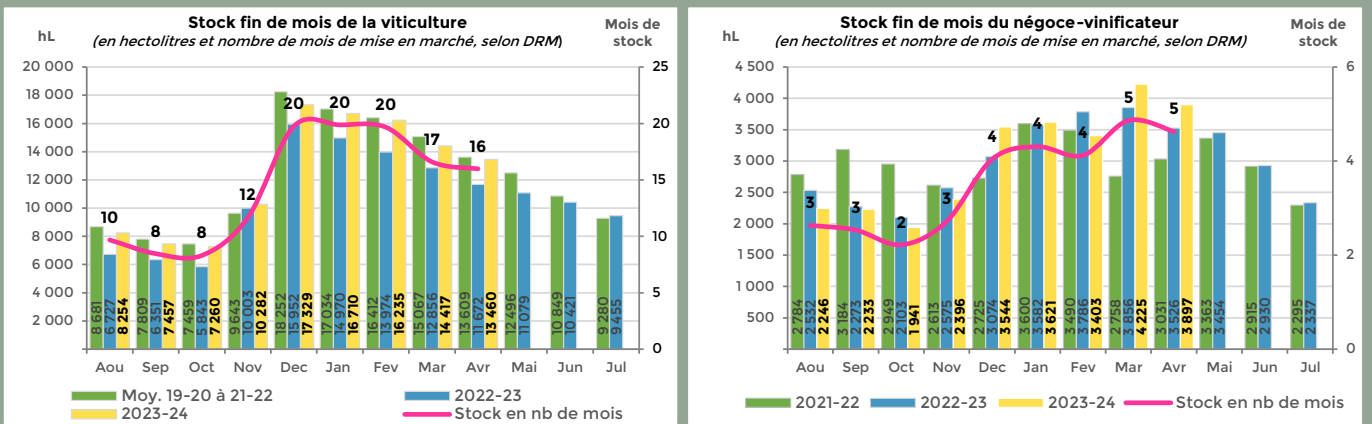
**-7,9%**

**Volume ventes France**

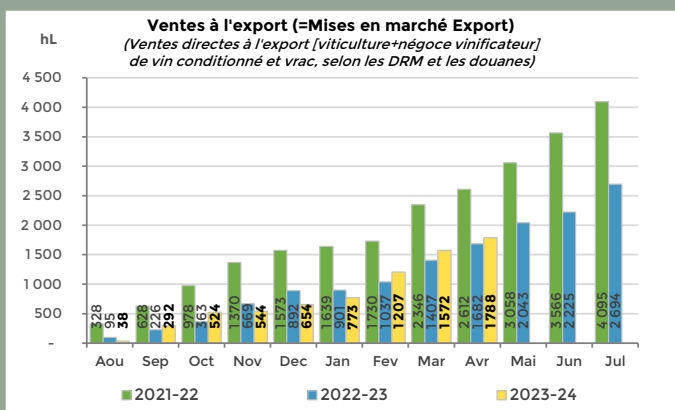
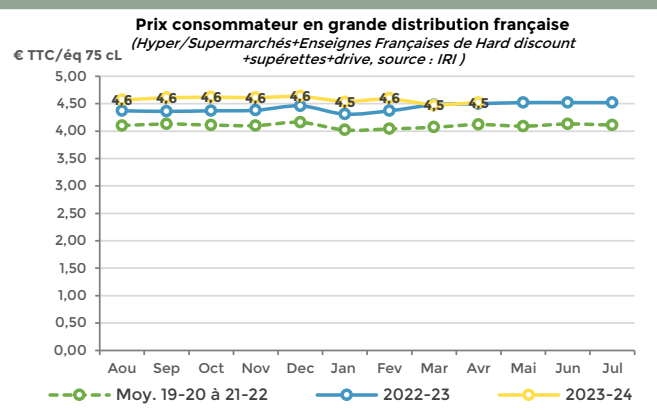
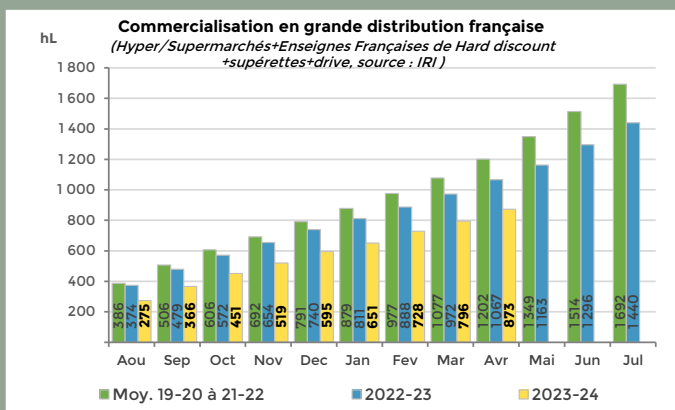
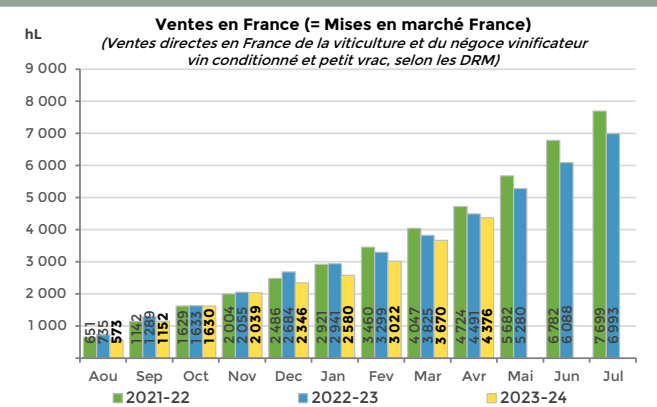
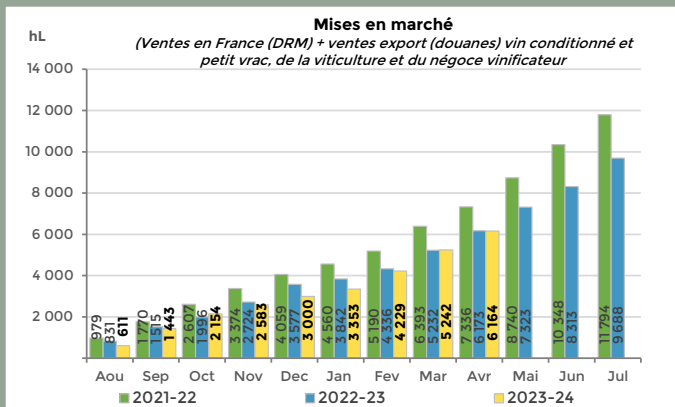
**-11,5%**

**Volume ventes export**

### Conjoncture économique mensuelle (Amont)

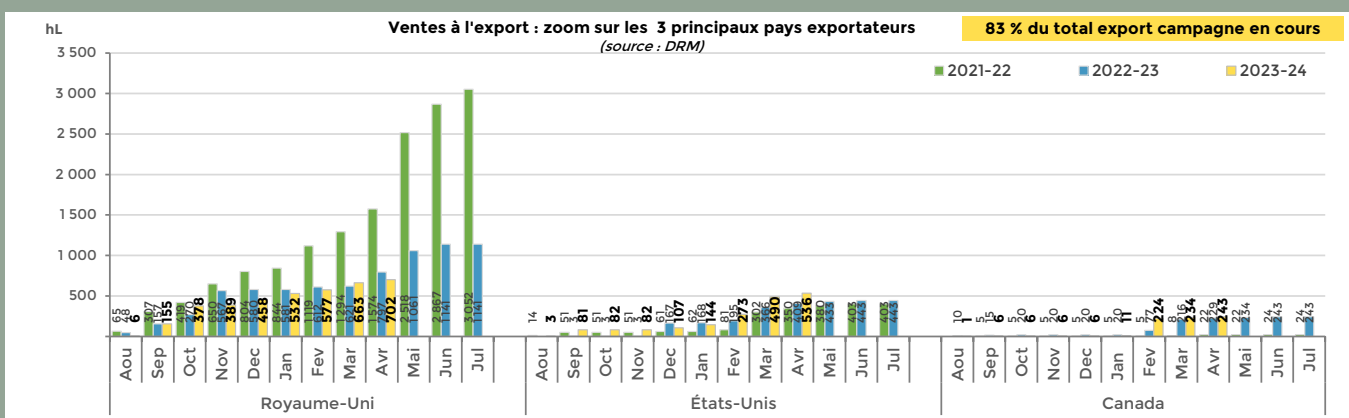


## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

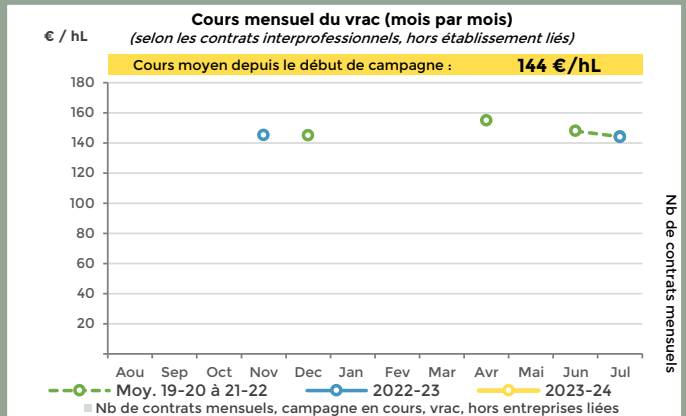
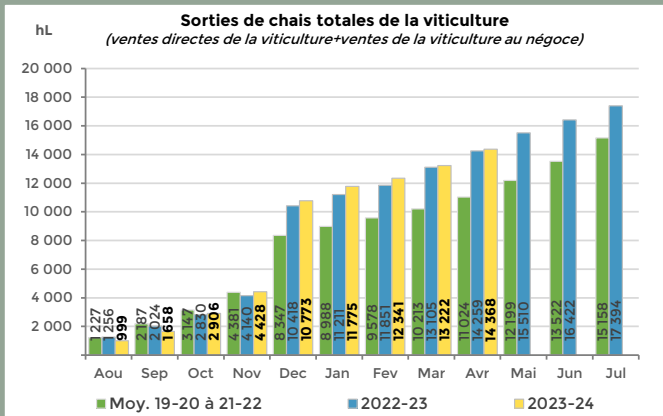
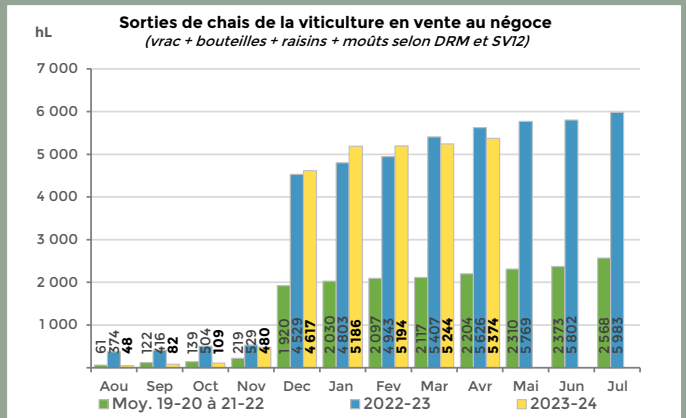
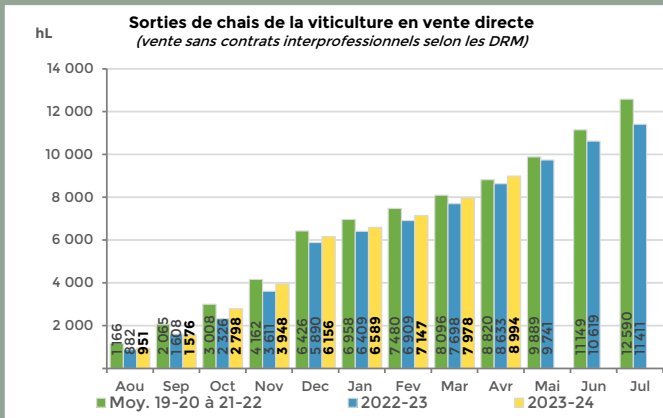
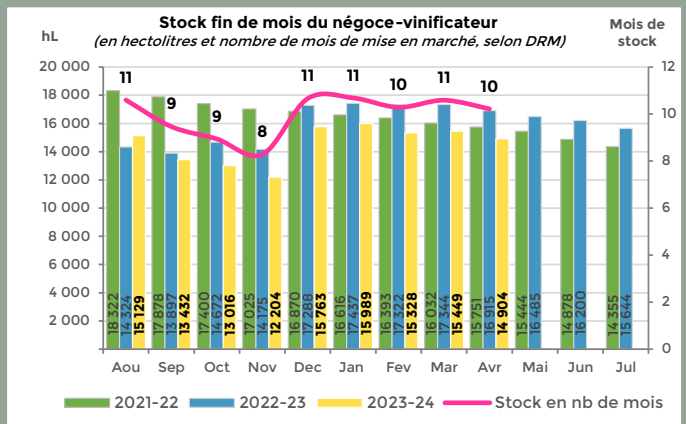
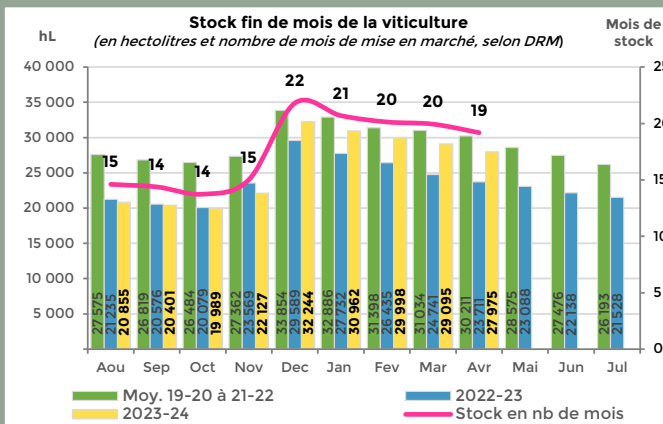
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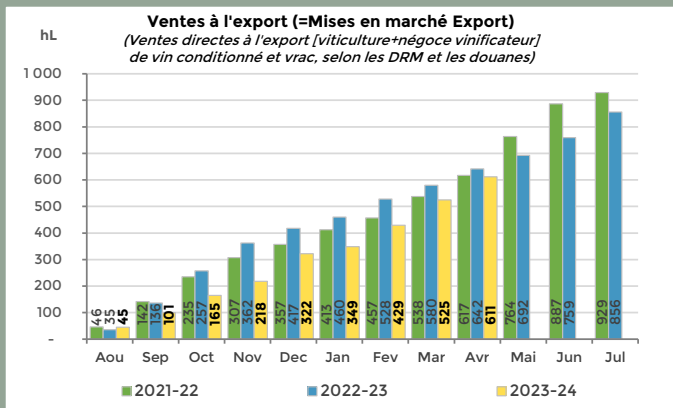
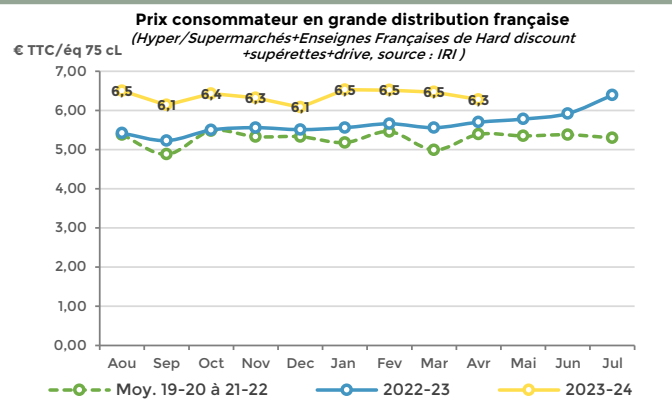
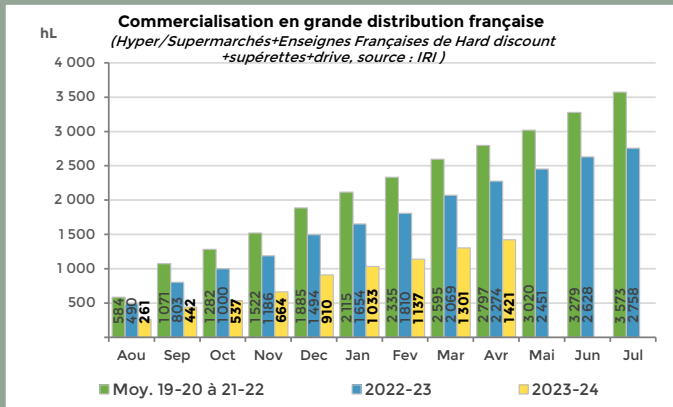
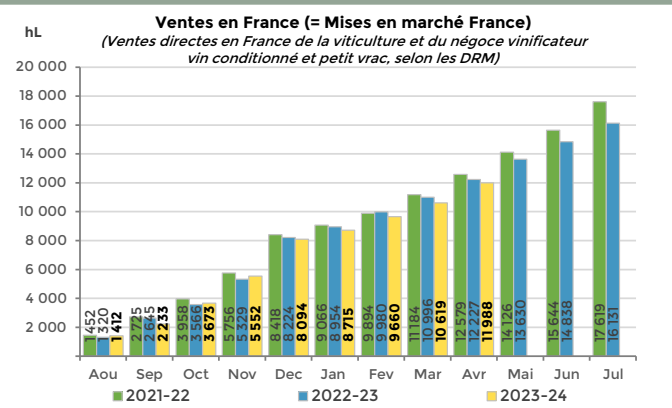
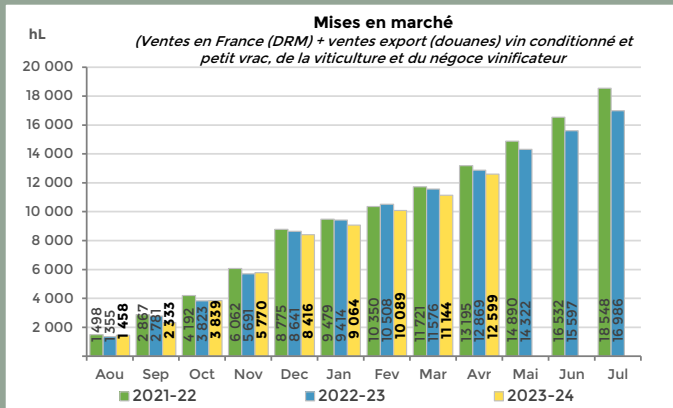
## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+5,5%</b> Stock en nb de mois <b>29</b></p> <p><b>Stocks totaux</b></p>	<p><b>-8,3%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-8,0%</b></p> <p><b>Volume ventes France</b></p>	<p><b>-13,5%</b></p> <p><b>Volume ventes export</b></p>
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## Conjoncture économique mensuelle (Amont)

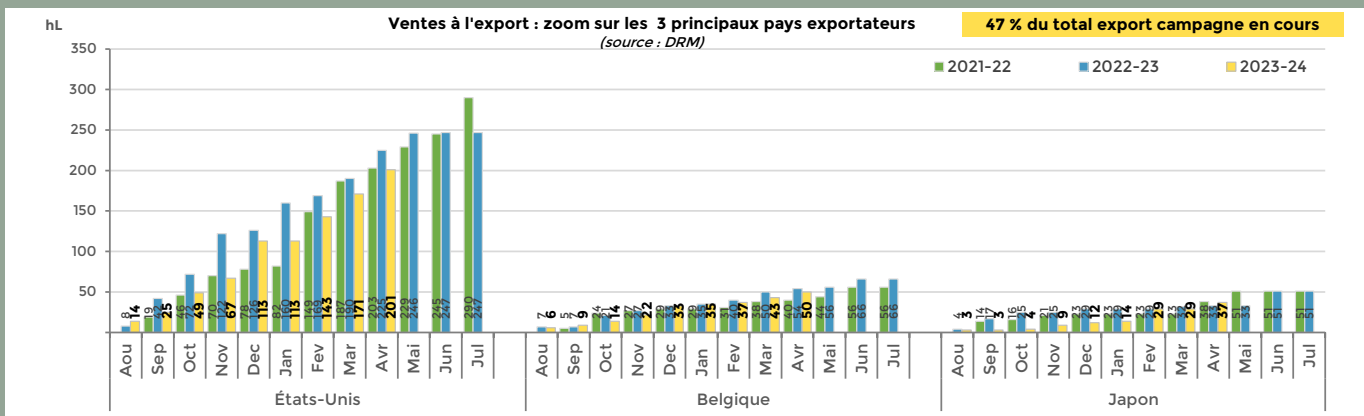


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Aucune donnée de prix départ cave

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## Évolution sur 12 mois glissants - avril 2024

Stock en hL  
**+10,6%**  
Stock en nb de mois  
**21**

**Stocks totaux**

**+3,2%**

**Volume mis en marché**

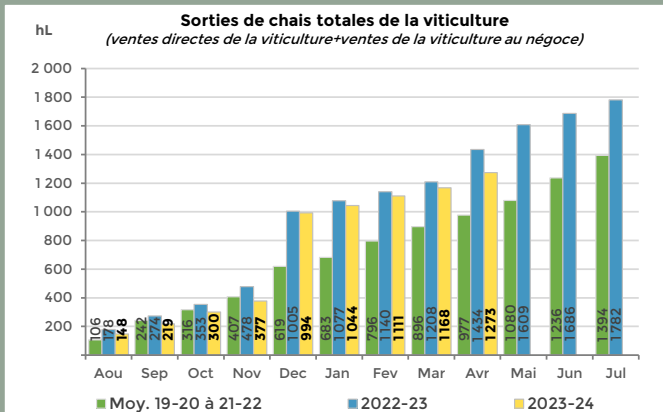
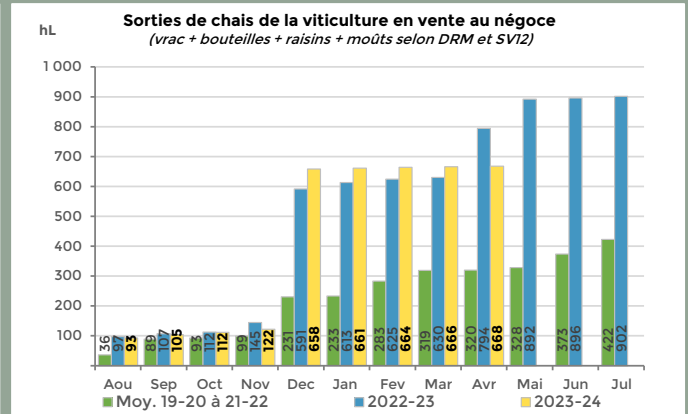
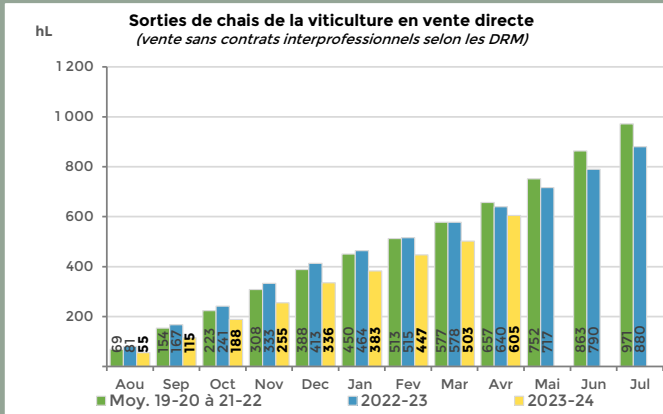
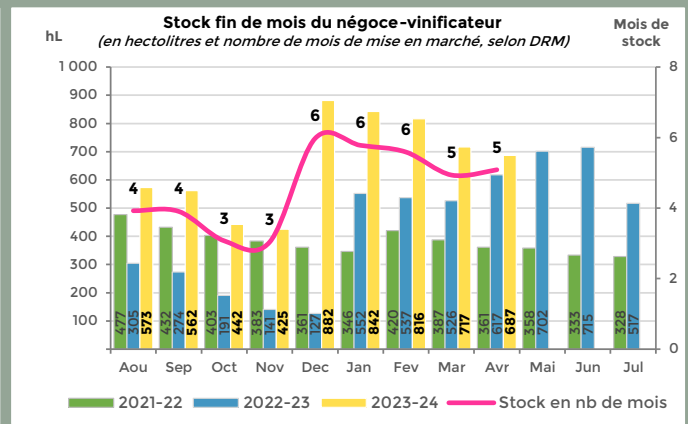
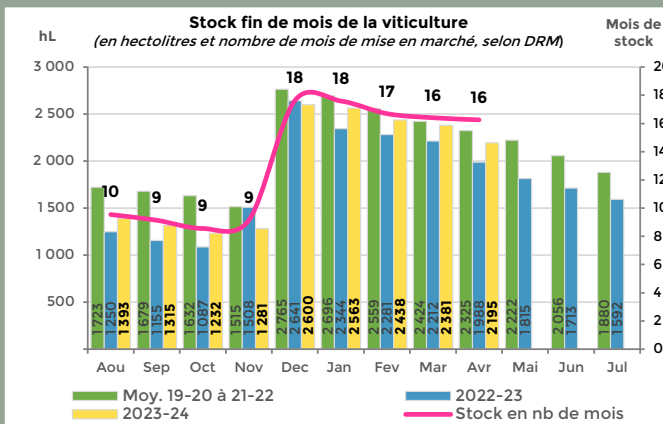
**-1,1%**

**Volume ventes France**

**+11,0%**

**Volume ventes export**

## Conjoncture économique mensuelle (Amont)

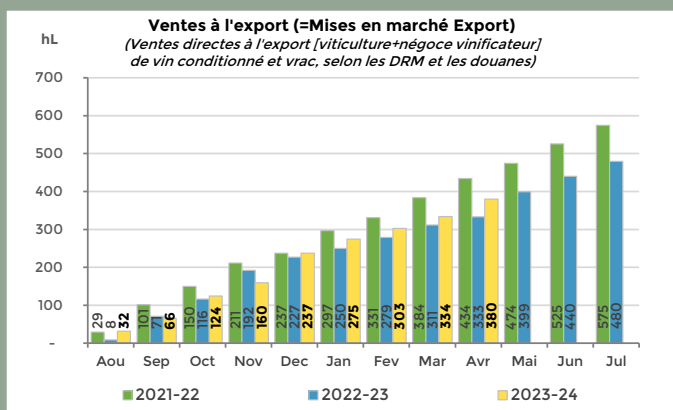
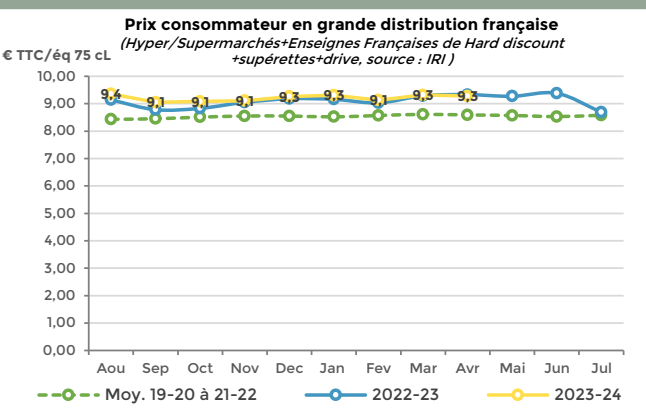
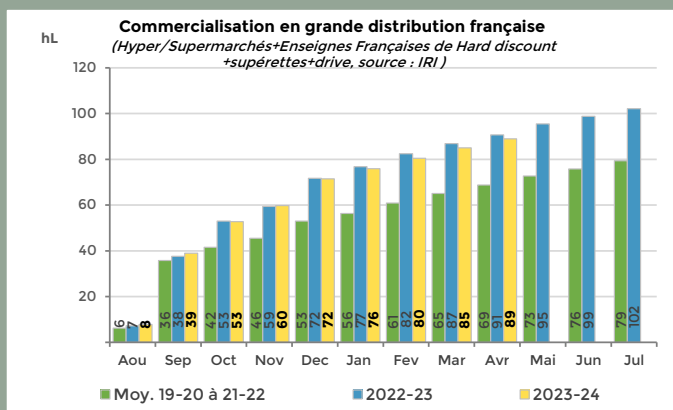
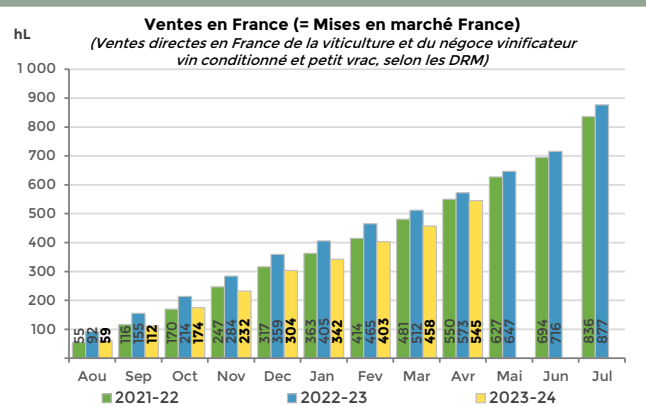
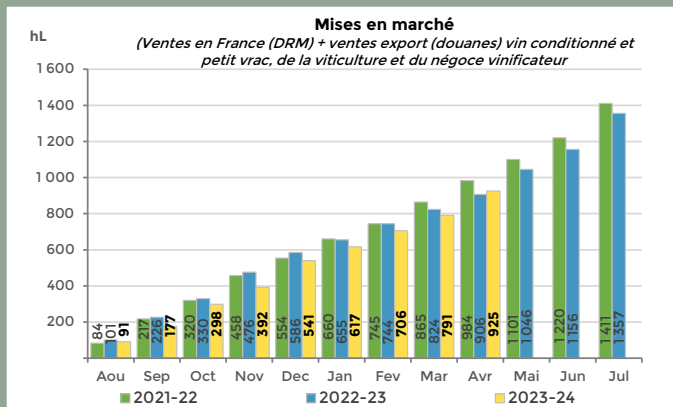


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

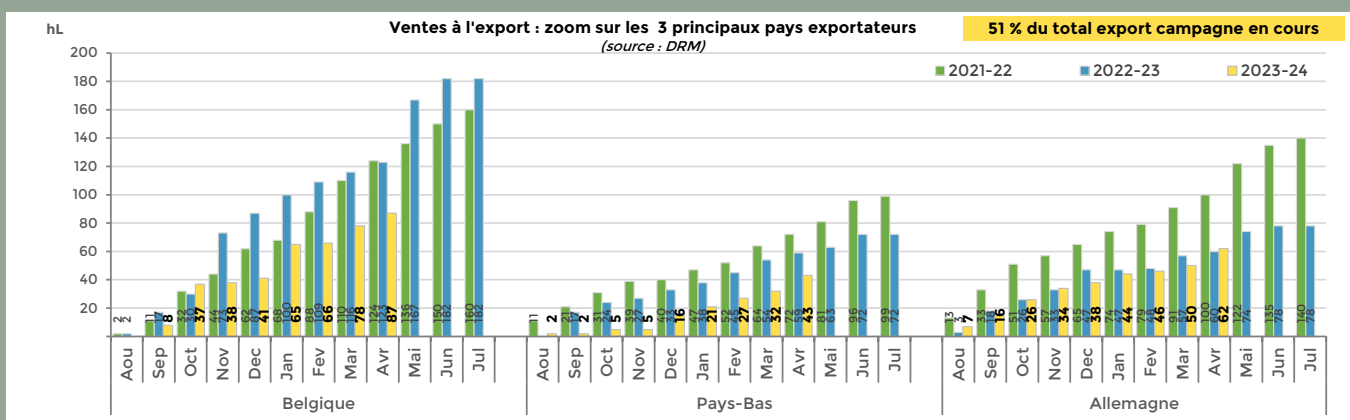
Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>





# Total de l'AOP "Touraine-Amboise"

Touraine Amboise Blanc, Rouge et Rosé



## Évolution sur 12 mois glissants - avril 2024

Stock en hL  
**+5,5%**  
Stock en nb de mois  
**28**

Stocks totaux

**+11,3%**

Volume mis en marché

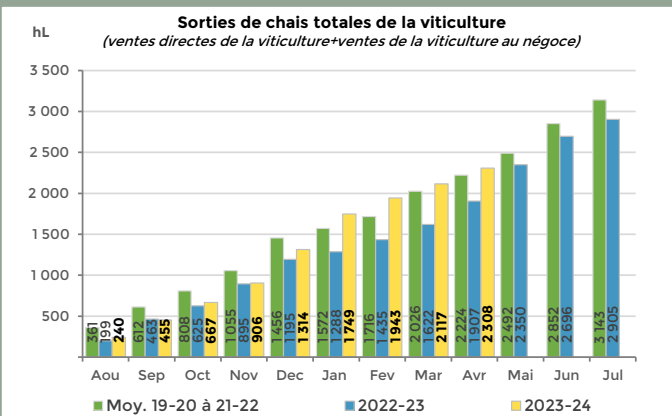
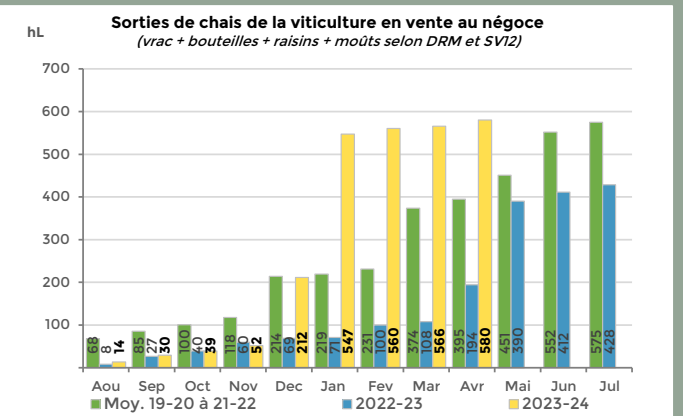
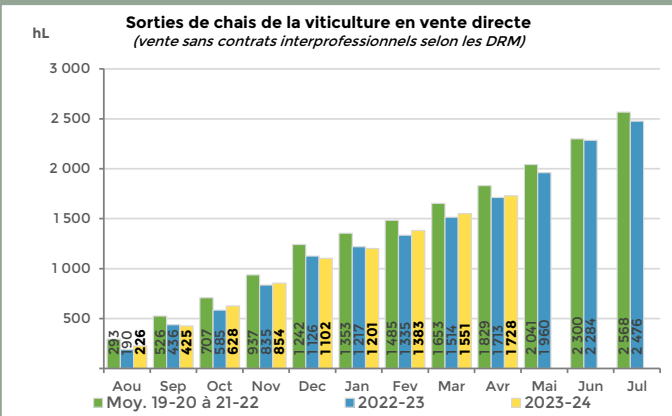
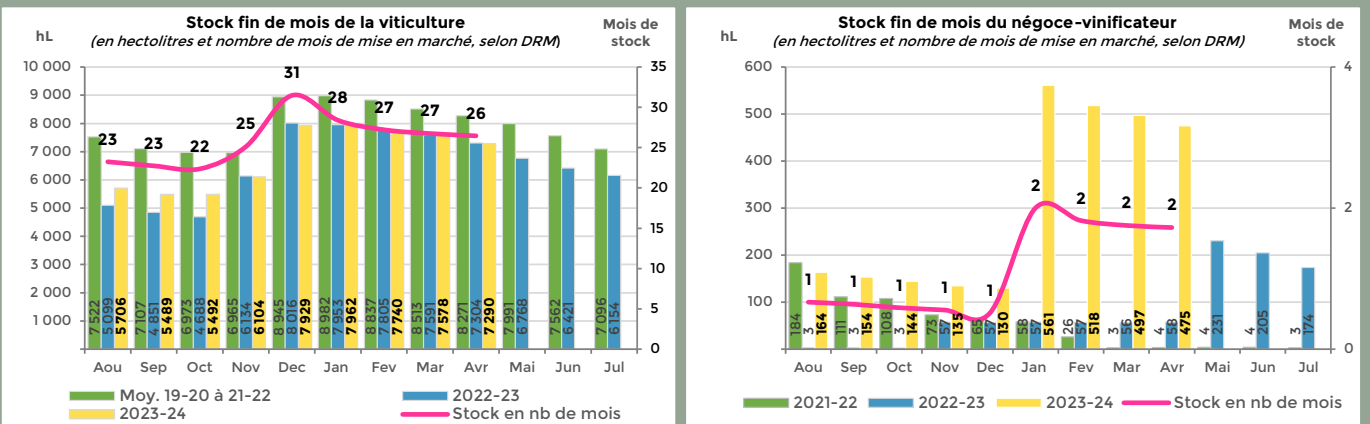
**+5,5%**

Volume ventes France

**+91,2%**

Volume ventes export

## Conjoncture économique mensuelle (Amont)



Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

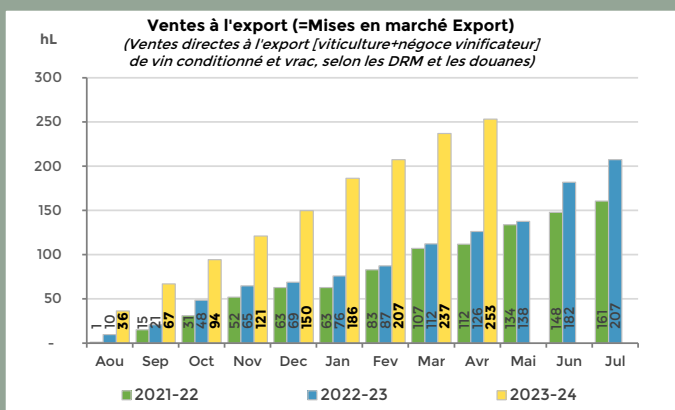
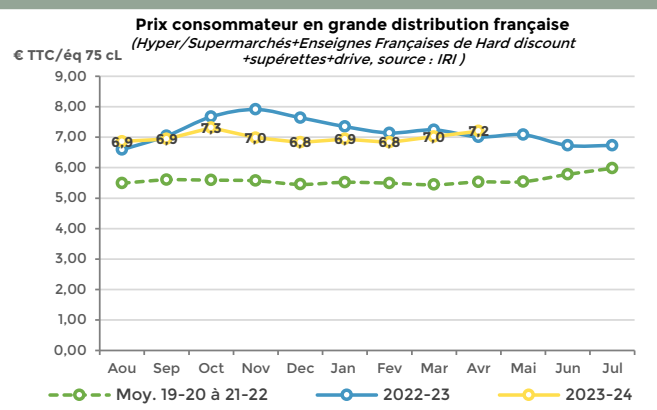
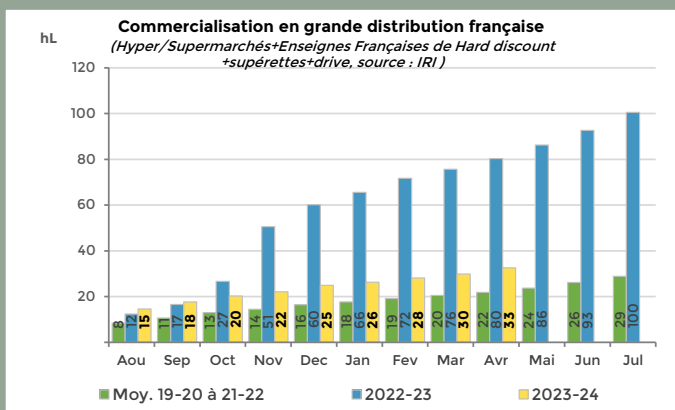
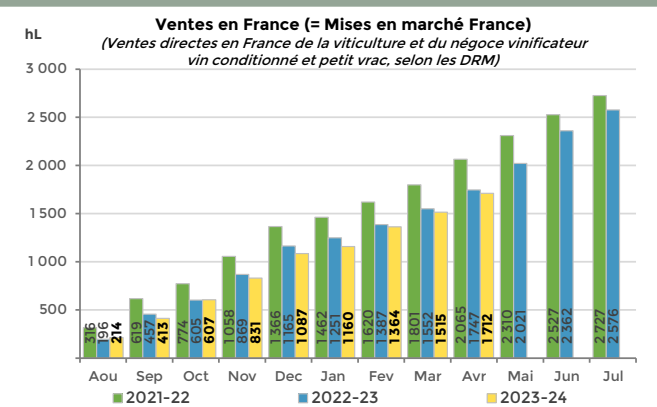
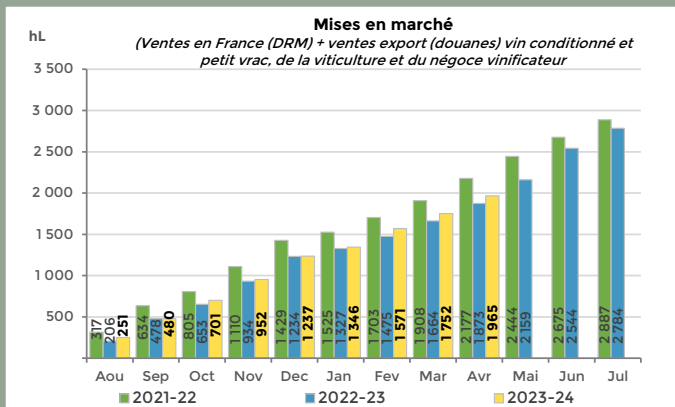
Nb de contrats mensuels

# Total de l'AOP "Touraine-Amboise"

Touraine Amboise Blanc, Rouge et Rosé

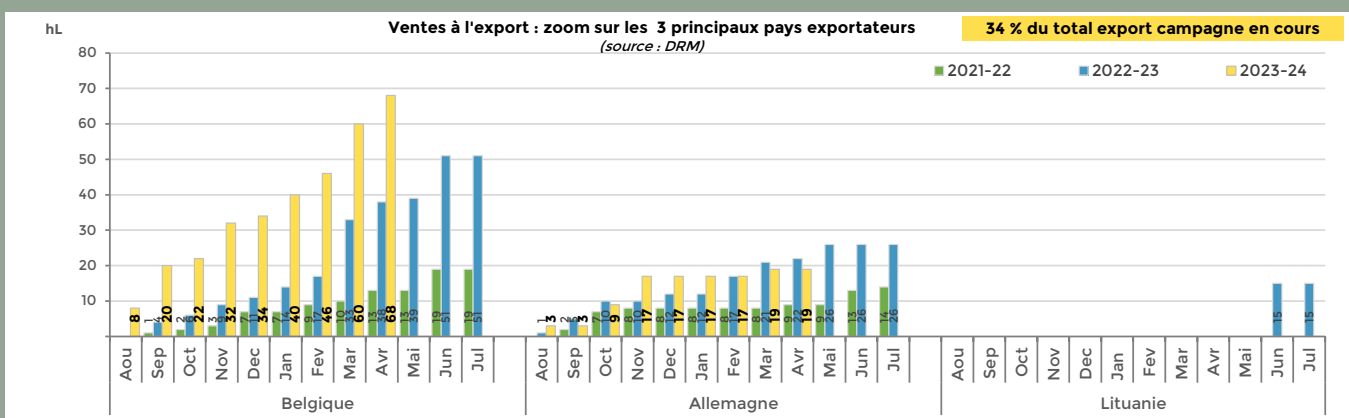


## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvaldeleire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

Stock en hL  
**+5,3%**  
Stock en nb de mois  
**25**

**Stocks totaux**

**+32,2%**

**Volume mis en marché**

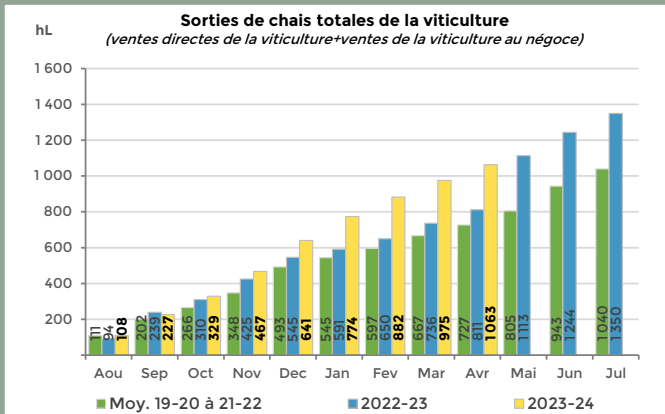
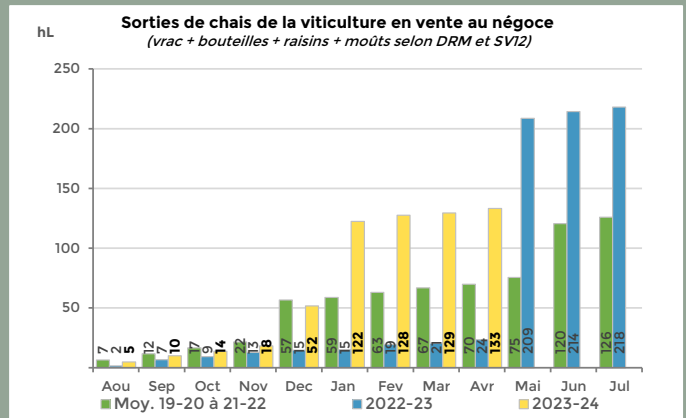
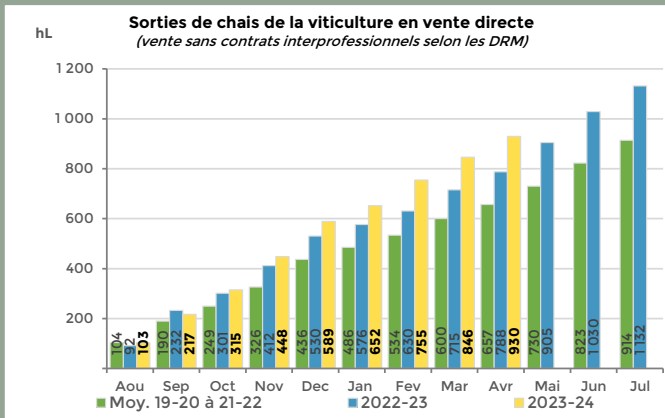
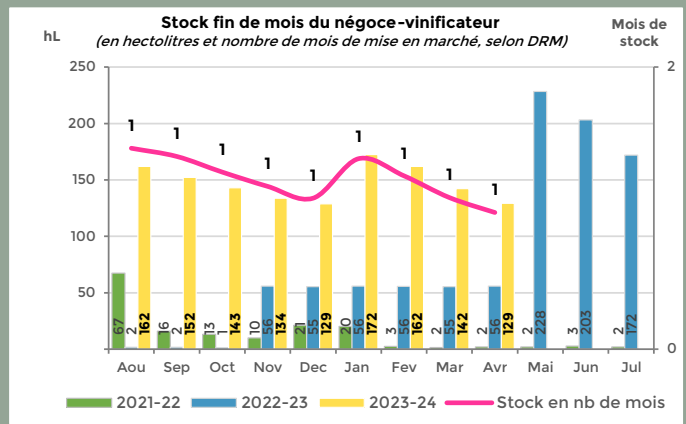
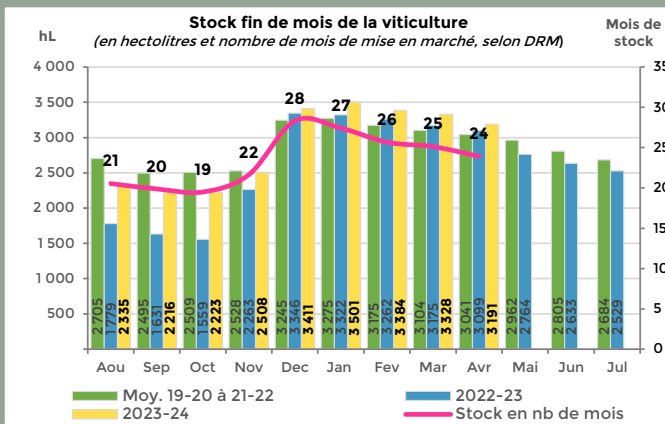
**+25,4%**

**Volume ventes France**

**+87,2%**

**Volume ventes export**

## Conjoncture économique mensuelle (Amont)

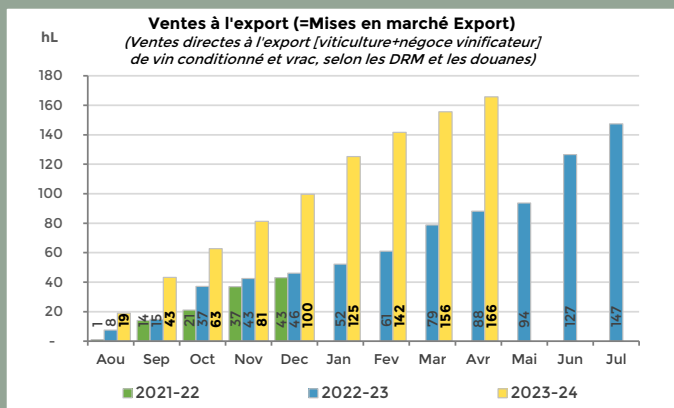
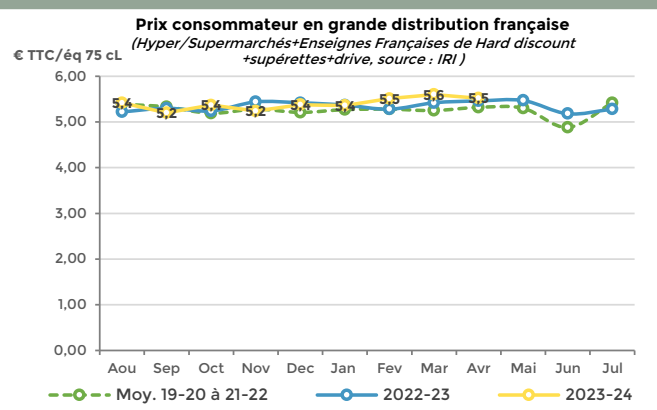
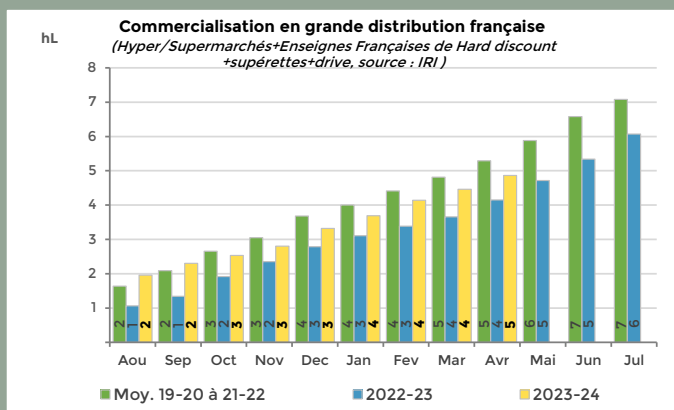
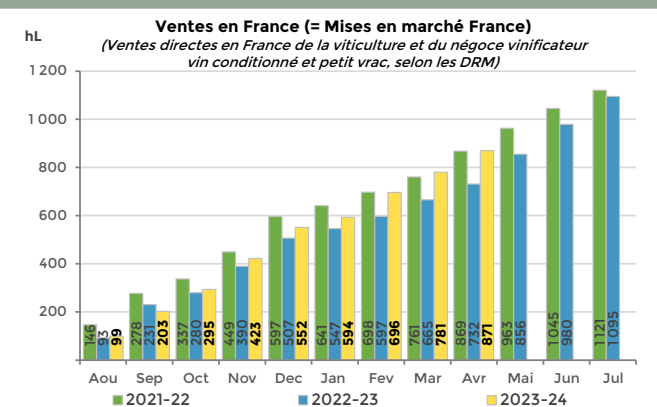
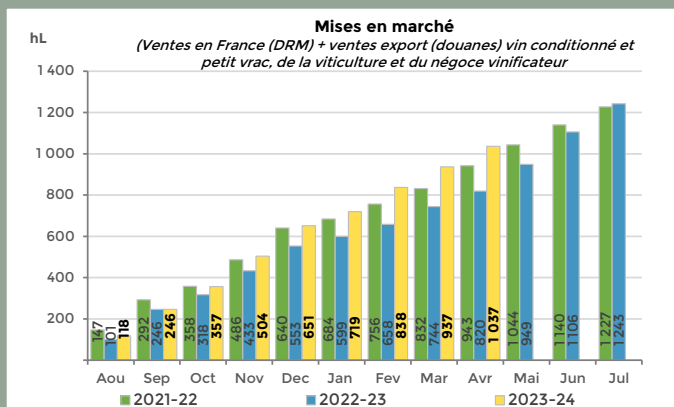


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

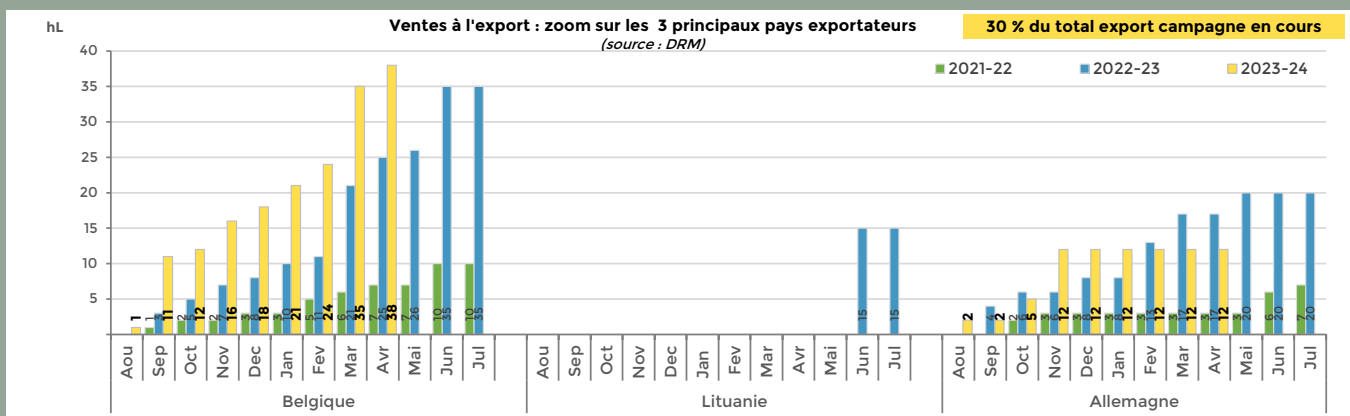
Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

Stock en hL  
**+5,8%**  
Stock en nb de mois  
**32**

**Stocks totaux**

**-1,5%**

**Volume mis en marché**

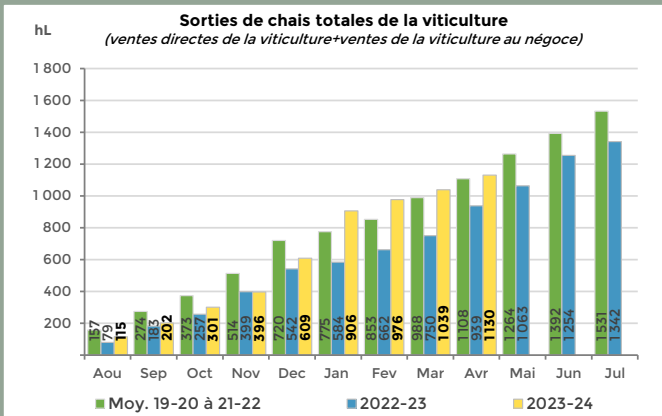
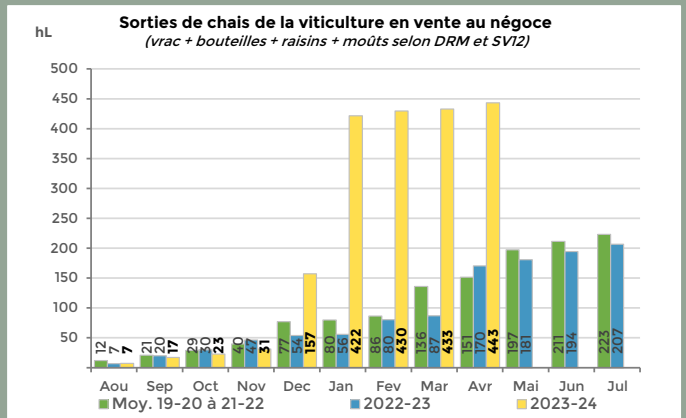
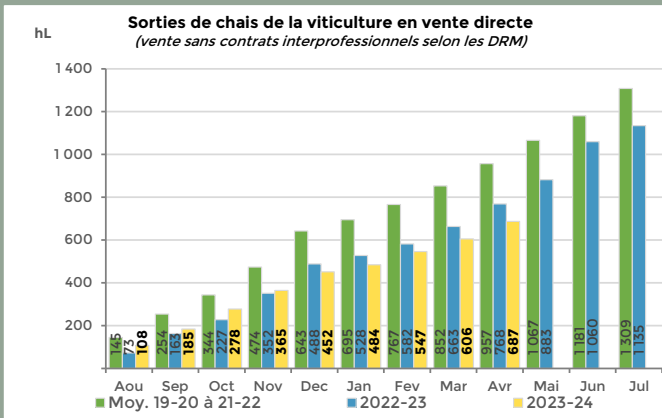
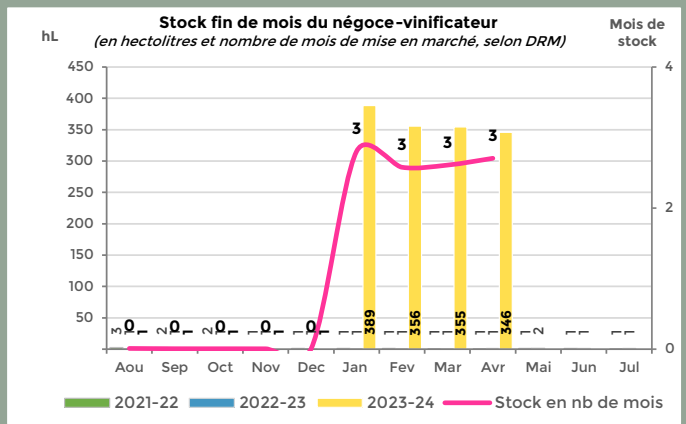
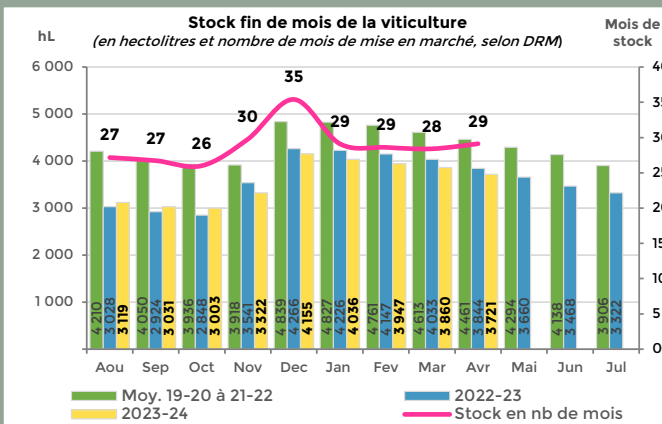
**-5,7%**

**Volume ventes France**

**+93,1%**

**Volume ventes export**

## Conjoncture économique mensuelle (Amont)

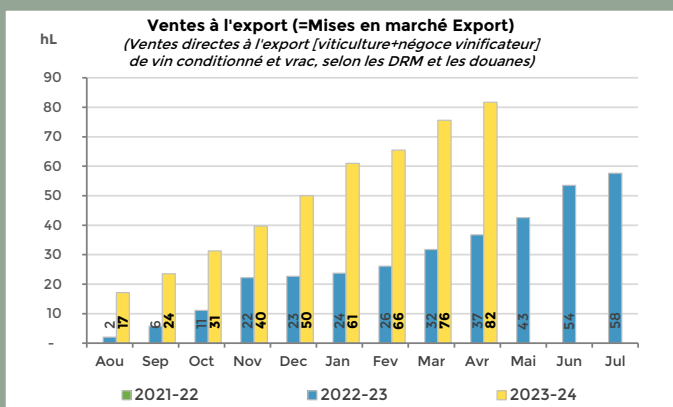
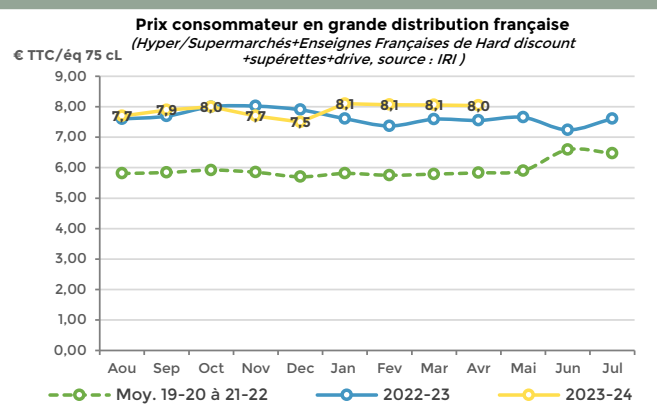
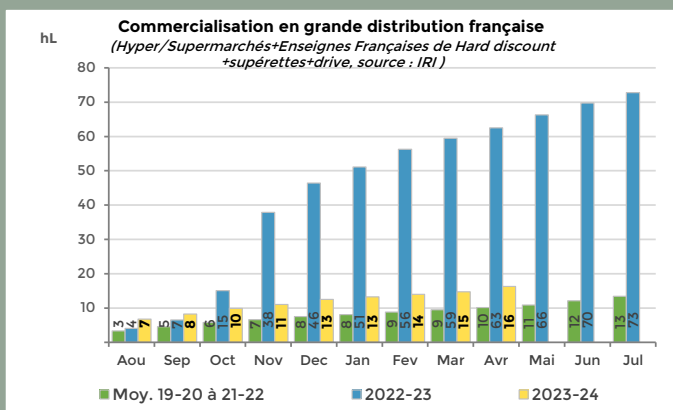
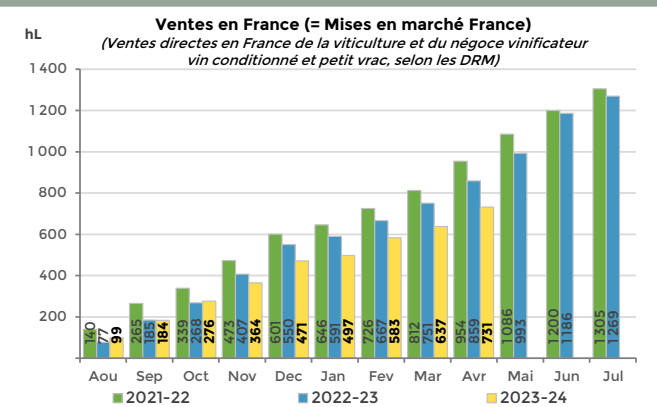
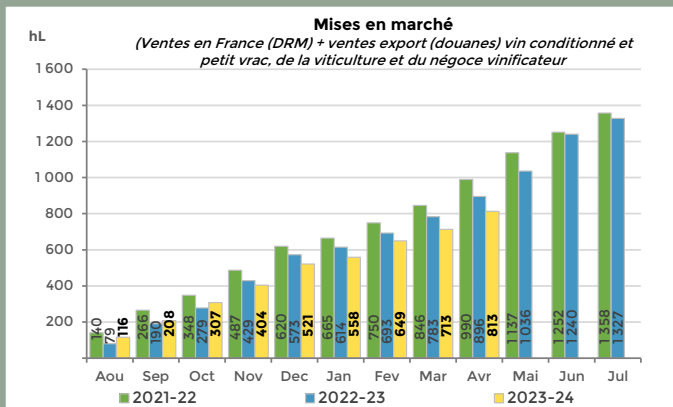


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

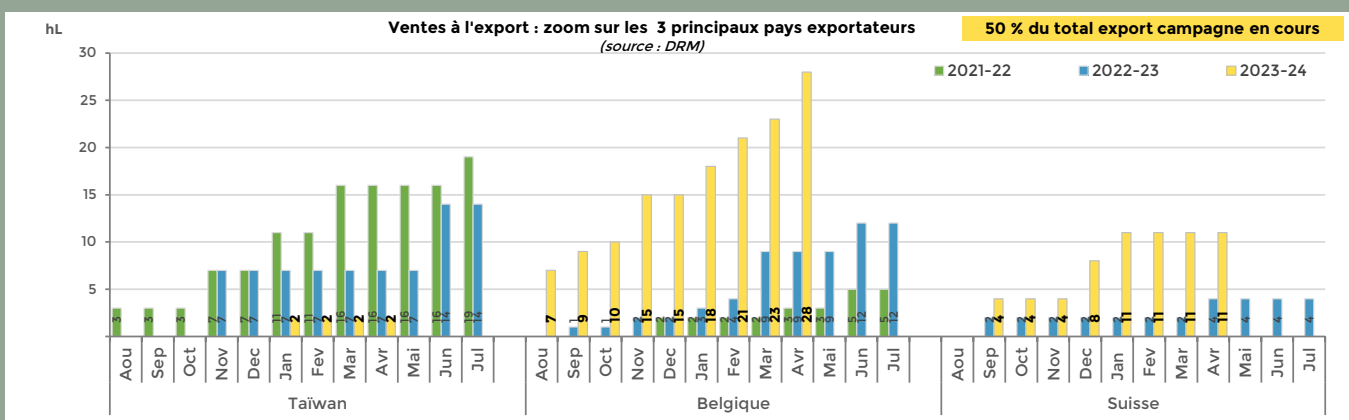
Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

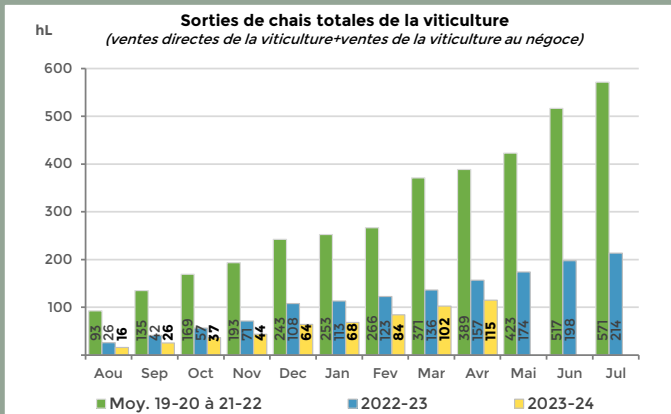
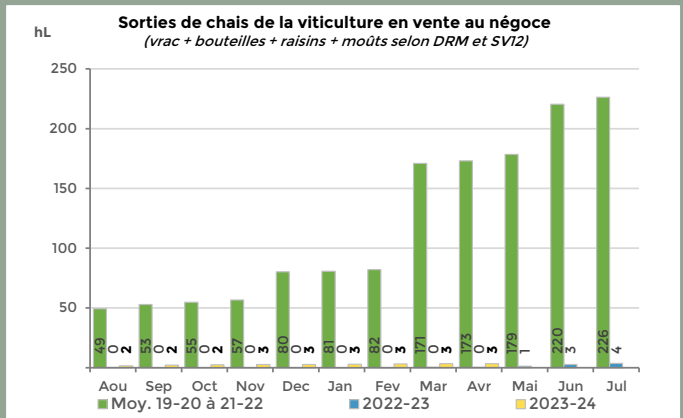
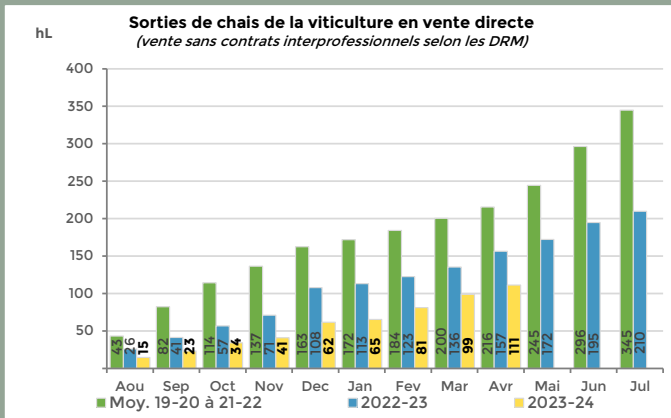
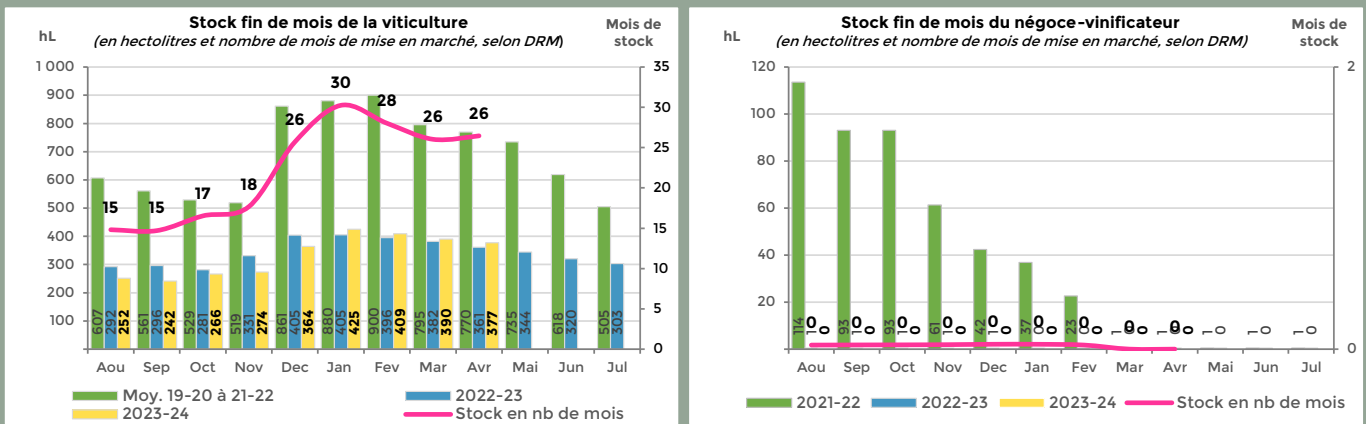
Plus d'information : <https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+4,4%</b> Stock en nb de mois <b>26</b></p> <p><b>Stocks totaux</b></p>	<p><b>-20,4%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-22,9%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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## Conjoncture économique mensuelle (Amont)

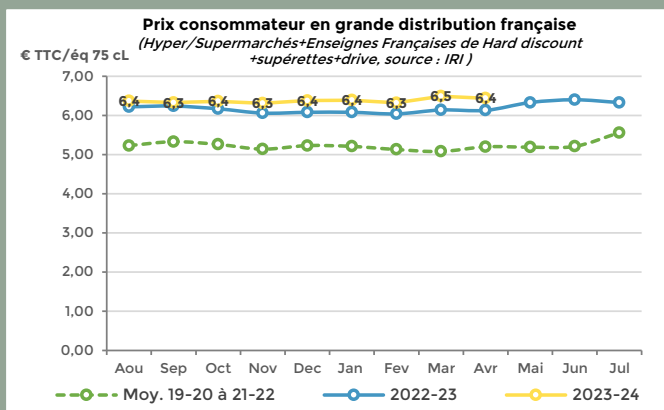
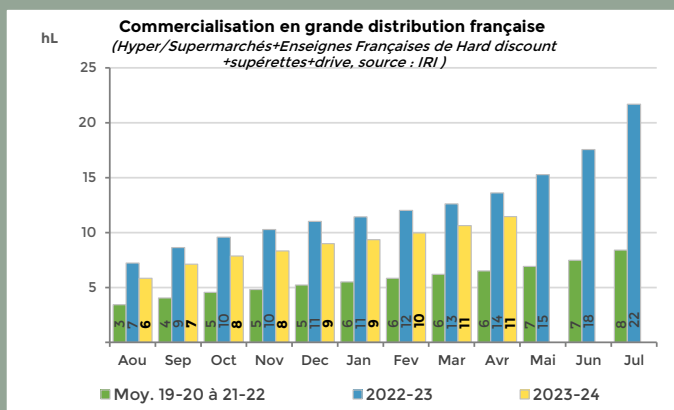
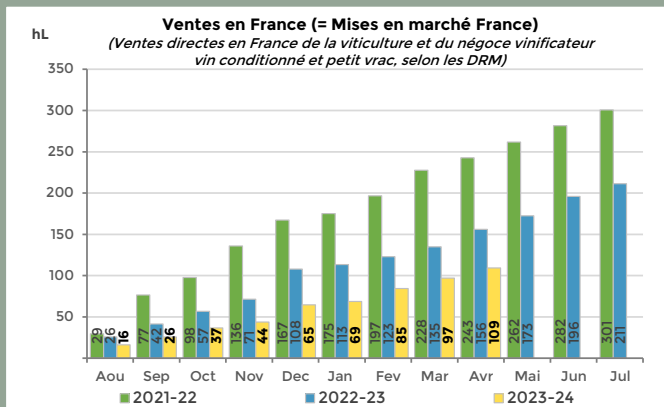
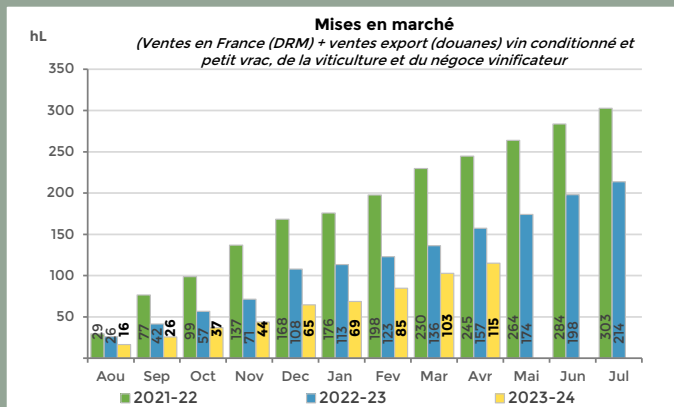


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)

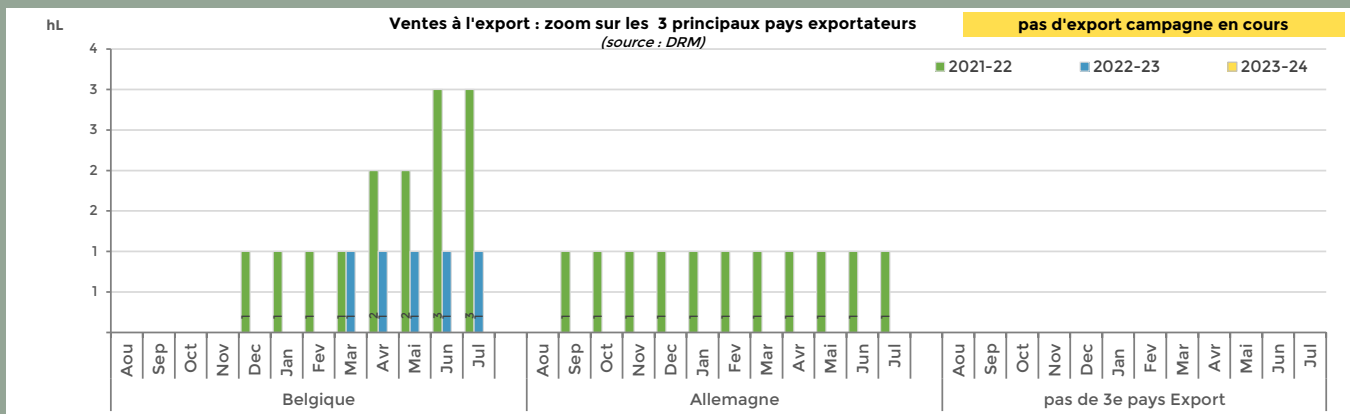


Aucune donnée de volume export

Aucune donnée de prix départ cave

Plus d'information :

<https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



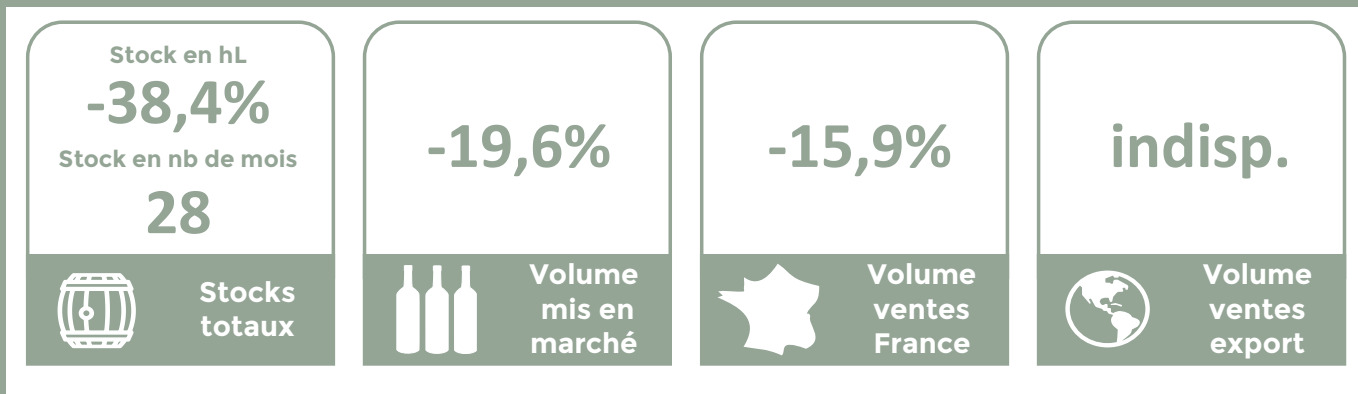


# Total de l'AOP "Azay-Le-Rideau"

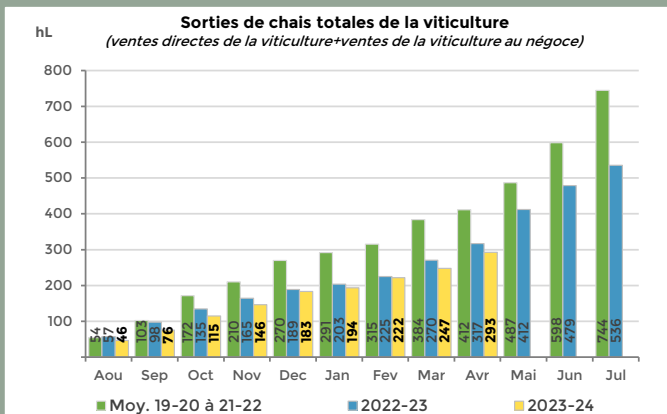
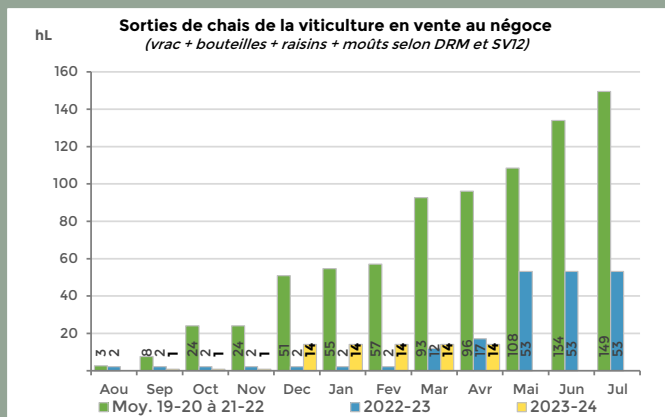
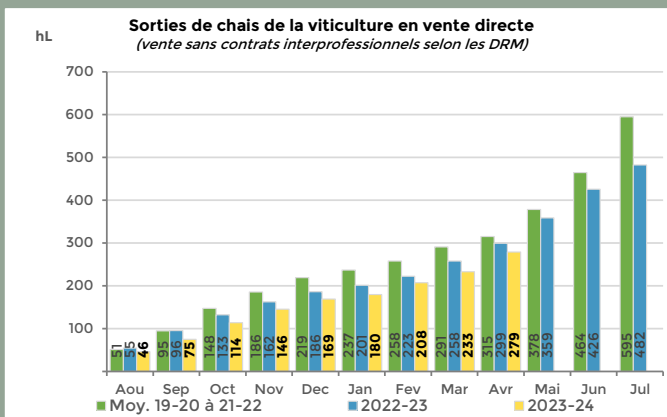
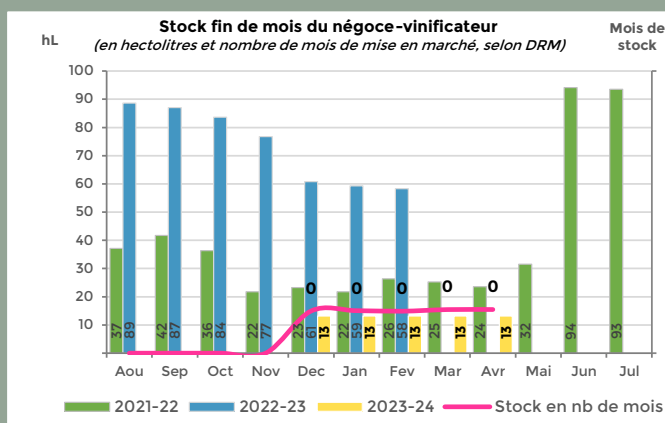
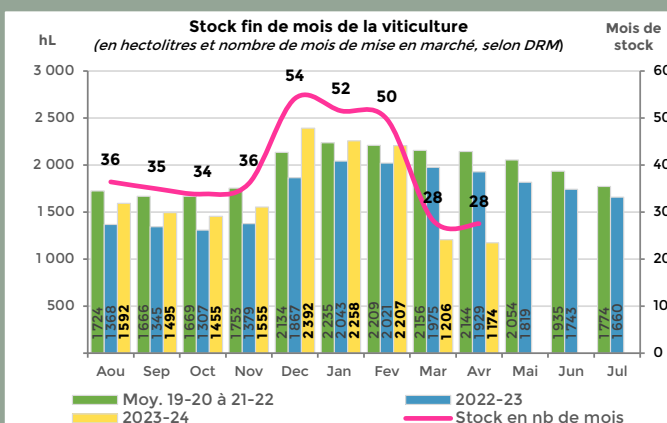
Touraine Azay-Le-Rideau Blanc et Rosé



## Évolution sur 12 mois glissants - avril 2024



## Conjoncture économique mensuelle (Amont)



Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

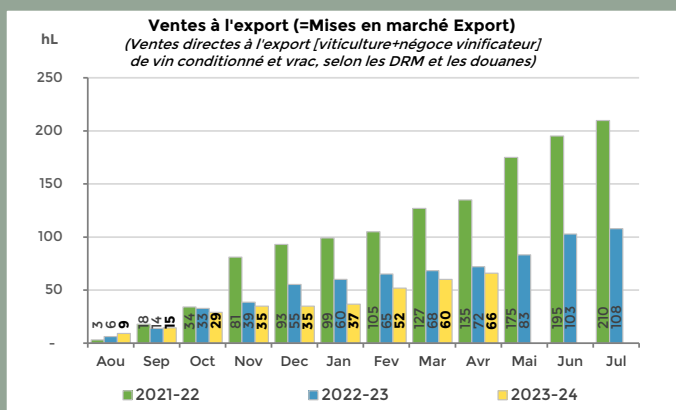
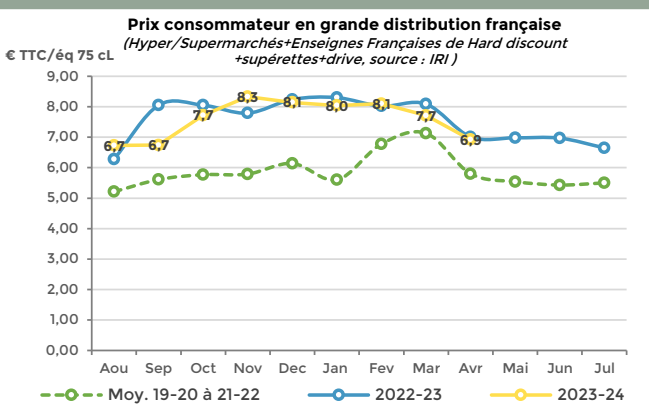
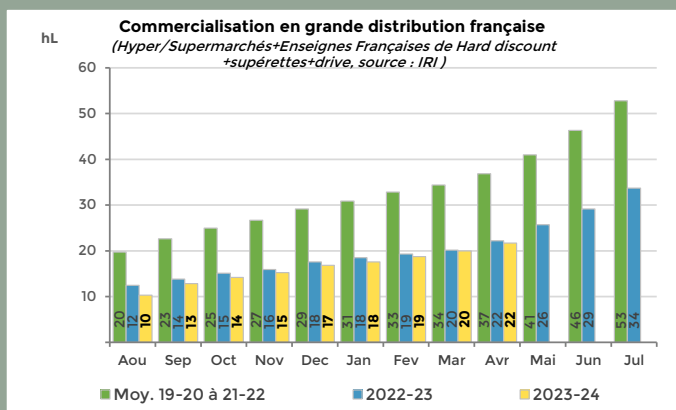
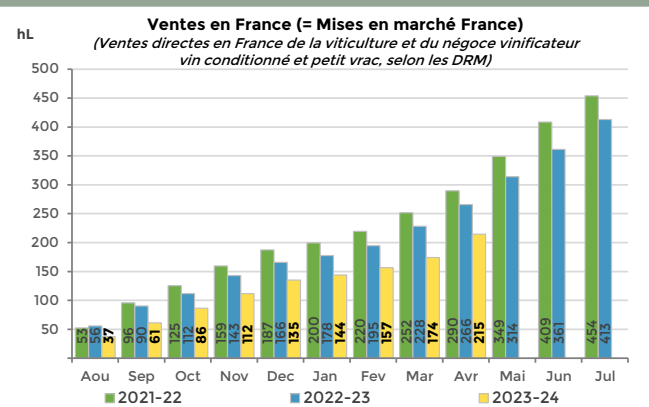
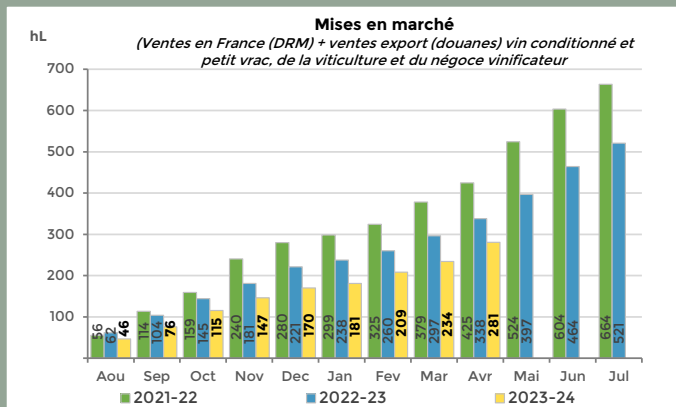
Nb de contrats mensuels

# Total de l'AOP "Azay-Le-Rideau"

Touraine Azay-Le-Rideau Blanc et Rosé

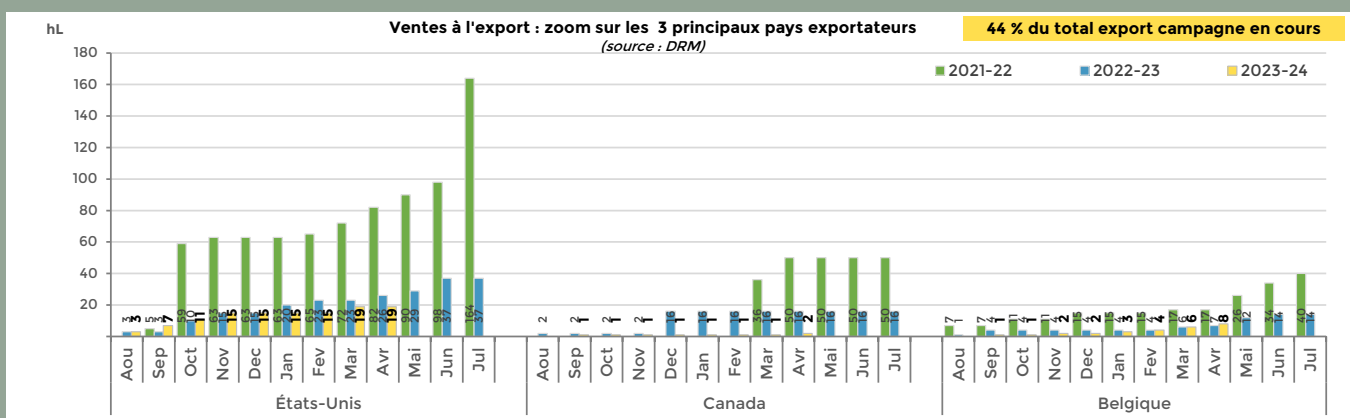


## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

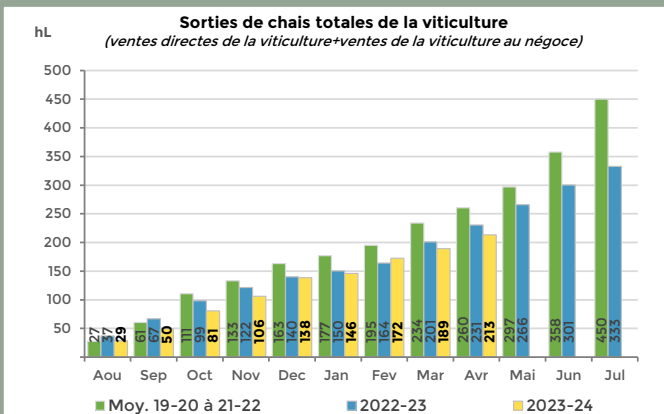
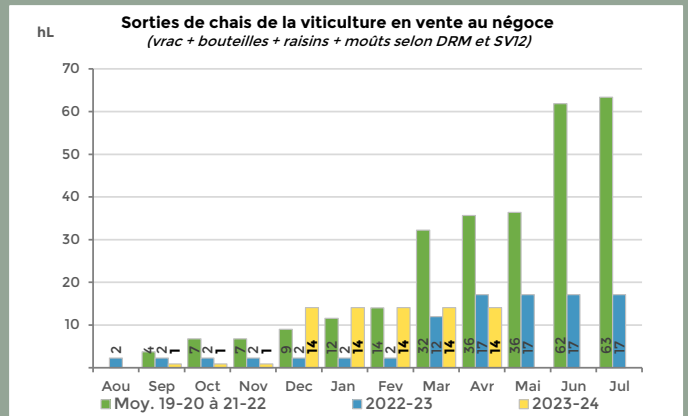
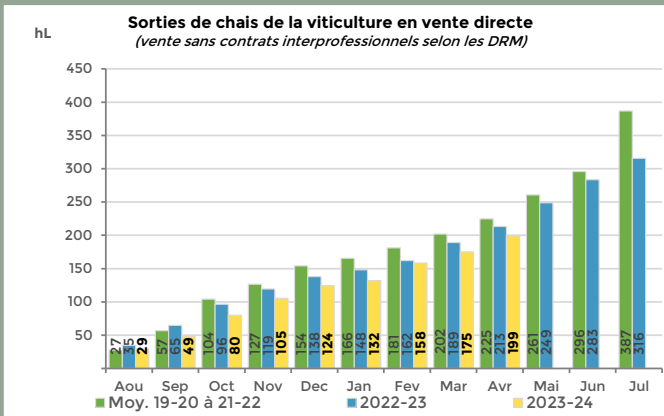
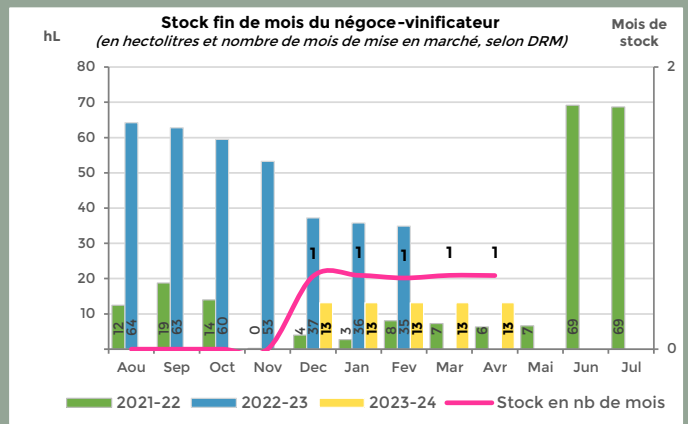
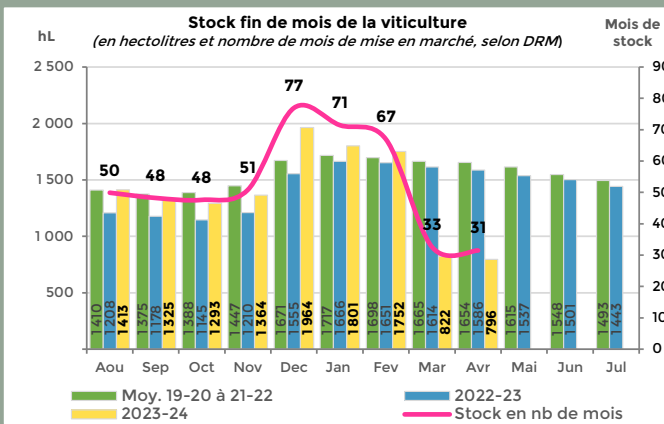
Plus d'information : <https://filieres.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>-49,0%</b> Stock en nb de mois <b>32</b></p> <p><b>Stocks totaux</b></p>	<p><b>-21,2%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-18,7%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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### Conjoncture économique mensuelle (Amont)

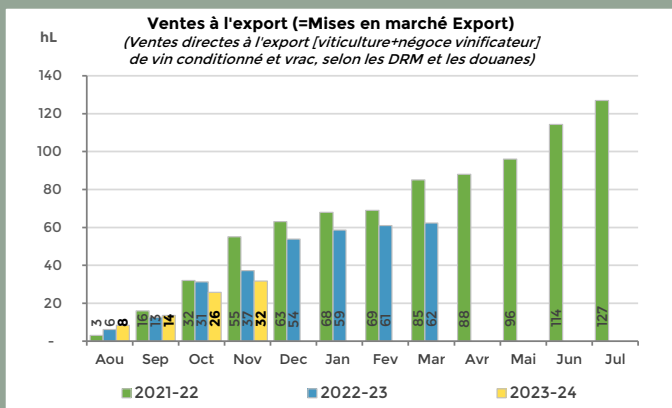
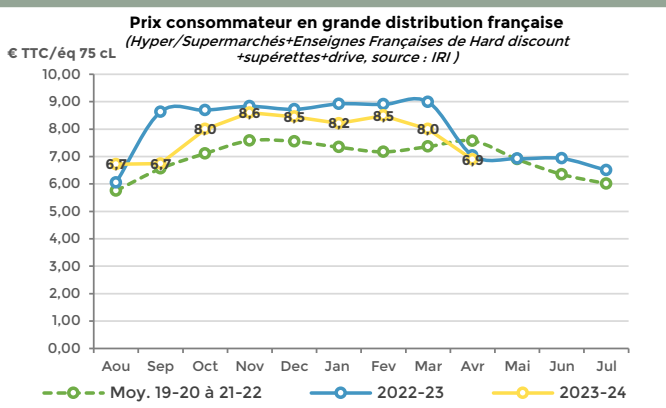
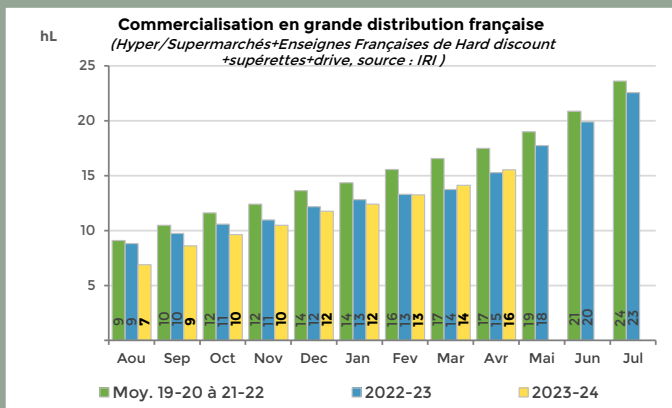
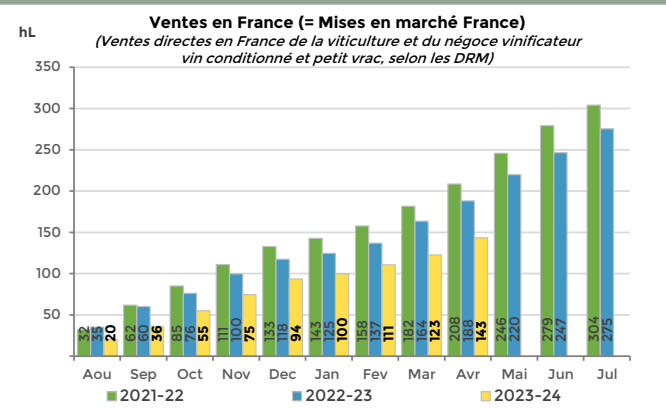
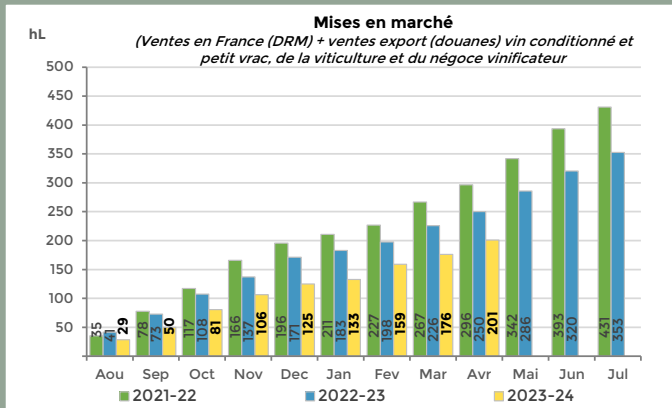


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

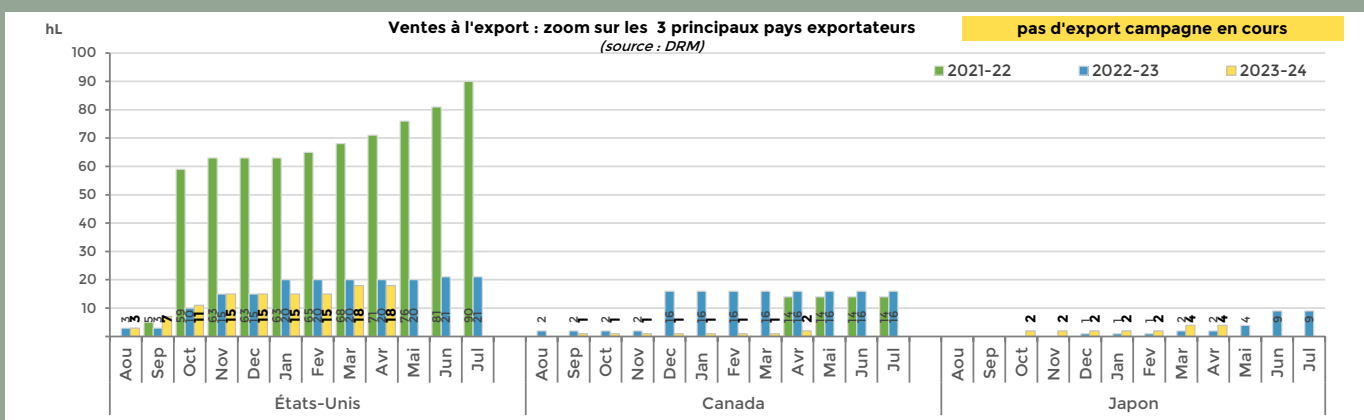
Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

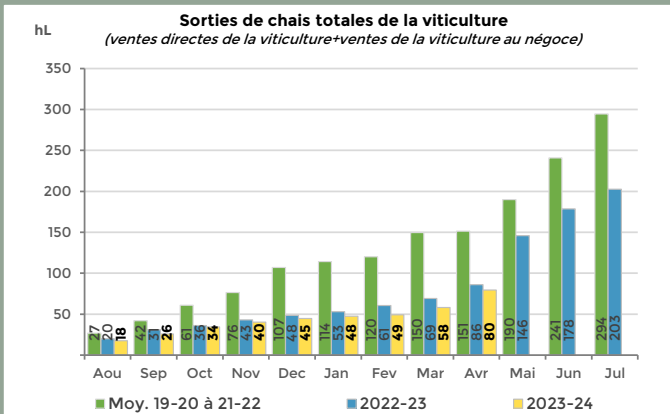
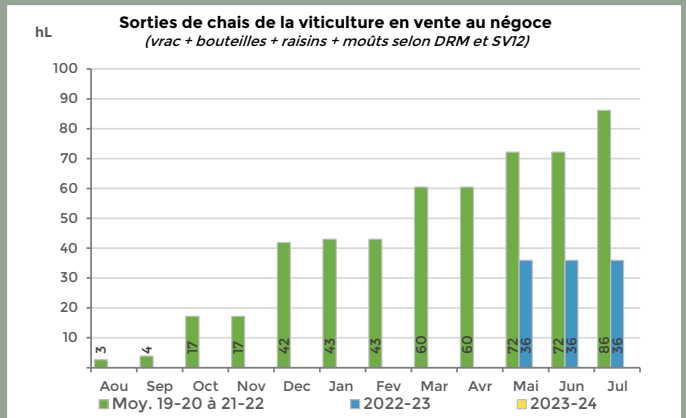
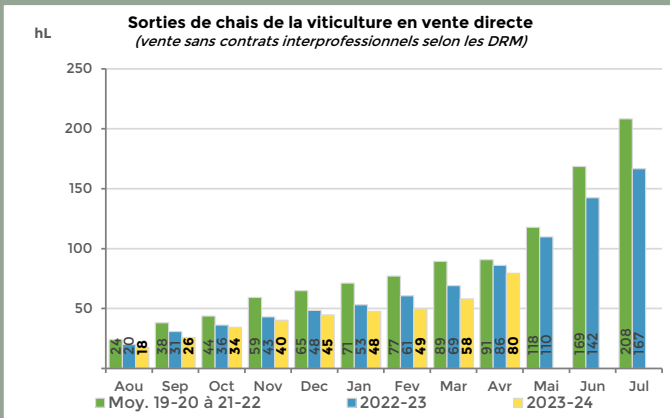
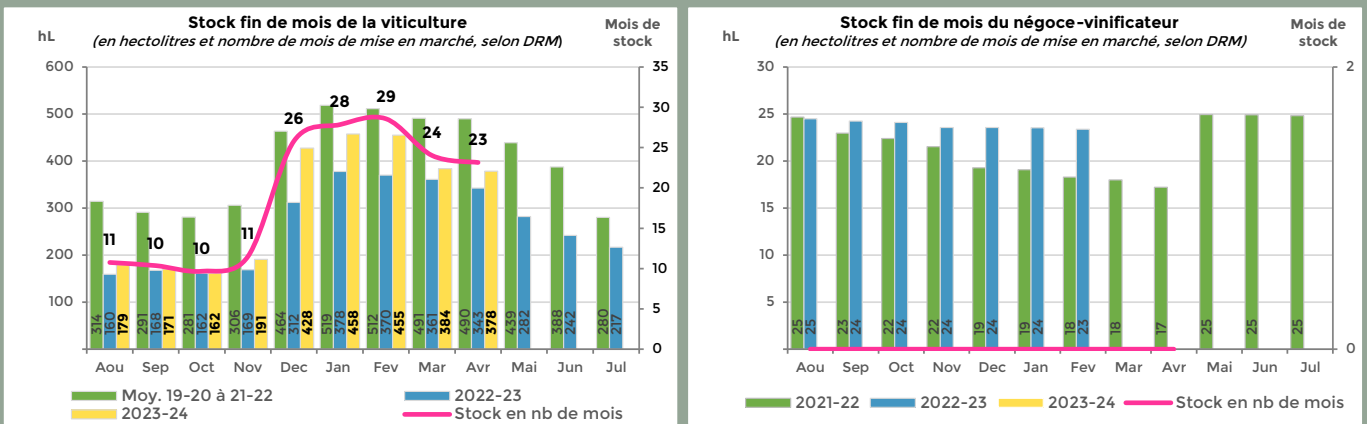
Plus d'information : <https://filiere.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+10,4%</b> Stock en nb de mois <b>23</b></p> <p><b>Stocks totaux</b></p>	<p><b>-16,6%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-10,6%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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## Conjoncture économique mensuelle (Amont)

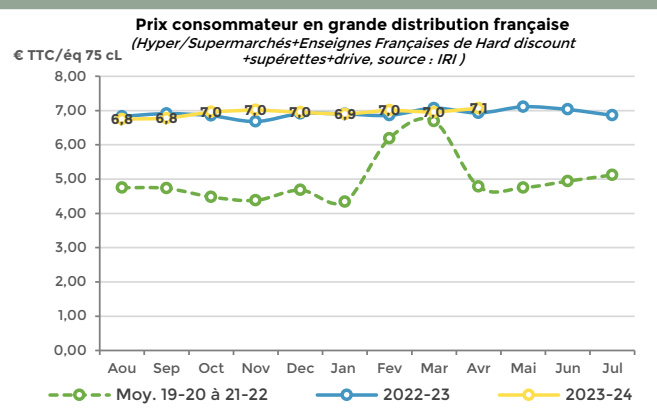
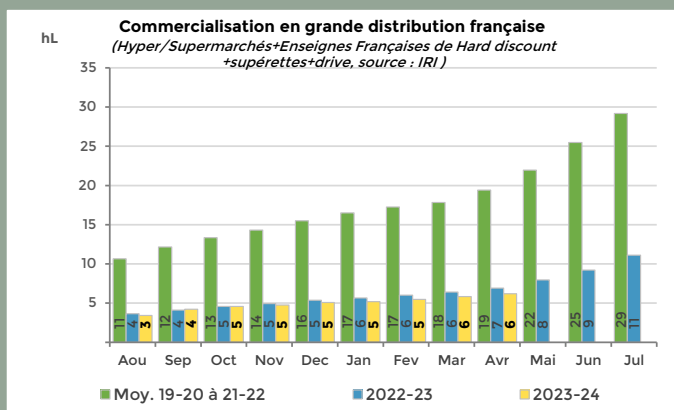
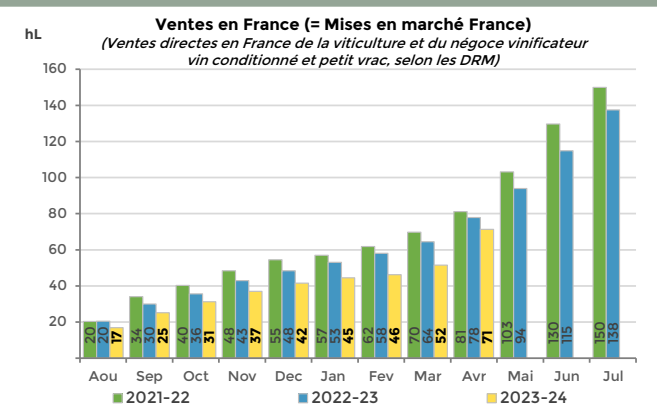
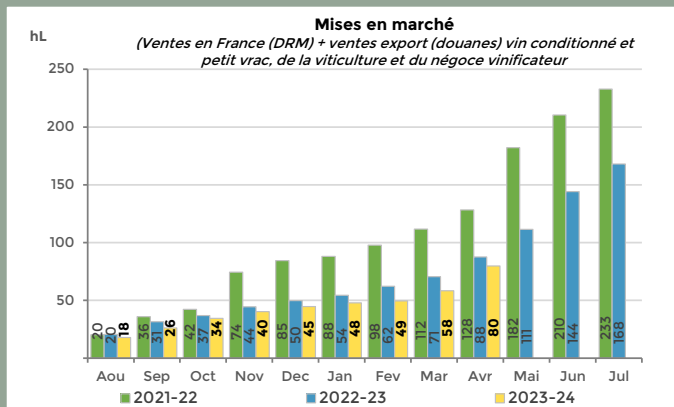


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)

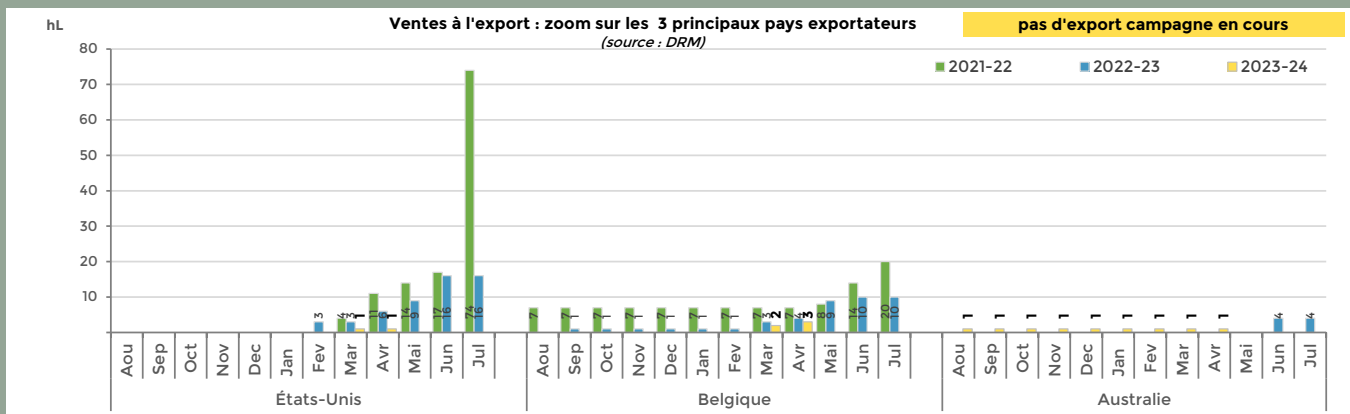


Aucune donnée de volume export

Aucune donnée de prix départ cave

Plus d'information :

<https://filiere.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



# Total de l'AOP "Touraine-Mesland"

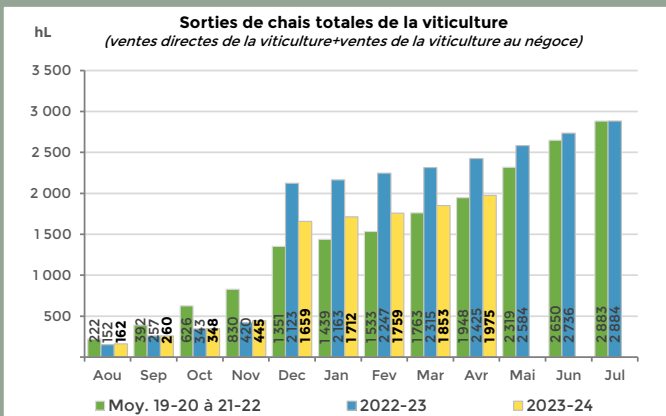
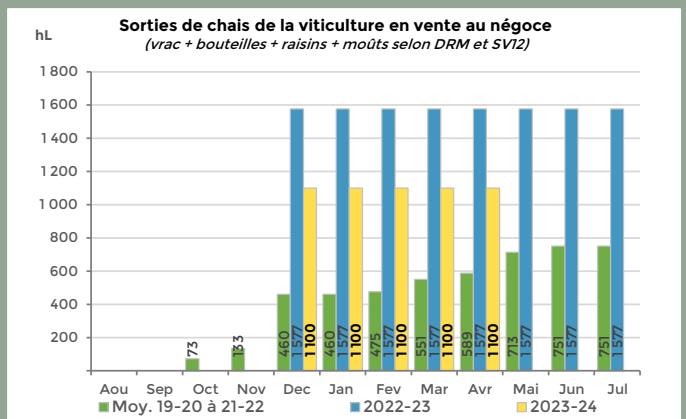
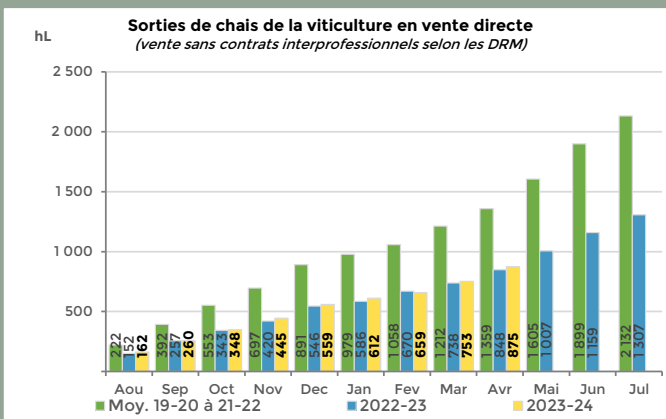
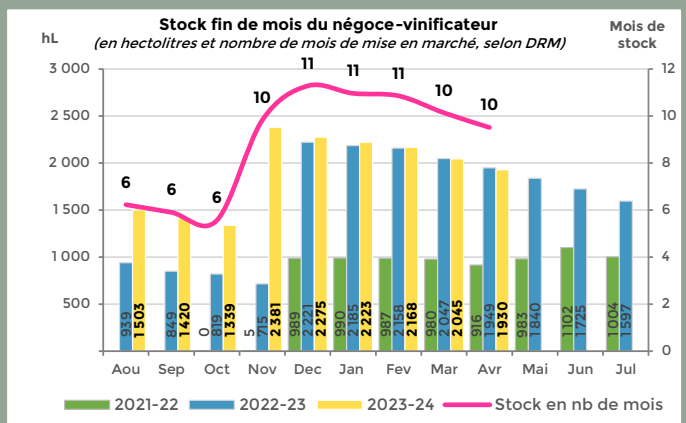
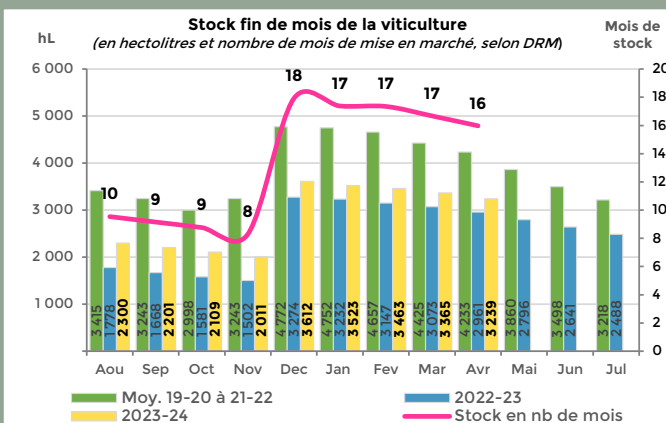
Touraine Mesland Blanc, Rouge et Rosé



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+5,3%</b> Stock en nb de mois <b>25</b></p> <p><b>Stocks totaux</b></p>	<p><b>-6,3%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-6,2%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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### Conjoncture économique mensuelle (Amont)



Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

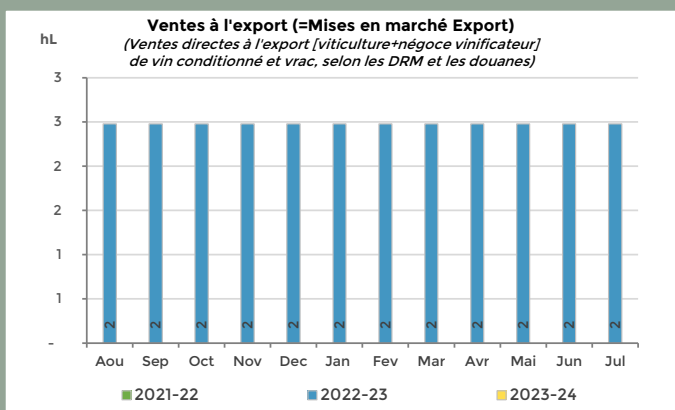
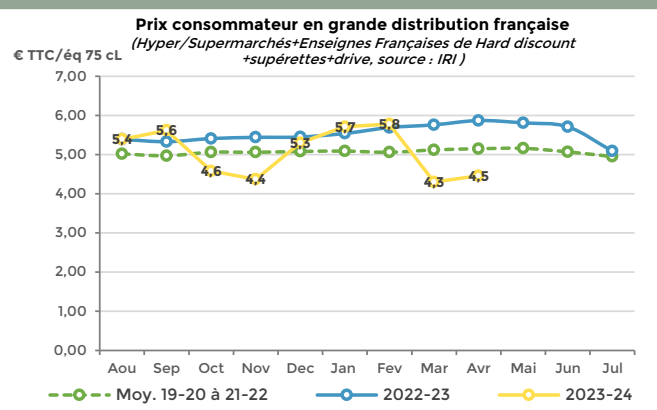
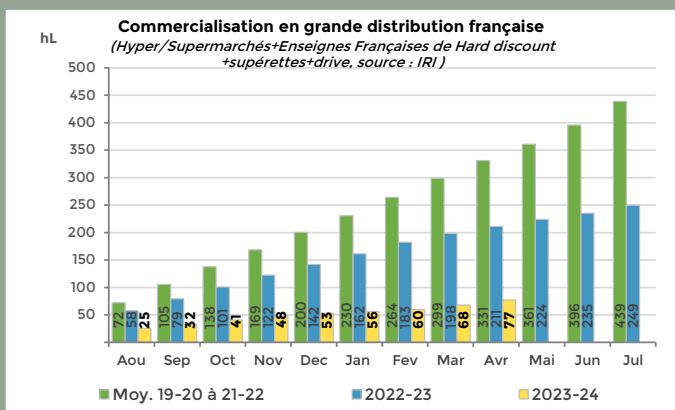
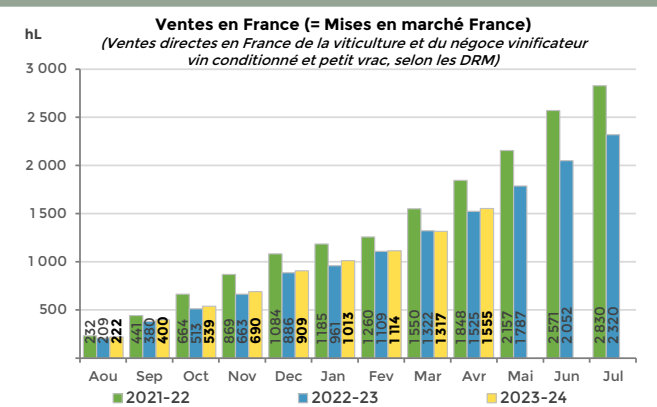
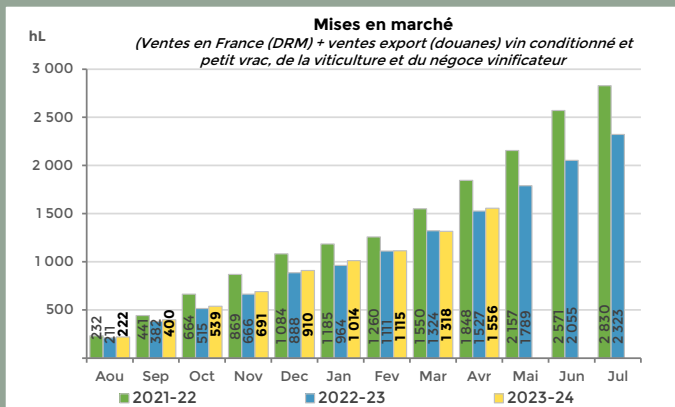
Nb de contrats mensuels

# Total de l'AOP "Touraine-Mesland"

Touraine Mesland Blanc, Rouge et Rosé



## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>

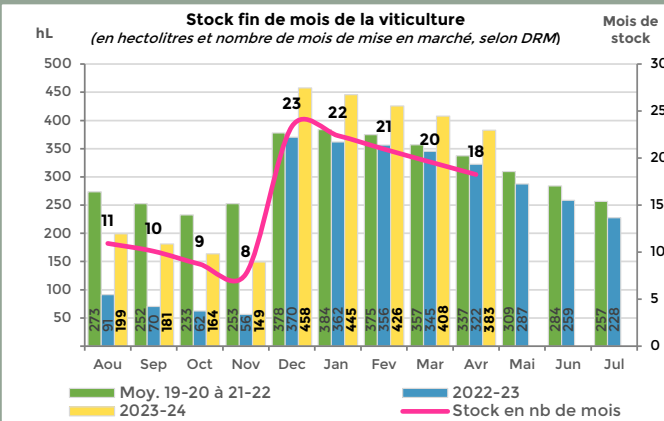




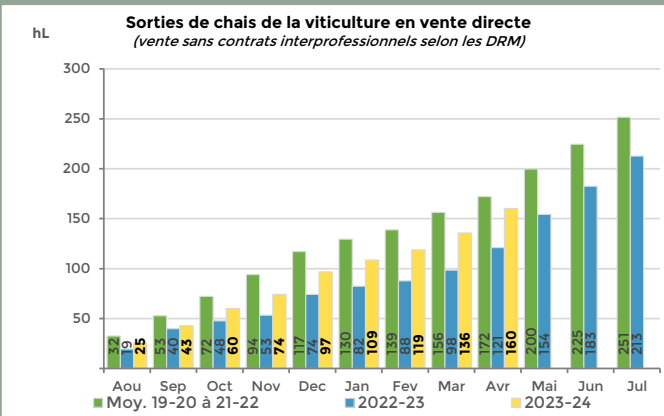
## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+18,9%</b> Stock en nb de mois <b>18</b></p> <p><b>Stocks totaux</b></p>	<p><b>+40,5%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>+40,5%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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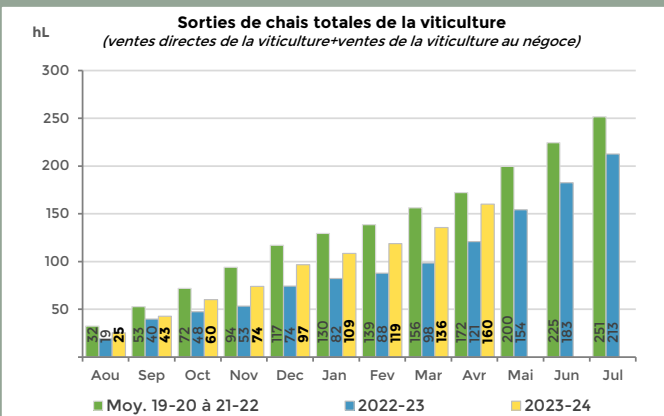
## Conjoncture économique mensuelle (Amont)



Aucune donnée de stock négoce



Aucune donnée de vente au négoce

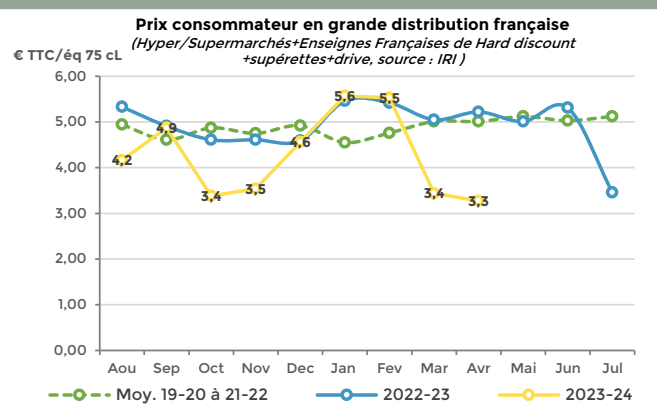
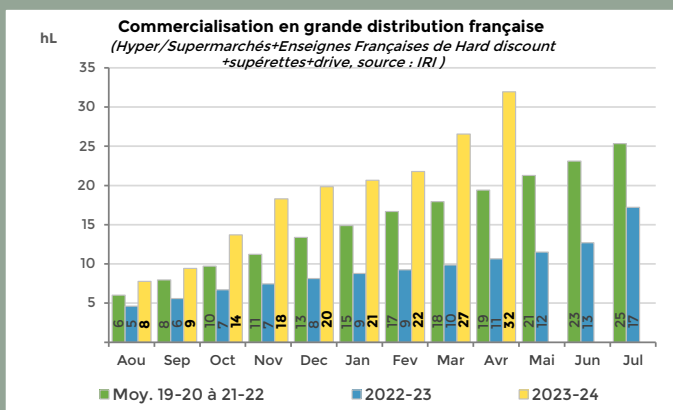
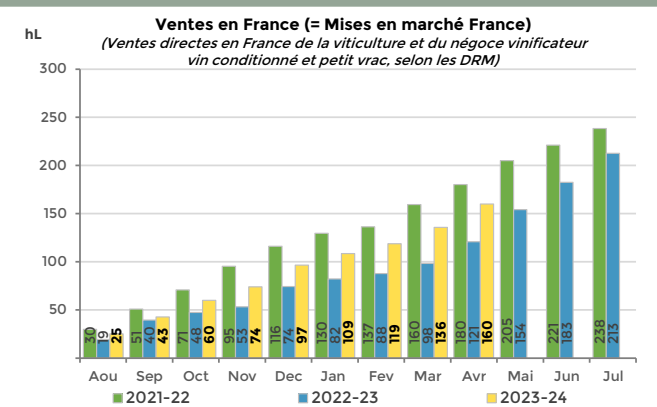
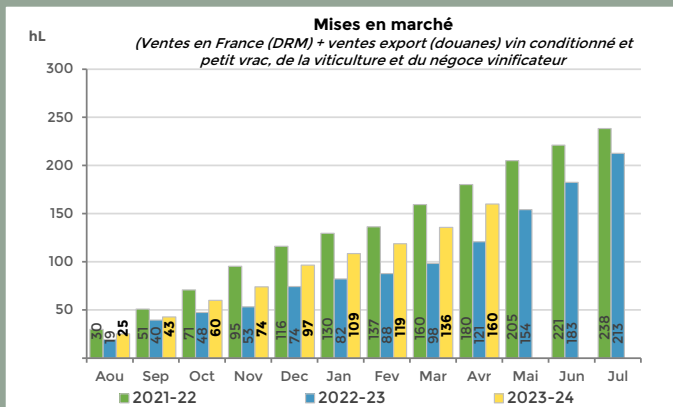


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de volume export

Aucune donnée de prix départ cave

Plus d'information :

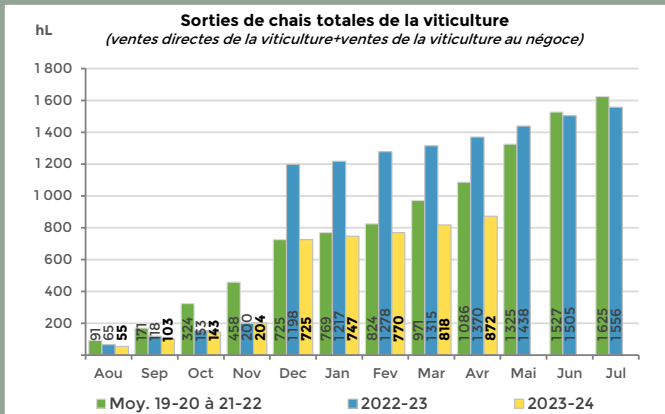
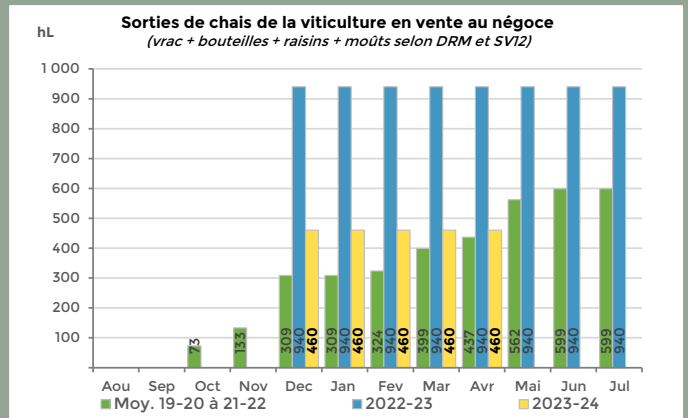
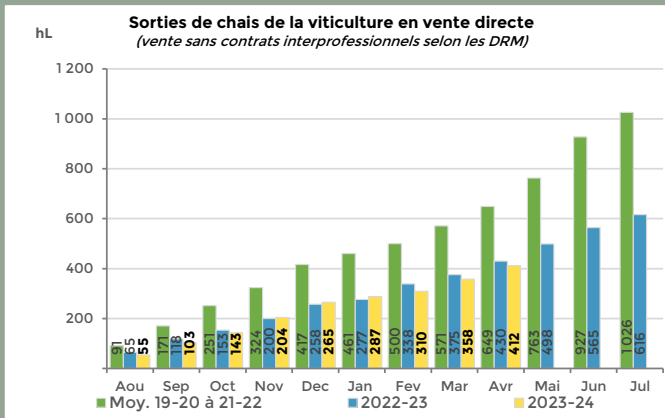
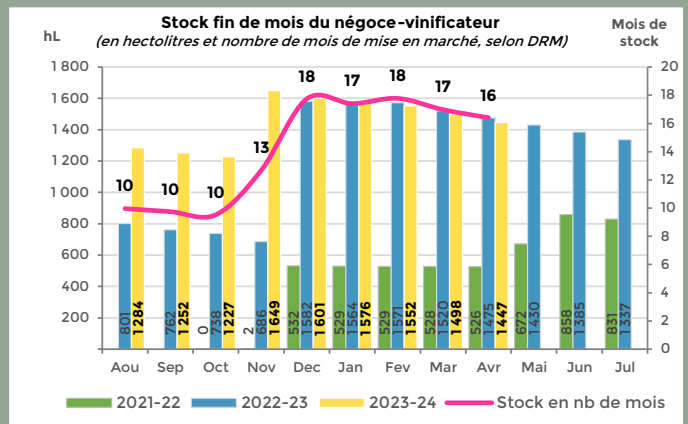
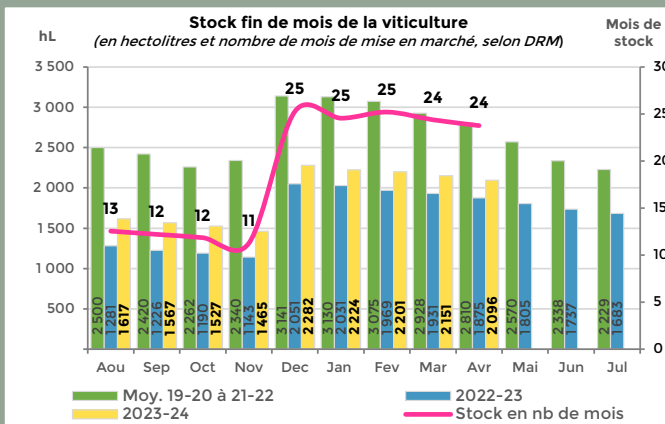
<https://filier.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+5,7%</b> Stock en nb de mois <b>40</b></p> <p><b>Stocks totaux</b></p>	<p><b>-18,3%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-18,2%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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## Conjoncture économique mensuelle (Amont)

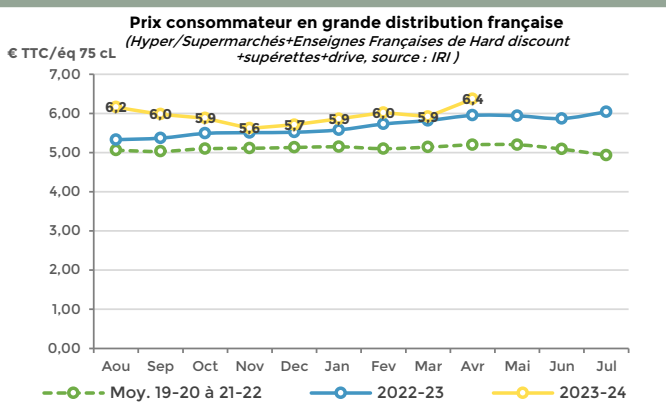
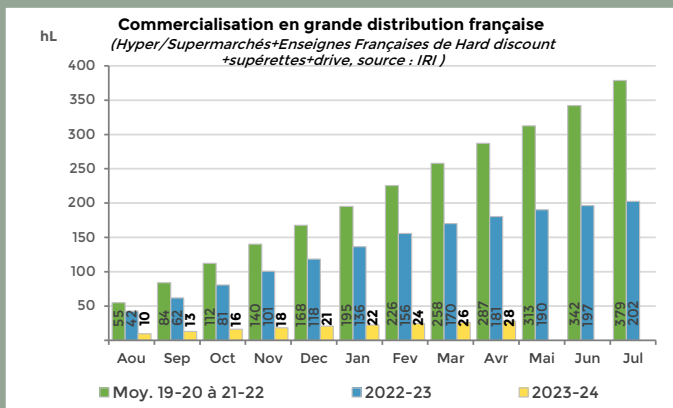
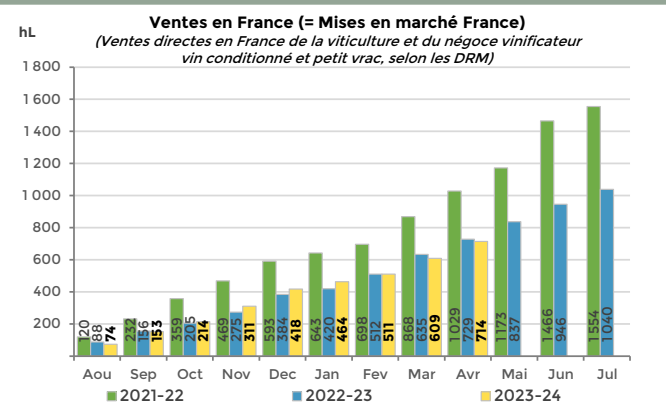
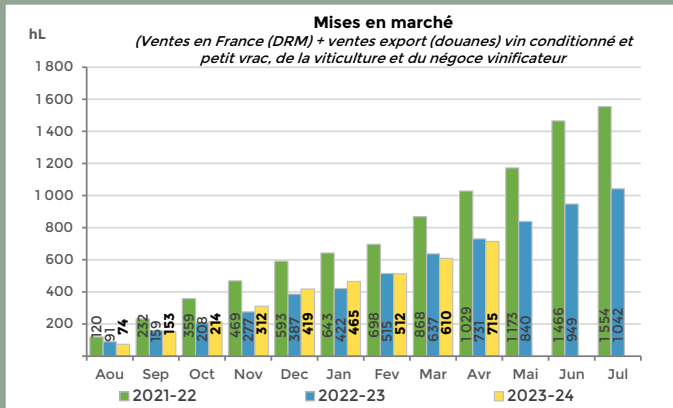


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)

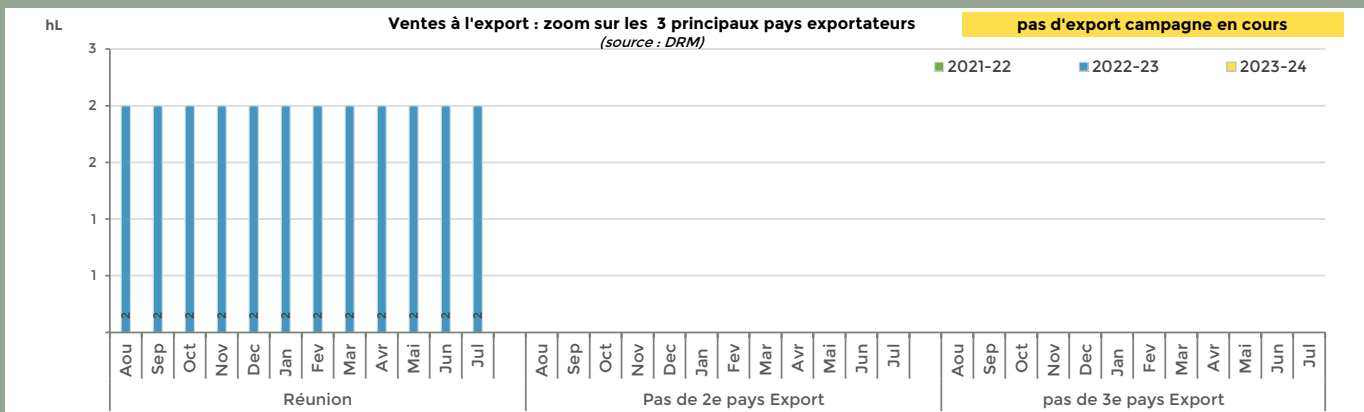


Aucune donnée de volume export

Aucune donnée de prix départ cave

Plus d'information :

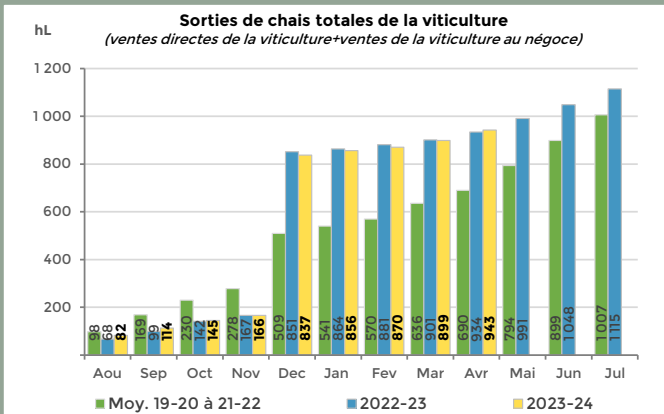
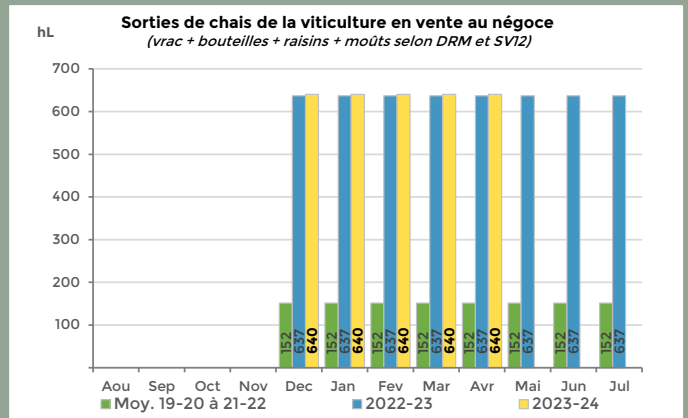
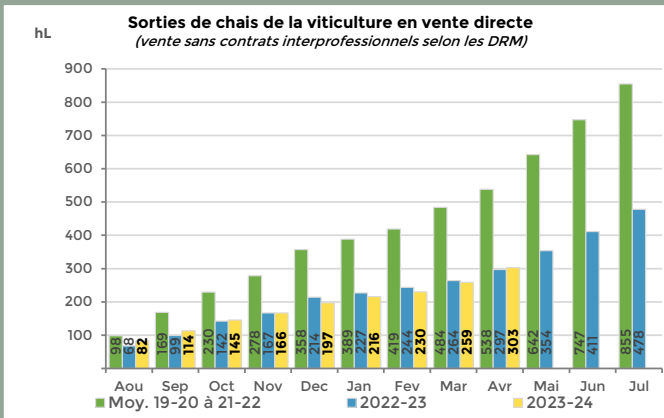
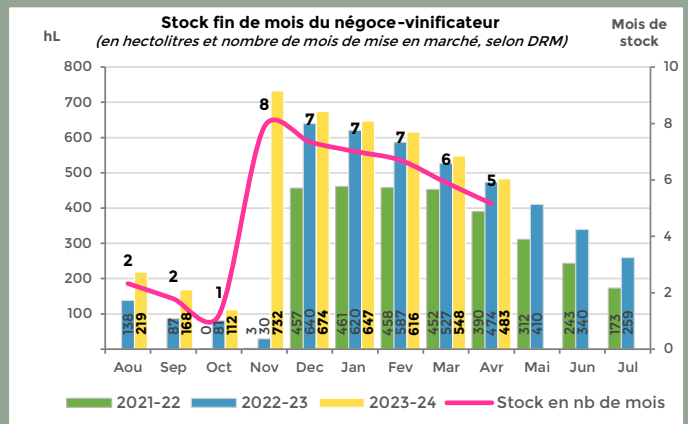
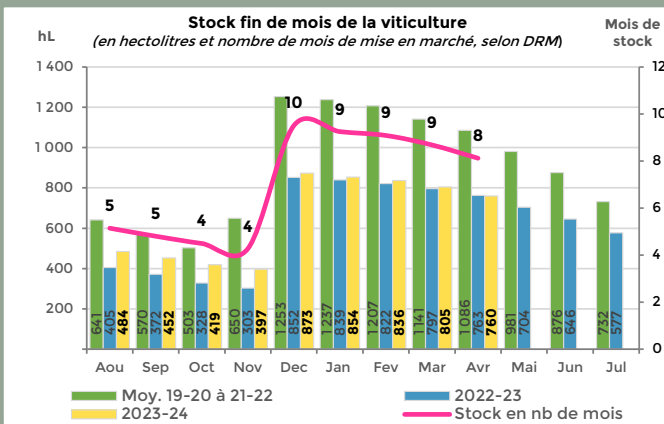
<https://filieres.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+0,5%</b> Stock en nb de mois <b>13</b></p> <p><b>Stocks totaux</b></p>	<p><b>+0,0%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>+0,0%</b></p> <p><b>Volume ventes France</b></p>	<p><b>indisp.</b></p> <p><b>Volume ventes export</b></p>
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### Conjoncture économique mensuelle (Amont)

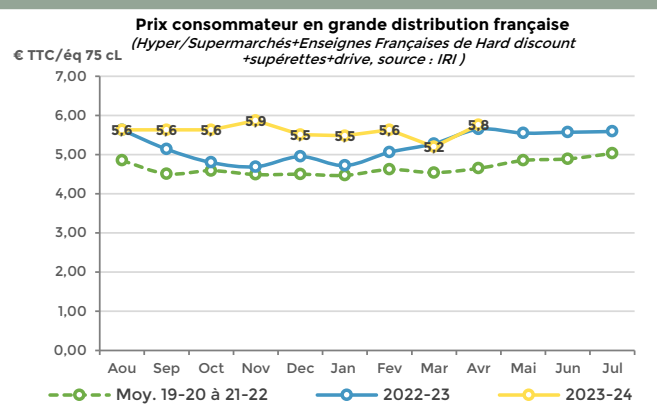
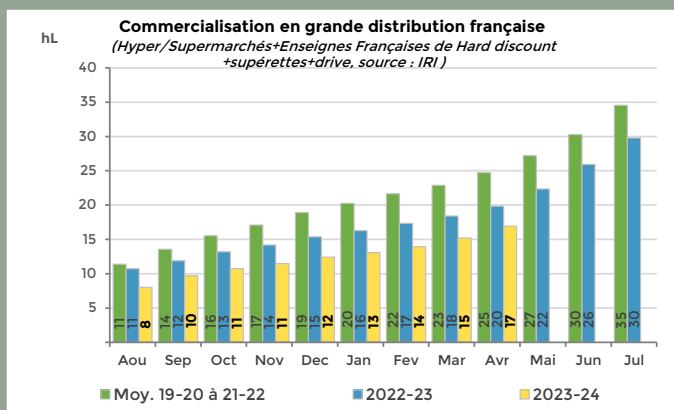
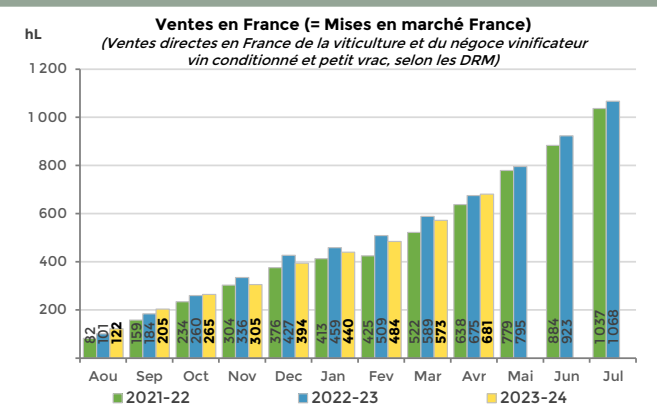
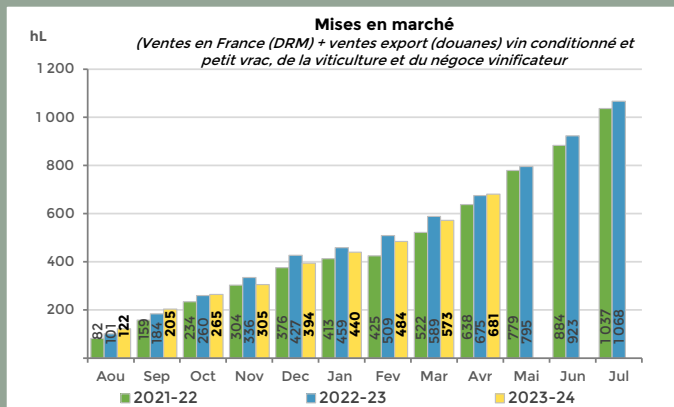


Cours moyen depuis le début de campagne : **indisponible**

Aucune donnée de cours du vrac

Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)

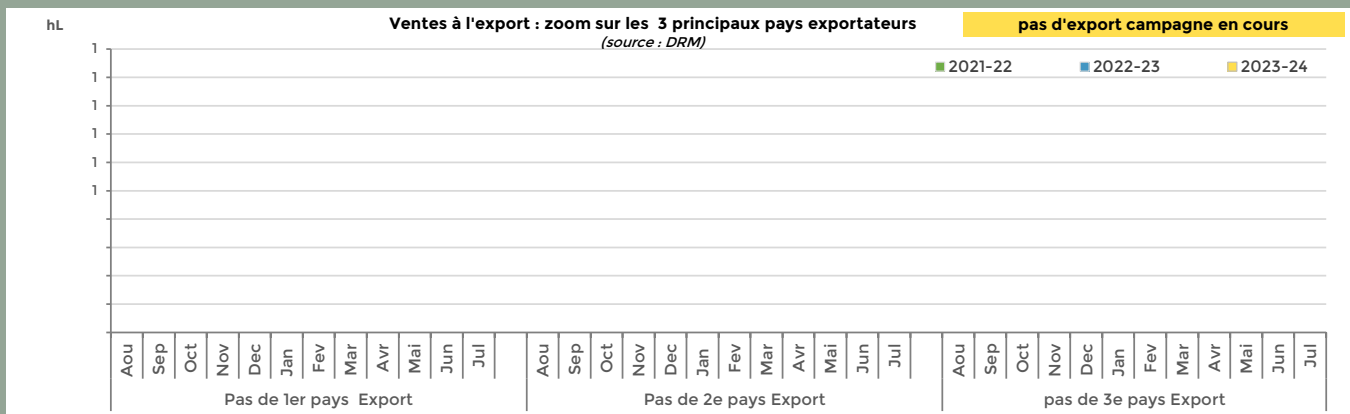


Aucune donnée de volume export

Aucune donnée de prix départ cave

Plus d'information :

<https://filiere.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>

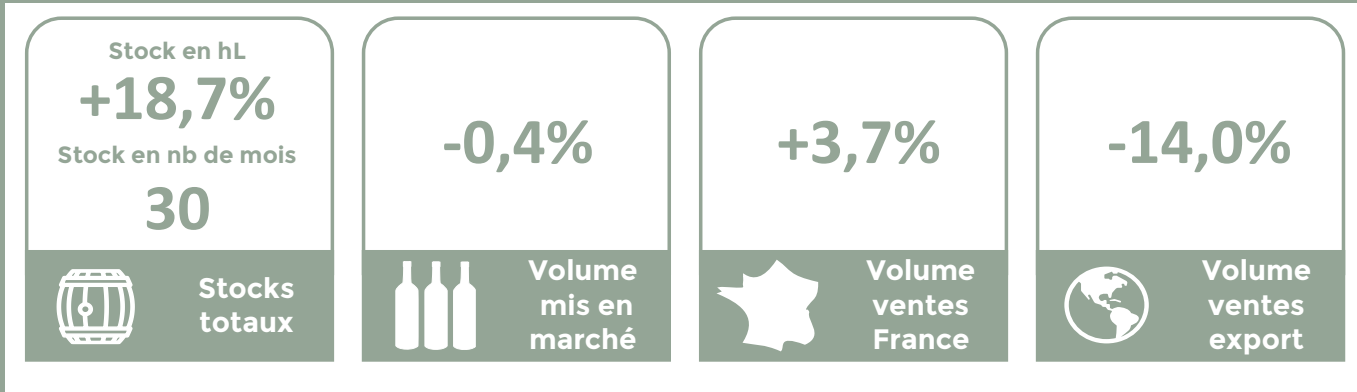


# Total de l'AOP "Touraine-Chenonceaux"

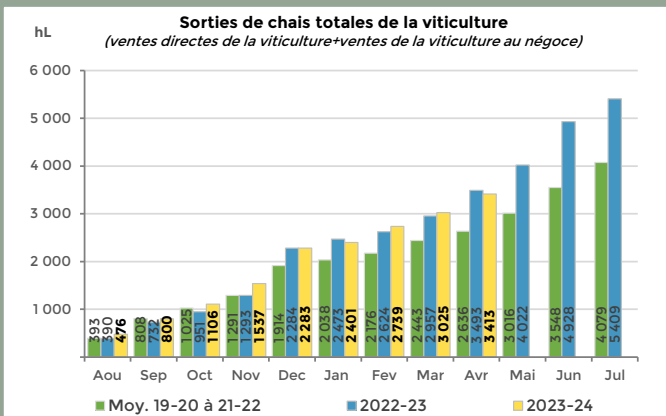
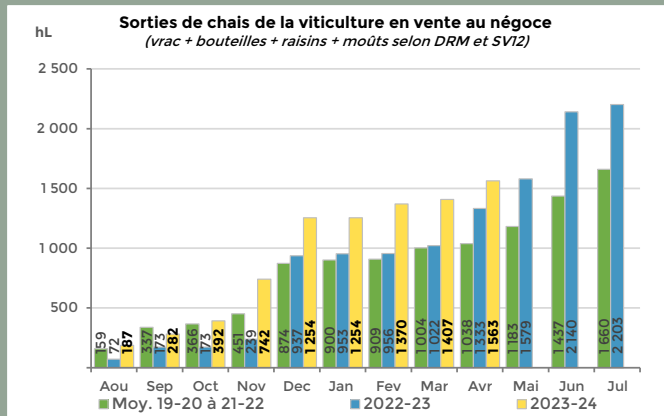
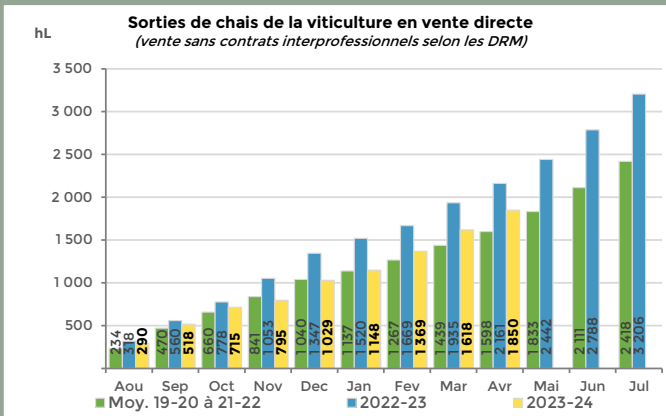
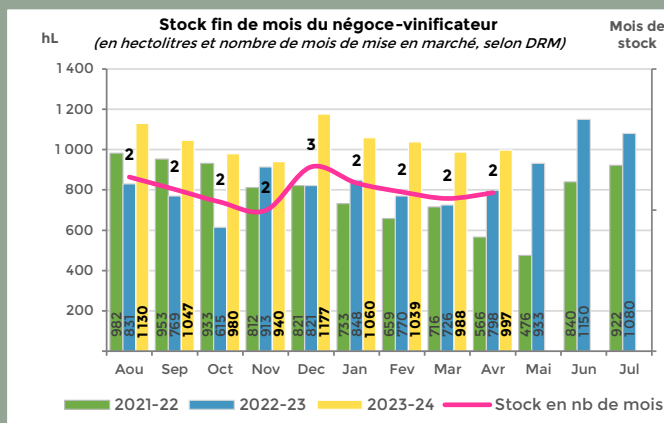
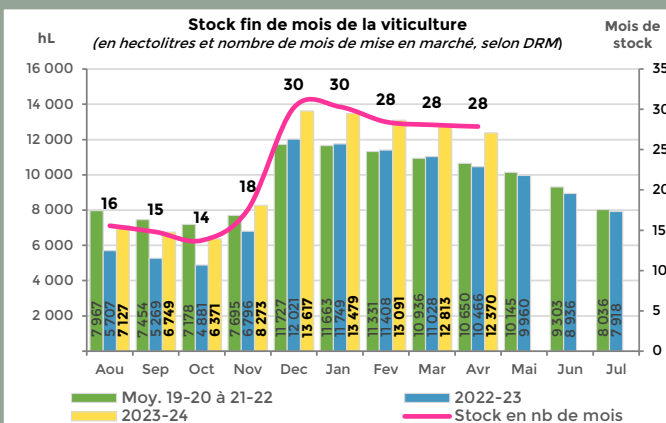
Touraine Chenonceaux Blanc et Rouge



## Évolution sur 12 mois glissants - avril 2024



## Conjoncture économique mensuelle (Amont)



Cours moyen depuis le début de campagne : **376 €/hL**

Aucune donnée de cours du vrac

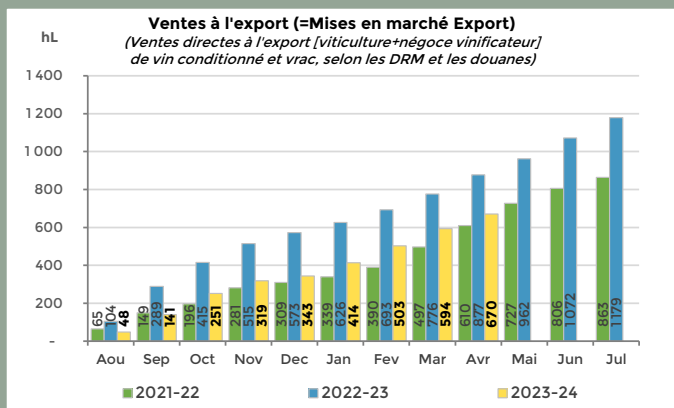
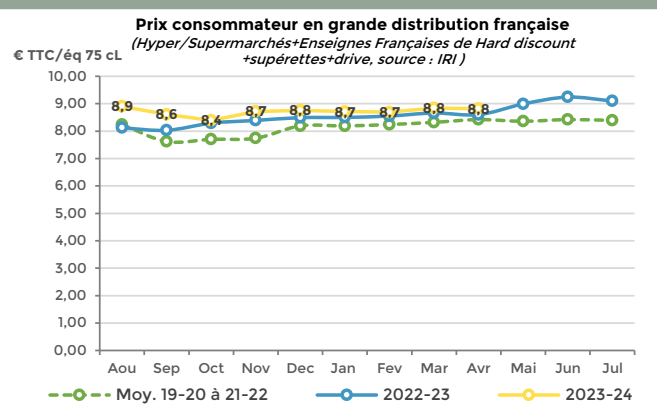
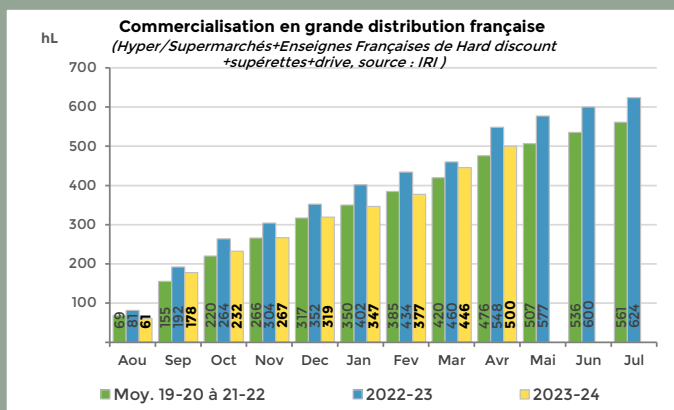
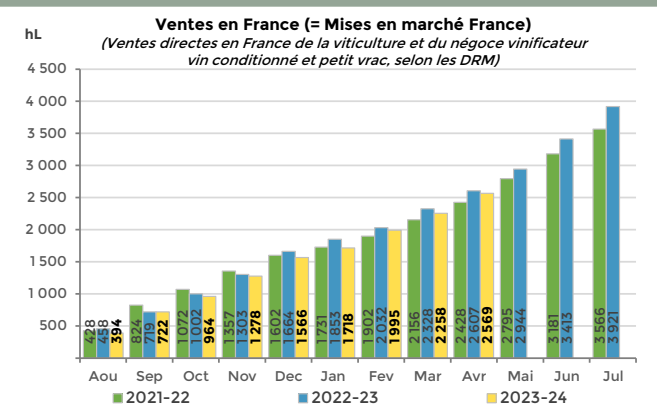
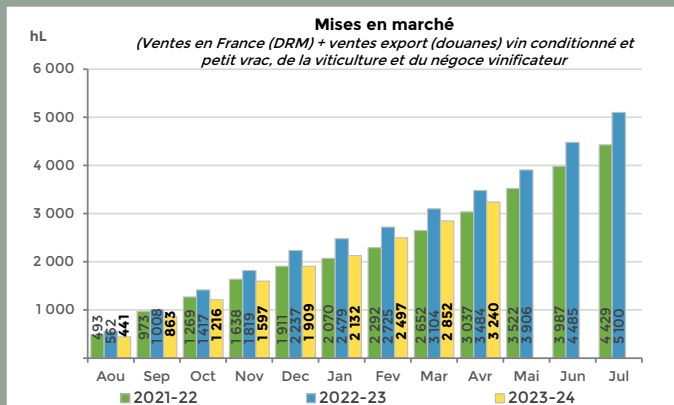
Nb de contrats mensuels

# Total de l'AOP "Touraine-Chenonceaux"

Touraine Chenonceaux Blanc et Rouge

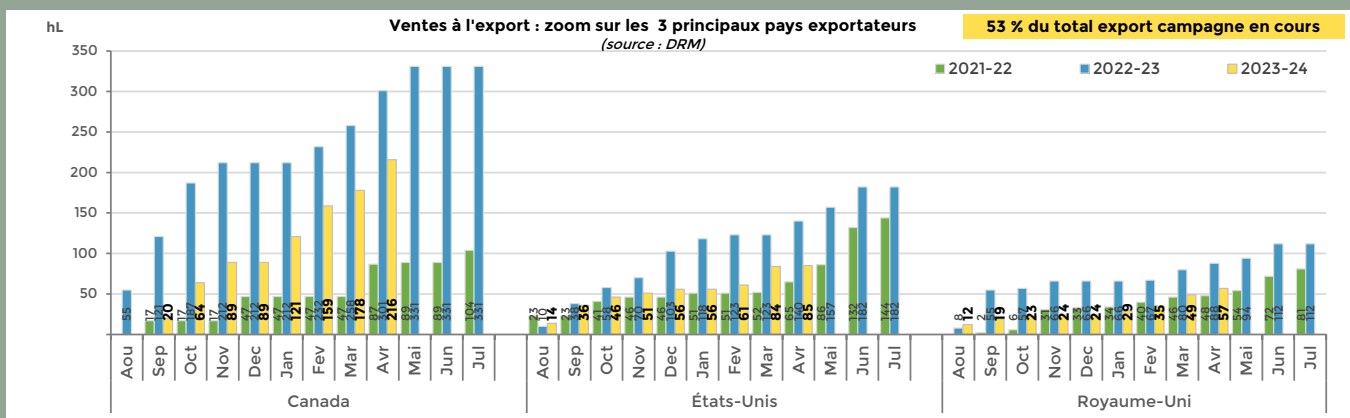


## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvalde Loire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>





## Évolution sur 12 mois glissants - avril 2024

Stock en hL

**+20,8%**

Stock en nb de mois

**27**

**Stocks totaux**

**+0,1%**

**Volume mis en marché**

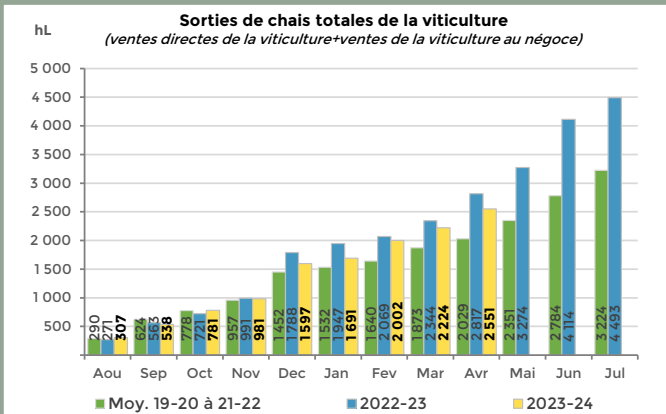
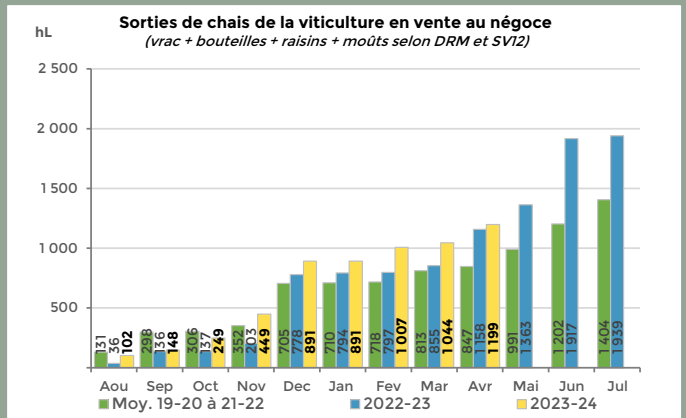
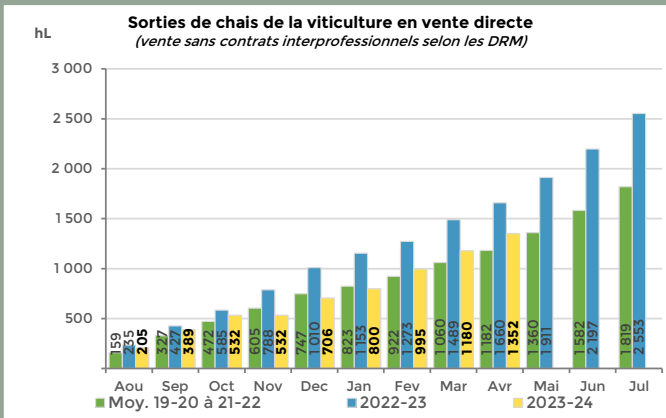
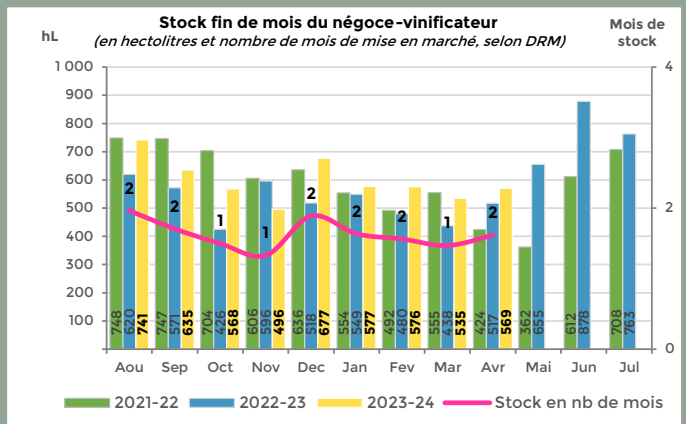
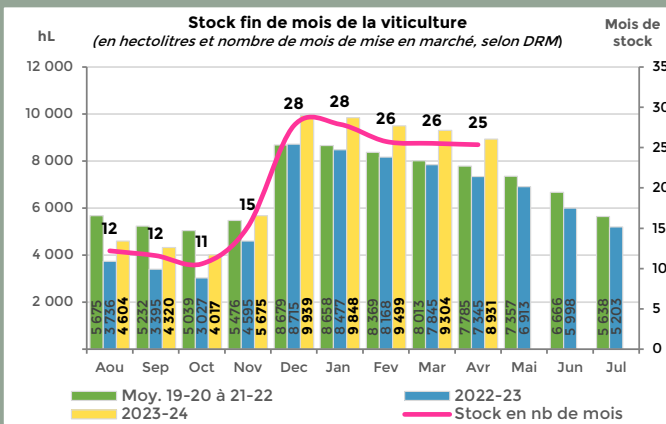
**+5,6%**

**Volume ventes France**

**-14,7%**

**Volume ventes export**

### Conjoncture économique mensuelle (Amont)

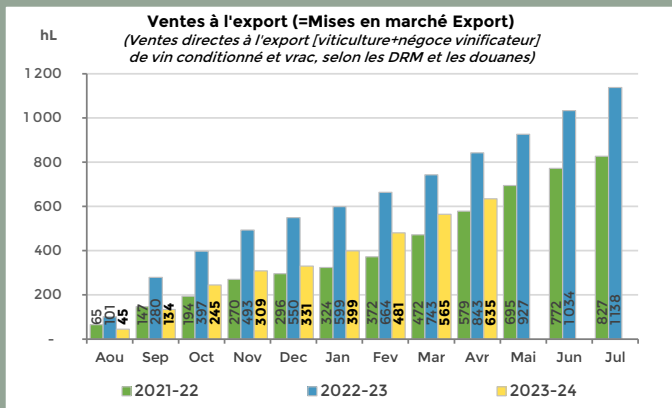
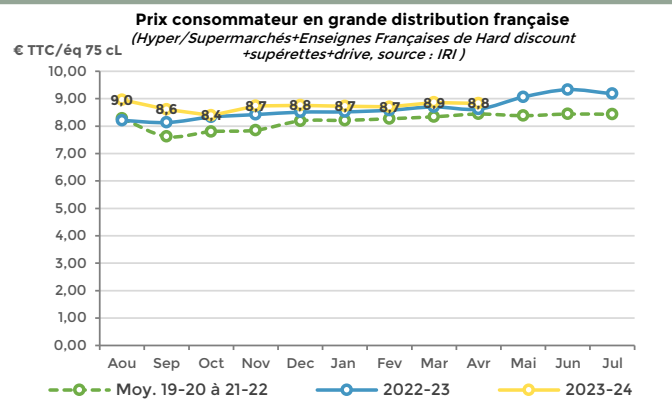
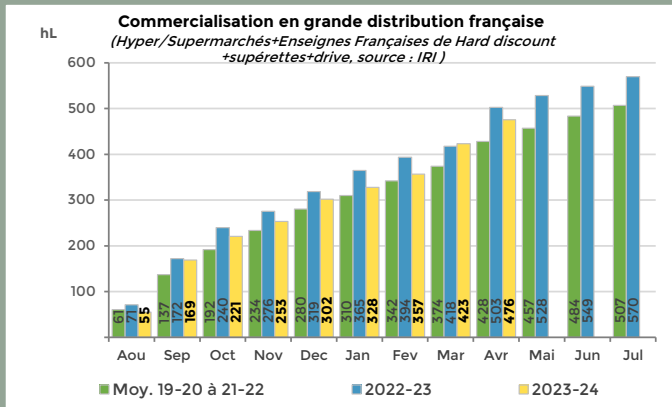
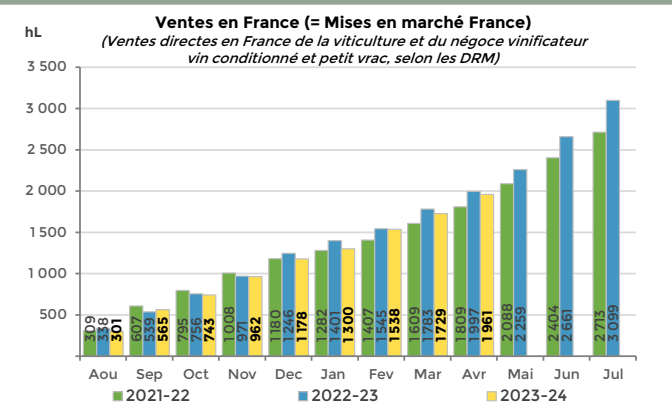
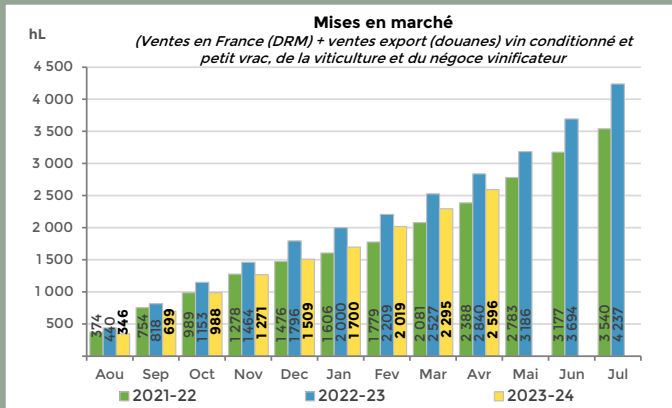


Cours moyen depuis le début de campagne : **372 €/hL**

Aucune donnée de cours du vrac

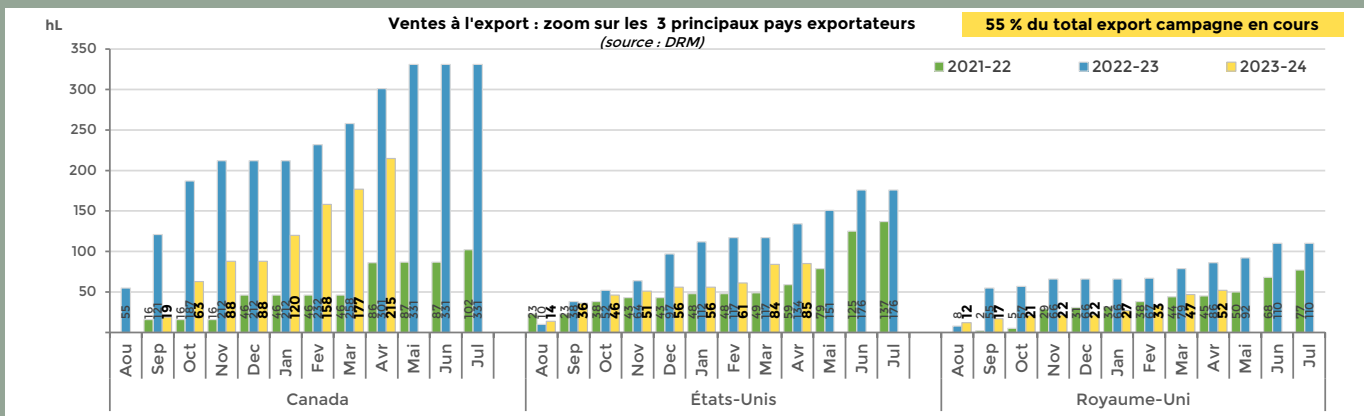
Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

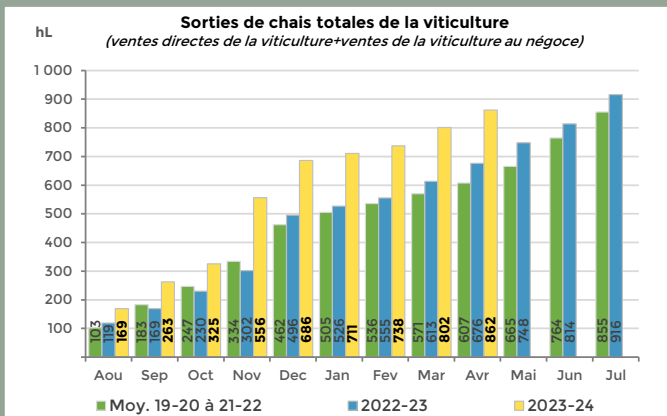
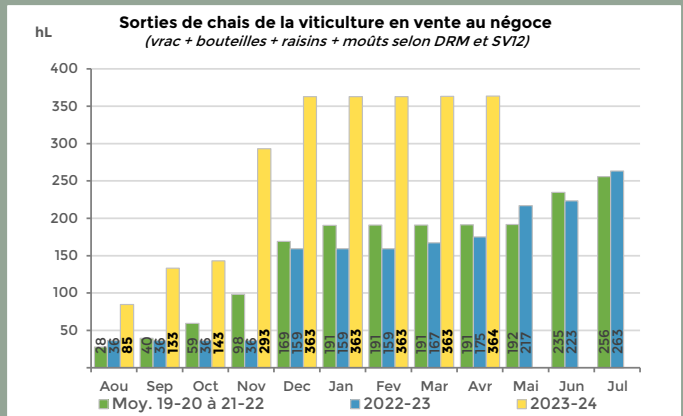
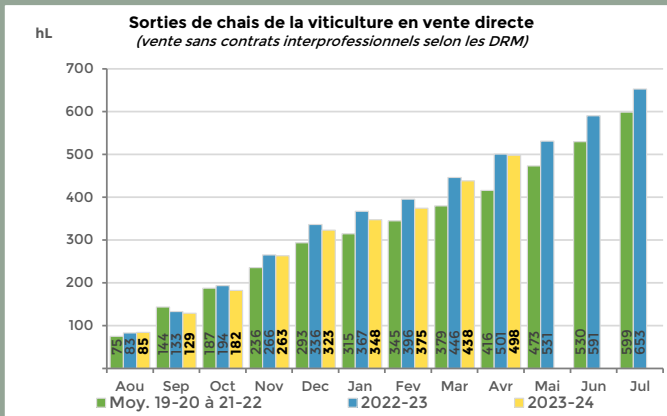
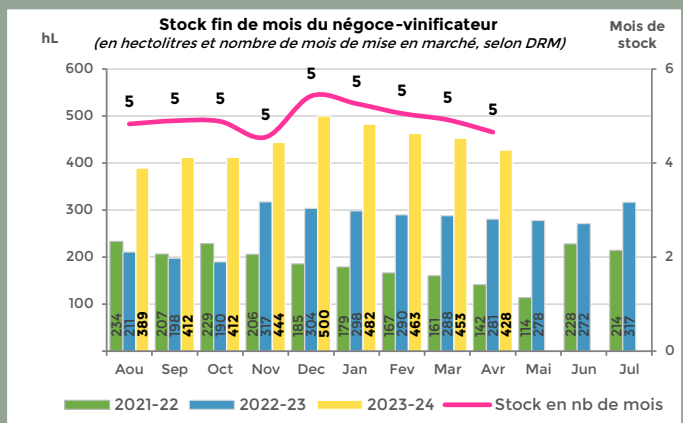
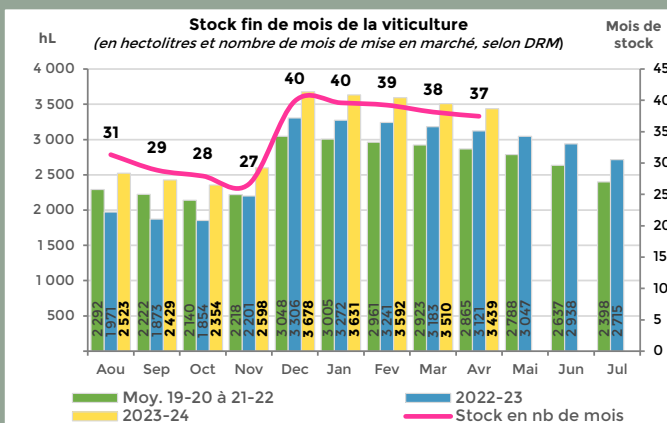
Plus d'information : <https://filiere.vinsvaldeleire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>



## Évolution sur 12 mois glissants - avril 2024

<p>Stock en hL <b>+13,7%</b> Stock en nb de mois <b>42</b></p> <p><b>Stocks totaux</b></p>	<p><b>-2,5%</b></p> <p><b>Volume mis en marché</b></p>	<p><b>-2,9%</b></p> <p><b>Volume ventes France</b></p>	<p><b>+5,8%</b></p> <p><b>Volume ventes export</b></p>
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## Conjoncture économique mensuelle (Amont)

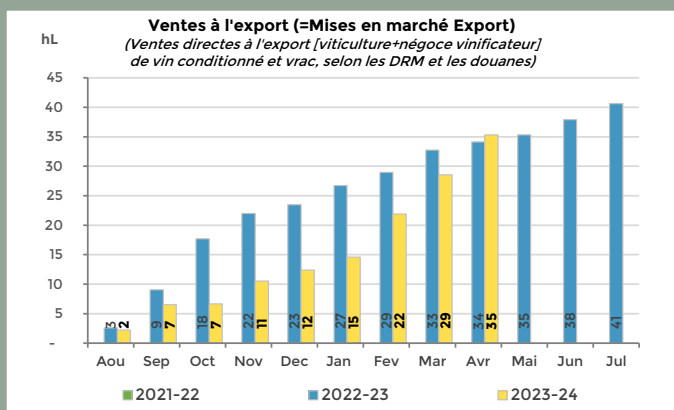
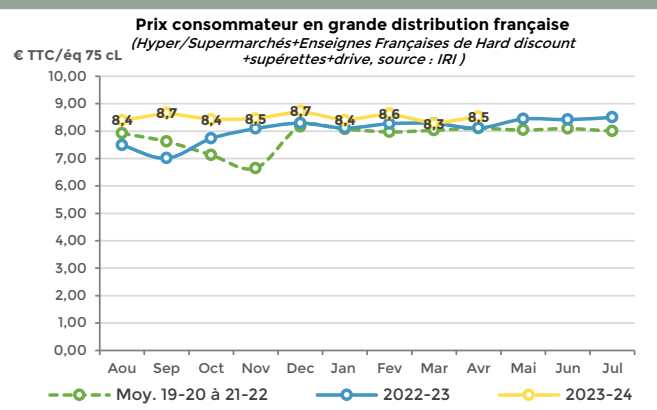
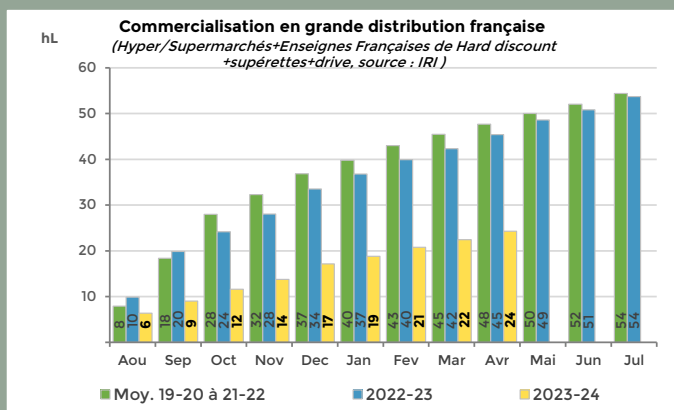
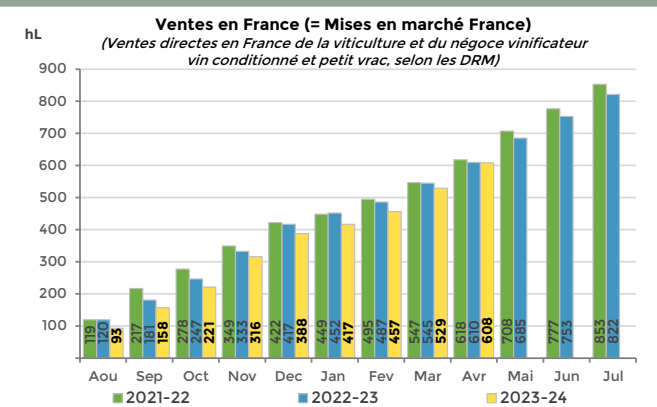
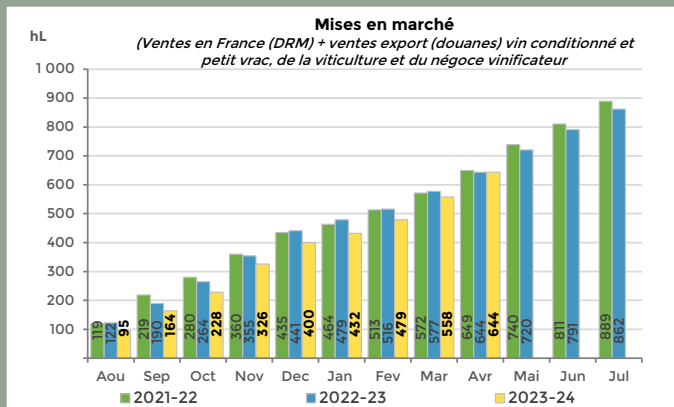


Cours moyen depuis le début de campagne : **387 €/hL**

Aucune donnée de cours du vrac

Nb de contrats mensuels

## Conjoncture économique mensuelle (Commercialisation)



Aucune donnée de prix départ cave

Plus d'information : <https://filiere.vinsvaldeloire.fr/Article/Eco-et-Etude/Observatoire-economique-des-marches-glob/Exportations-vins-du-Val-de-Loire>

