



oen^sights

Champagne
Fast Movers
Top 10
Jan-Oct 2022



January – October 2022
Champagne Digital Leaders

10

The **Top 10 Champagne Houses**

(from the 75 members of the Union des
Maisons de Champagne)

exhibiting **rapid Digital growth**

(measurements from 3/1/2022 until 31/10/2022)





Followers

Total Number

	Champagne House	Followers
1	Moët & Chandon	2.474.030
2	Veuve Clicquot	996.417
3	Mumm & Cie	550.569
4	Taittinger	538.167
5	Perrier-Jouët	248.597
6	Bollinger	203.732
7	Piper-Heidsieck	175.966
8	Ruinart	153.082
9	Barons de Rothschild	152.622
10	Louis Roederer	146.118

Total Number of Facebook Followers | 31 Oct 2022



New Followers

Total Number

	Champagne House	New Followers
1	Taittinger	51.692
2	Bollinger	6.310
3	Ruinart	6.097
4	Alfred Gratien	3.057
5	Krug	2.910
6	Charles Heidsieck	2.788
7	Louis Roederer	2.535
8	Perrier-Jouët	2.168
9	Billecart-Salmon	1.373
10	Pommery	1.340

Total Number of new Facebook Followers | 3 Jan – 31 Oct 2022





Followers

Total Number

	Champagne House	Followers
1	Moët & Chandon	772.317
2	Veuve Clicquot	769.089
3	Krug	221.627
4	Laurent-Perrier	185.492
5	Bollinger	170.698
6	Perrier-Jouët	162.996
7	Louis Roederer	156.771
8	Ruinart	156.340
9	Taittinger	137.801
10	Billecart-Salmon	81.229

Total Number of Instagram Followers | 31 Oct 2022



New Followers

Total Number

	Champagne House	New Followers
1	Veuve Clicquot	470.747
2	Moët & Chandon	31.391
3	Ruinart	18.698
4	Philipponnat	17.772
5	Laurent-Perrier	16.547
6	Krug	12.339
7	Perrier-Jouët	12.051
8	Louis Roederer	11.347
9	Bollinger	11.269
10	Taittinger	10.410

Total Number of new Instagram Followers | 3 Jan – 31 Oct 2022





Ratings

Total Number

	Champagne House	Ratings
1	Moët & Chandon	214.679
2	Veuve Clicquot	209.782
3	Dom Pérignon	167.304
4	Louis Roederer	145.421
5	Taittinger	128.862
6	Bollinger	111.231
7	Laurent-Perrier	105.460
8	Ruinart	101.276
9	Pol Roger	83.334
10	Perrier-Jouët	79.818

Total Number of Vivino Ratings | 31 Oct 2022



New Ratings

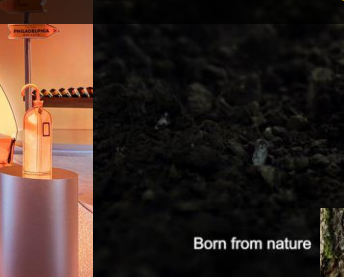
Total Number

	Champagne House	New Ratings
1	Veuve Clicquot	14.604
2	Louis Roederer	13.761
3	Dom Pérignon	13.263
4	Moët & Chandon	12.724
5	Taittinger	12.592
6	Bollinger	10.632
7	Laurent-Perrier	9.385
8	Piper-Heidsieck	8.896
9	Ruinart	8.706
10	Pol Roger	8.461

Total Number of new Vivino Ratings | 3 Jan – 31 Oct 2022




Check out the latest social ads from the Champagne index at [oensights.com](https://www.oensights.com)




The background of the entire page is a dark, monochromatic photograph of wine glasses and a bottle. In the center, there are two wine glasses filled with a dark liquid, with a wine bottle partially visible behind them. The lighting is dramatic, highlighting the curves of the glassware against a black background.

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Actionable insights for the wine industry

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