

## 2020 global sales : Calvados resists

Despite the global health crisis which has been a blow, the Calvados sector worked hard to limit the damage. As a result, **4,200,000 bottles of Calvados** were sold last year, representing a drop of 17% compared to 2019.

With exports representing 55% of sales in 2020, the French spirit confirmed its good performances on the international scene, with shipments down only 6.7%. Some markets even recorded significant growth: notably in Russia (+5%), the Netherlands (+20%) and Japan (+75%).

However, the domestic market was significantly affected (-27.5%). The closure of the bars, restaurants, hotels, and a drop in tourist numbers weighed on the growth of distilleries. Nevertheless, sales remained stable on the off-trade markets.

For Didier Bédu, President of the IDAC : *"We feared the worst a year ago but Calvados has remained in the hearts of consumers. The decline in our sales is due to an extremely specific economic situation and is mainly explained by exogenous factors: the closure of bars & restaurants, the event industry on hold and tourism subdued. Nevertheless, the worldwide appetite for Calvados remains strong."*

An appetite that the Normandy distilleries want to whet even further thanks to a brand new website ► [drinkcalvados.com](https://drinkcalvados.com)

### Sales distribution per major market (volume) :

- France : **44,5 %**
- European Union (excluding France) : **43.5%**
- North America : **4 %**

### Sales by appellation:

- AOC Calvados : **70 %**
- AOC Calvados Pays d'Auge : **29 %**
- AOC Calvados Domfrontais : **1 %**

### Sales by age accounts :

- Calvados VS (2 or 3 years of aging) : **62%**
- Calvados VSOP (4 or 5 years of aging) : **23%**
- Calvados XO (6 years and more) : **15%**

### Pommeau sales also declined

With a drop in shipments of 13.6%, **595,000 bottles of Pommeau** were sold in 2020 (95% on the national market). 480,000 bottles of Pommeau de Normandie (-11.2%) and 115,000 bottles of Pommeau de Bretagne (-22.5%) were sold last year.

\*11 800 hectolitres of pure alcohol sold worldwide.

---

### About the IDAC ([idac-aoc.fr/en](https://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](mailto:d.amadou@idac-aoc.fr) - +33 (0)6 89 90 40 09  
Bertrand Bridon - [bertrandbridon@gmail.com](mailto:bertrandbridon@gmail.com) - +33 (0)6 63 86 66 08