

Henkell Freixenet 2025: Stable Revenue in a Challenging Market Environment

- **Mionetto outpaces growth of the Prosecco market**
- **Non-alcoholic portfolio posts double-digit growth**
- **Korbel partnership strengthens the U.S. business**

(Wiesbaden, April 28th, 2026) Henkell Freixenet, the sparkling wine, wine, and spirits division of the Oetker Collection, records a revenue of €1.25 billion in 2025 (net revenue excluding sparkling wine and spirits taxes). This represents revenue growth of +0.5 %. Despite a challenging market environment with declining performance in some segments and significant currency effects, the global market leader in sparkling wine delivered stable results thanks to a consistent focus on its core brands, targeted innovations and a clear understanding of consumer trends.

Fiscal year 2025 was marked by strained global economy and cautious consumer spending. “In this environment, Henkell Freixenet held its ground. The global sparkling wine and wine market declined in 2025, yet certain sub-segments – including Prosecco, Crémant, non-alcoholic sparkling wines, and aperitifs – grew, where our strong brands and targeted innovations enabled us to positively influence our performance,” said Dr. Andreas Brokemper, CEO of Henkell Freixenet. “We strengthened our core brands, introduced innovations particularly in the area of non-alcoholic sparkling wines, and consistently aligned our focus with consumer needs. This allowed us to gain market share in the trend categories.”

Growth Drivers in 2025: Prosecco, Crémant, Non-Alcoholic and Aperitivo

Key trends continued in the sparkling wine segment: **Prosecco** remained a growth driver. “We continue to see solid global growth for Prosecco,” comments Brokemper. Overall, the market grew by +2 %¹. Mionetto, the world’s best-selling international Prosecco brand, grew faster and achieved +3 % revenue growth. The brand’s expansion into the aperitivo segment developed positively. “Mionetto Aperitivo has been launched in more than 15 countries in just two

¹ Prosecco Consortium, April 2026

years," says Brokemper.

Freixenet, as an international master brand and the world's leading sparkling wine brand, saw growth in Prosecco and Italian rosé. At the same time, Freixenet declined by 4 % in revenue at overall brand level, mainly due to performance in the Cava segment. The drought of recent years in the Penedès region has significantly impacted production, and weak or partially failed harvests increased pressure on availability, costs, and pricing. Additionally, the tariff situation in the U.S. affected the Cava business. "The good news is that rainfall has increased again, the harvest turned out better, and the conditions for the 2026 harvest are favorable, even though it is still likely to remain below the long-term average. Despite these challenges, demand for Cava remains strong. We see opportunities above all in markets where consumers value Cava as a high-quality sparkling wine produced using the traditional method," Brokemper added.

A key growth driver in the international sparkling wine market in 2025 was the emerging **Crémant** category: global Crémant sales increased by 7.5 % in 2025². With its Crémant brand Gratien Meyer, Henkell Freixenet is strongly positioned in this trending segment. The brand grew by +14 % in revenue, significantly outperforming the overall category, and is among the leading international Crémant brands. Driven by demand in key markets such as France, Germany, and the United Kingdom, the company is optimistic about this growth trend. The recently unveiled relaunch of Gratien Meyer further strengthens the brand's visibility and supports the continued expansion of its presence in the growing Crémant segment.

Demand for **non-alcoholic products** is on the rise, especially among younger, health-conscious consumer groups. Mindful alcohol consumption is no longer a niche trend; it is evolving into a relevant market segment with clear growth potential³. This is leading to a noticeable increase in demand for non-alcoholic alternatives, which Henkell Freixenet serves with a broad portfolio. Products such as Mionetto 0.0%, Freixenet 0.0%, and Mionetto Aperitivo Non-Alcoholic also proved to be growth drivers, recording an increase of +18 %. This growth was achieved across all regions. "The development of non-alcoholic products will play an important role for the company in the future alongside our core business with alcoholic products. We view the category as complimentary to our existing portfolio, where our high-quality products and well-thought-out product concepts spark enthusiasm for non-alcoholic enjoyment," Brokemper continued.

² FNPEC, 2026

³ IWSR, July 2025

“With our numerous non-alcoholic innovations, such as the Freixenet Diamond Range 0.0% and non-alcoholic aperitivo variants, we consider ourselves very well positioned in this growing market.”

In addition, the strategic partnership with **Korbel**, one of the oldest sparkling wine houses in the **U.S.**, strengthens Henkell Freixenet's position in the **U.S.** As part of the partnership, Henkell Freixenet has been responsible for Korbel's global sales, marketing, and distribution since July 1, 2025. “The U.S. is our second-largest sparkling wine market after Germany. We expect subdued consumption due to tariff policies and the resulting price increases, but we have a strong portfolio with brands such as Mionetto, Freixenet, and Segura Viudas – and now Korbel as well,” Brokemper continues.

In recent years, Henkell Freixenet has consistently driven the internalization of the group. In 2025, it opened three new subsidiaries in Argentina, Croatia, and Ireland further expanding its international business through local presences. Today, the group's revenue is broadly distributed across regions: Western Europe remains the strongest region at 32 % of revenue, followed by DACH (27 %), the Americas (21 %), and Eastern Europe (18 %); APAC and the Rest of the World together account for 2 %.

Outlook 2026: Focus on growth categories and the innovation pipeline

Ongoing economic and structural challenges continue to shape fiscal year 2026. “This year will also be demanding, as developments in the first few months of the year have already shown. Nevertheless, we are optimistic: our brands are strongly positioned in growth markets such as Prosecco, Aperitivo, Crémant, and non-alcoholic beverages, and we have an extensive innovation pipeline ranging from Mionetto Orange Spritz RTS to Freixenet Solare and the Freixenet Diamond 0.0% range,” Brokemper continued. As a family-owned company, Henkell Freixenet is focused on the sustainable development of its global business. “Our broad portfolio of sparkling wine, wine, and spirits products gives us the flexibility we need to respond quickly to trends, mitigate challenges, and generate growth across different markets. This means we are well-positioned for 2026,” Brokemper concluded.

About Henkell Freixenet

As an international group of companies, Henkell Freixenet is the global market leader for sparkling wine. The unique brand portfolio of Sekt, Cava, Prosecco, Champagne and Crémant as well as still wines and spirits accompanies the moments in consumers' lives and makes them meaningful.



The Henkell Freixenet team is driven by the highest standards of quality and craftsmanship - always with the vision of setting new benchmarks in the industry and the respective product categories and inspiring consumers with innovations and high-quality, sustainably crafted products. Celebrate Life! For further information www.henkell-freixenet.com

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