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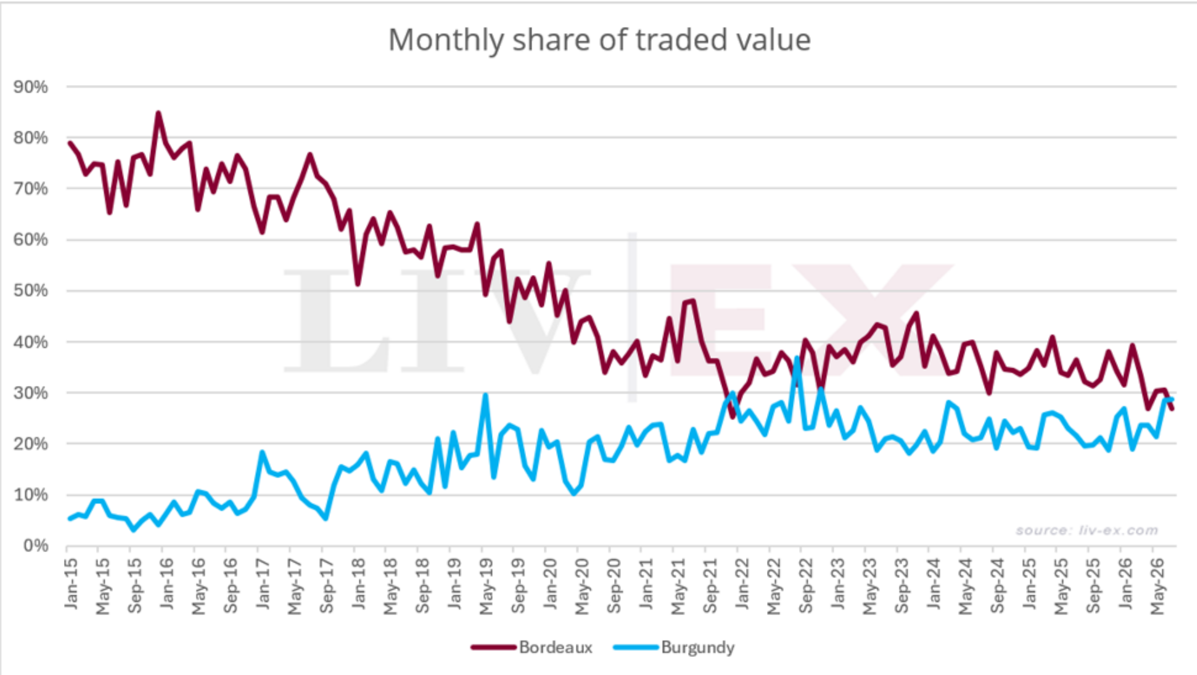
High-end Burgundy attracts rising demand

Sophia Gilmour, London, 10th of July 2026

For the first time since 2022, Burgundy has overtaken Bordeaux as the top-traded fine wine region by value in a single month.



The region has seen a substantial increase in trade over the past decade – levels now sitting higher than just prior to the bull run -- while Bordeaux has stagnated.

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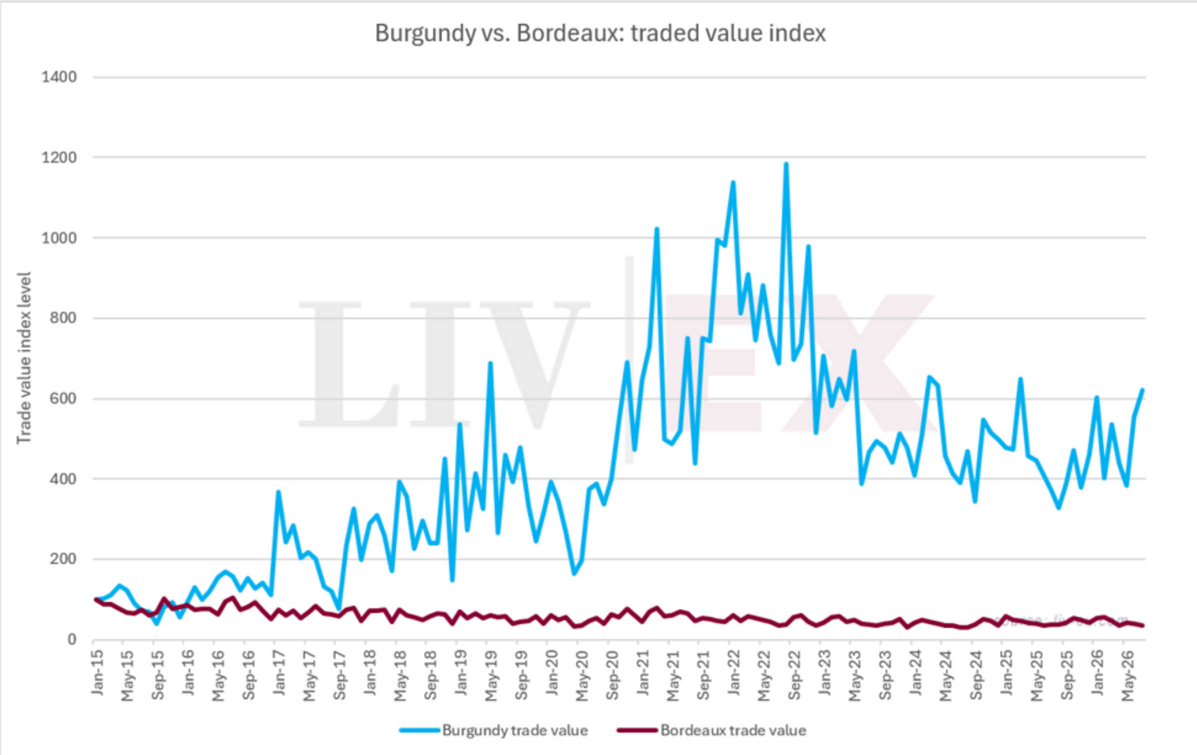

Supply and demand rebalancing

This comes as the Liv-ex Burgundy 150 index, which tracks the price performance of the ten most recent vintages from 15 key Burgundies, has come to rest at its 2019 peak. The balance between supply and demand appears to have been restored at this new price level.

Demand concentrated among the top names

Burgundy's increasing market share and rising bid:offer ratio are the results of rising demand for the top tier of Burgundy producers. Domaine de la Romanée-Conti, Ramonet, Leflaive and d'Auvenay, accounted for around a third of Burgundy trade in July.

Given the rarity of these wines, trade can be sparse. In these cases, auctions can help validate the market's direction of travel. La Tâche 2016, for example, has recently begun to trade again, returning to its 2019 peak. Increased volume of auctions at similar and rising prices confirms this trend.

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UK buyers regain market share

The UK has historically been Burgundy's largest buyer base, although its share of demand somewhat squeezed through 2025. UK buyers have recouped some of their market share this year and now account for 58% of Burgundy bid exposure and 44% of traded value.

Conclusion

Burgundy's rising market share and improvements in the 150's bid:offer ratio are promising indicators; ones that suggest that prices have fallen far enough to draw back demand. A closer look, however, reveals that these markers are isolated to the very upper echelons of Burgundy. Supply of mid-range Burgundy far exceeds demand and will likely have further to fall before recovering. For those looking to re-enter the market and with capital to spare, it may now be wise to consider Burgundy's heavy hitters.

About Liv-ex

Liv-ex is the exchange for fine wine, market data and insight. Membership brings wine professionals independent market data and insights, and the ability to price, buy and sell wines through one point of contact