

IDEALWINE: BURGUNDY 'MOST ATTRACTIVE' REGION FOR WINE INVESTMENT

20th May, 2019 by iDealwine

Slideshow : 1 2

[Next Page →](#)

iDealwine's annual assessment of the fine wine auction market shows that Burgundy keeps growing in popularity, while organic and biodynamic brands are also in favour with customers, and Right Bank wines are the ones to watch.



iDealwine's position as France's leading online auction platform and a specialist in fixed-price sales affords it valuable insight into the fine wine auction market. The company's annual analysis of auction performance informs its customers of the latest trends and market evolutions.

The latest report testifies the growing appeal for mature and rare wines in 2018. iDealwine's WineDex, which tracks the top 40 Bordeaux grands crus, the top 40 Burgundy cuvées and the top 25 Rhône wines, registered 19% growth across the board.

When compared with the French stock market index, wine appears to be a secure investment. In 2018, 43 auctions were held on the iDealwine platform, attracting the interest of nearly 60 buyer countries. In total, no fewer than 143,000 bottles were sold online. Total sales generated by iDealwine auctions reached €17.46 million (€15.09m), up by 32% on the previous year. All in all, it was another superb vintage for iDealwine.

	Jan 07	Jan 08	Jan 09	Jan 10	Jan 11	Jan 12	Jan 13	Jan 14	Jan 15	Jan 16	Jan 17	Jan 18	Jan 19	18-19 variation
CAC40	1000	987	607	733	701	602	685	760	834	801	801	1002	905	-10%
Winedex WineDex Bordeaux	1000	1091	1225	1141	1283	1458	1530	1564	1616	1647	1745	1883	1953	4%
Winedex WineDex Burgundy	1000	1159	1248	1198	1187	1387	1734	1750	2013	2169	2387	2605	3617	39%
Winedex WineDex Rhône	1000	1032	1037	1011	1029	1100	1158	1144	1335	1383	1518	1584	1889	19%
Winedex 100	1000	1119	1208	1151	1189	1362	1583	1623	1791	1893	2064	2235	2864	28%

Burgundy on the rise

Burgundy has been the most attractive, expensive region in France for years, and every year this position is reinforced. Of the 50 most expensive bottles sold in 2018, 42 were Burgundy – the figure was

32 in 2017.

The 2018 record is held by a bottle of Romanée-Conti 2005 sold for €16,173 in December 2018. Collectable bottles from Henri Mayer continue to be fought over at auction: a magnum of Vosne-Romanée 1er Cru Cros Parantoux 1982 sold for €14,592, making it the fourth-most expensive bottle to sell in 2018. Further down the rankings are wines from Henri-Frédéric Roch.

Wines from the Côte de Beaune are emerging, with, for instance, a Volnay Clos des Ducs 1978 from Domaine du Marquis d'Angerville in 55th place (six bottles sold for €6,834).

Although Burgundy's Pinot Noirs are the most coveted, the white-focused Montrachet appellation also features in the rankings. Despite a year that was once again marked by the relatively stable prices of its crus classés and related crus, Bordeaux was not completely outdone in terms of performance. The volume of Bordeaux wines sold last year at auction on the iDealwine platform is 45%. In 2018, the region owed its success to the great performance of Pauillac's premier grand cru classé, Château Mouton Rothschild.

On the other hand, prices of Petrus, a hitherto undisputed safe Bordeaux investment, stagnated in 2018, especially for recent vintages. The rise of this Pomerol star is now measured in the medium term. The performance of second wines is an interesting development, as they are beginning to attract an increasing number of wine enthusiasts.