

CALVADOS IN 2024: NATIONAL GROWTH & EXPORT CONTRACTION.

The year 2024 has been marked by a contrasting evolution in Calvados shipments. While the domestic market has recorded an increase of **0.94%**, exports have declined by **14.48%**.

Overall, total shipment volumes have decreased by **6.9%**. In 2024, all operators across the three *Appellations d'Origine Contrôlée* (AOC) collectively marketed and delivered the equivalent of **4,615,000 bottles**, nearly half of which (47%) were destined for international markets. *

Young Calvados expressions (VS) remain the most sought-after, accounting for 61% of sales, whereas older references (XO) account for approximately 15% of total volumes sold.

"The year 2024 has been shaped by an uncertain economic climate, influencing consumer behavior in our key export markets. Nevertheless, our vision remains focused on the long term: strengthening our domestic foothold while gradually expanding our ambitions abroad. The international potential of Calvados remains significant, as evidenced by the 8% growth in our U.S. sales since 2020," states Jean-Luc Pignol, President of the Interprofession des Appellations Cidricoles (IDAC).

* 12 909 hectoliters of pure alcohol sold in France and worldwide (source : IDAC).

About Calvados (drinkcalvados.com) :

300 distilleries & micro-distilleries operate within the three Calvados AOCs (Calvados, Calvados Pays d'Auge et Calvados Domfrontais). These companies are grouped within the Interprofession des Appellations Cidricoles (IDAC). The IDAC's mission is to undertake actions aimed at developing the awareness of these 3 AOCs.

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

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