

Calvados sales increased by 14.2% in 2021

With exports representing 50% of sales in 2021, Calvados recorded a major upswing with a significant global sales increase of **14.2%**. Last year, 4.8 million bottles were sold by the operators united within the three controlled appellations (*Appellations d'Origine Contrôlée*).*

After a low-key 2020, the French spirit boasts particular success on the national scene **with a 30% growth in shipments across France**. On the international scale, the trend is slightly upward with an overall increase of **1.4%**.

In some markets, the category is even making significant progress: this is notably the case in **Belgium (+30%), Sweden (+31%) and the United States (+70%)**.

For Jean-Luc Pignol, President of the IDAC: *"We are pleased with this return to growth and volumes almost equivalent to those of 2019, before the pandemic. We must now consolidate this momentum, particularly during the summer season, with the gradual return of the public to our distilleries. On the export side, the 2021 balance sheet is clearly positive but we must remain very cautious given the situation in Ukraine and the significant economic instability that this war is causing."*

Pommeau sales also increased

With a growth in shipments of 28.8%, 765,000 bottles of Pommeau were sold in 2021 (95% on the national market). 595,000 bottles of **Pommeau de Normandie** (+24%) and 170,000 bottles of Pommeau de Bretagne (+48%) were sold last year.

PDO ciders and perry are stable

With a total of **850,000 bottles** sold in 2021, [the four PDO cider and perry](#) appellations had a stable year overall in 2021(+1% of sales).

*13 463 hectolitres of pure alcohol sold in France and worldwide.

About the IDAC (idac-aoc.fr/en):

The interprofessional association of cider-based controlled appellations (IDAC) is the business-to-business representative in the cider-based controlled appellations sector. It brings together the three controlled appellations of Calvados (Calvados AOC, Calvados Pays d'Auge AOC, Calvados Domfrontais AOC), the three controlled appellations of Pommeau (Pommeau de Normandie AOC, Pommeau de Bretagne AOC and Pommeau du Maine AOC) as well as four ciders and perries protected designations of origin (Pays d'Auge cider PDO, Cotentin cider PDO, Cornouaille cider PDO and Domfront perry PDO).

More information about IDAC's missions > <https://bit.ly/2x9ZZnt>

Press enquiries:

Damien Amadou - d.amadou@idac-aoc.fr - +33 (0)6 89 90 40 09

Isabelle Blanchard - i.blanchard@idac-aoc.fr - +33 (0)2 31 53 17 66