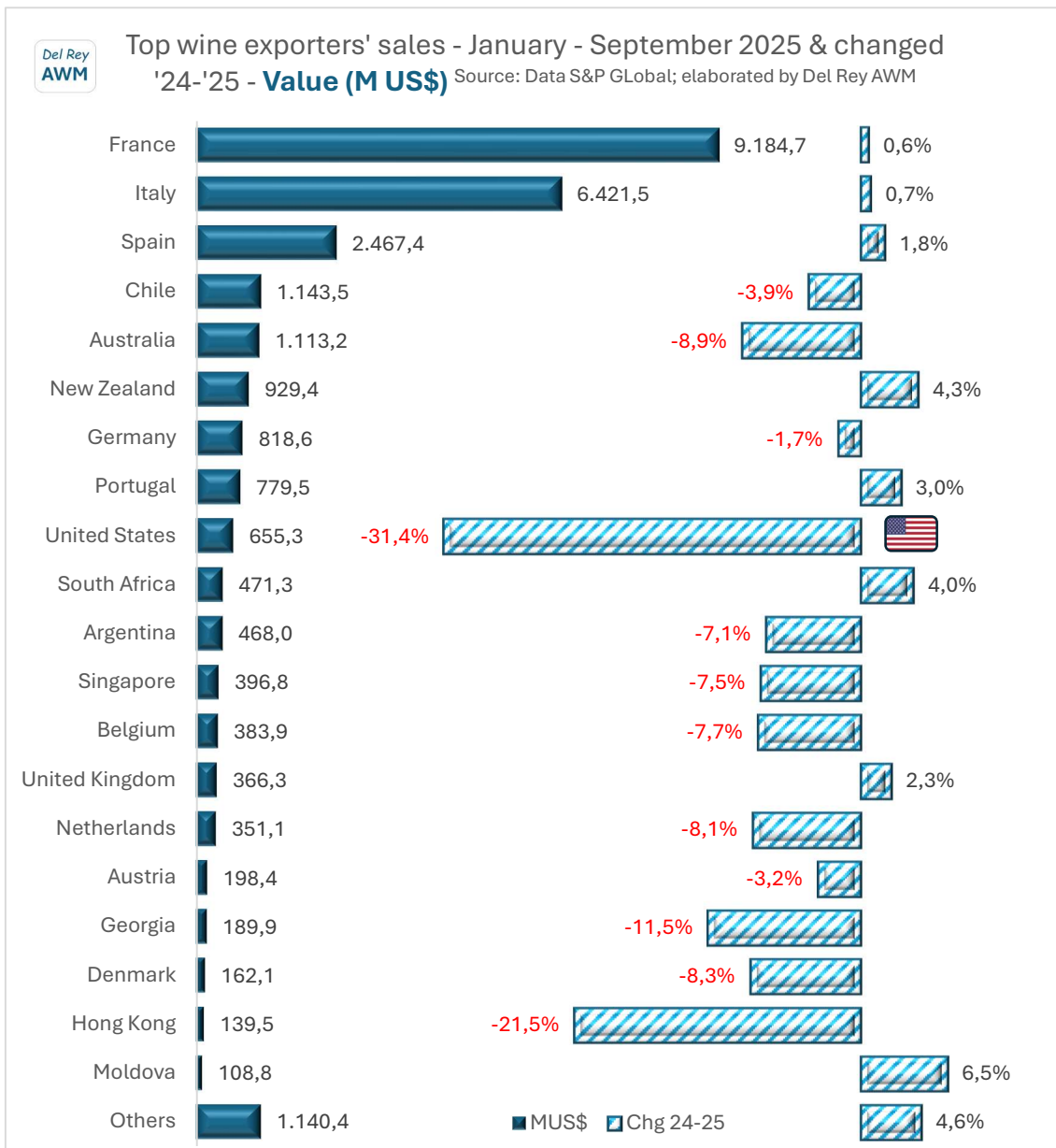


US wine trade worst affected by commercial turbulence

January 2nd, 2026. Official data analysed by [Del Rey AWM](#) highlights that the United States experienced the most pronounced drop in wine exports among the world's leading exporters during the first three quarters of 2025. In terms of monetary value, US wine exports fell by 31.4%, translating to a loss of \$300 million and bringing total export earnings down to \$655.3 million for the period.

This decline represented more than three-quarters of the overall global reduction in wine export value, as the world total fell by \$395.1 million—from \$28,285.4 million in 2024 to \$27,890 million in the first nine months of 2025. When considered in relative terms, the United States led the downturn, with a decrease far exceeding that



of other major exporters. The next largest drop was recorded by Hong Kong, which saw a 21.5% reduction.

In absolute terms, the reduction in US wine export value was nearly three times greater than that experienced by Australia, whose exports dropped by \$108 million. It was also substantially worse than the loss reported by Chile, which saw a decline of \$46.5 million. This data underscores the considerable impact of commercial turbulence on the US wine industry during this period.

Factors Behind the Decline in US Wine Exports

The significant fall in US wine exports can be attributed to a combination of reduced export volumes and a marked decrease in average prices. Specifically, the volume of wine exported by the United States dropped by 12.2%, while the average price per litre fell by 21.8%, declining from \$5.31 to \$4.15 per litre. Although this reduction in volume is notable, it is less severe than the declines experienced by other major exporters such as Canada, which saw a 20.3% decrease, and Georgia, with a 12.5% fall. In terms of absolute volume, the United States exported 22 million fewer litres, which is approximately half of the volume lost by Chile, whose exports dropped by 52.9 million litres.

Market Destinations Impacting US Wine Export Decline

The dramatic reduction in US wine exports during the first three quarters of 2025 can be largely attributed to substantial losses in two key markets: Canada and China. These markets, which together accounted for a significant portion of US wine revenue, experienced almost three-quarters decreases in total earnings from US exports within this period.

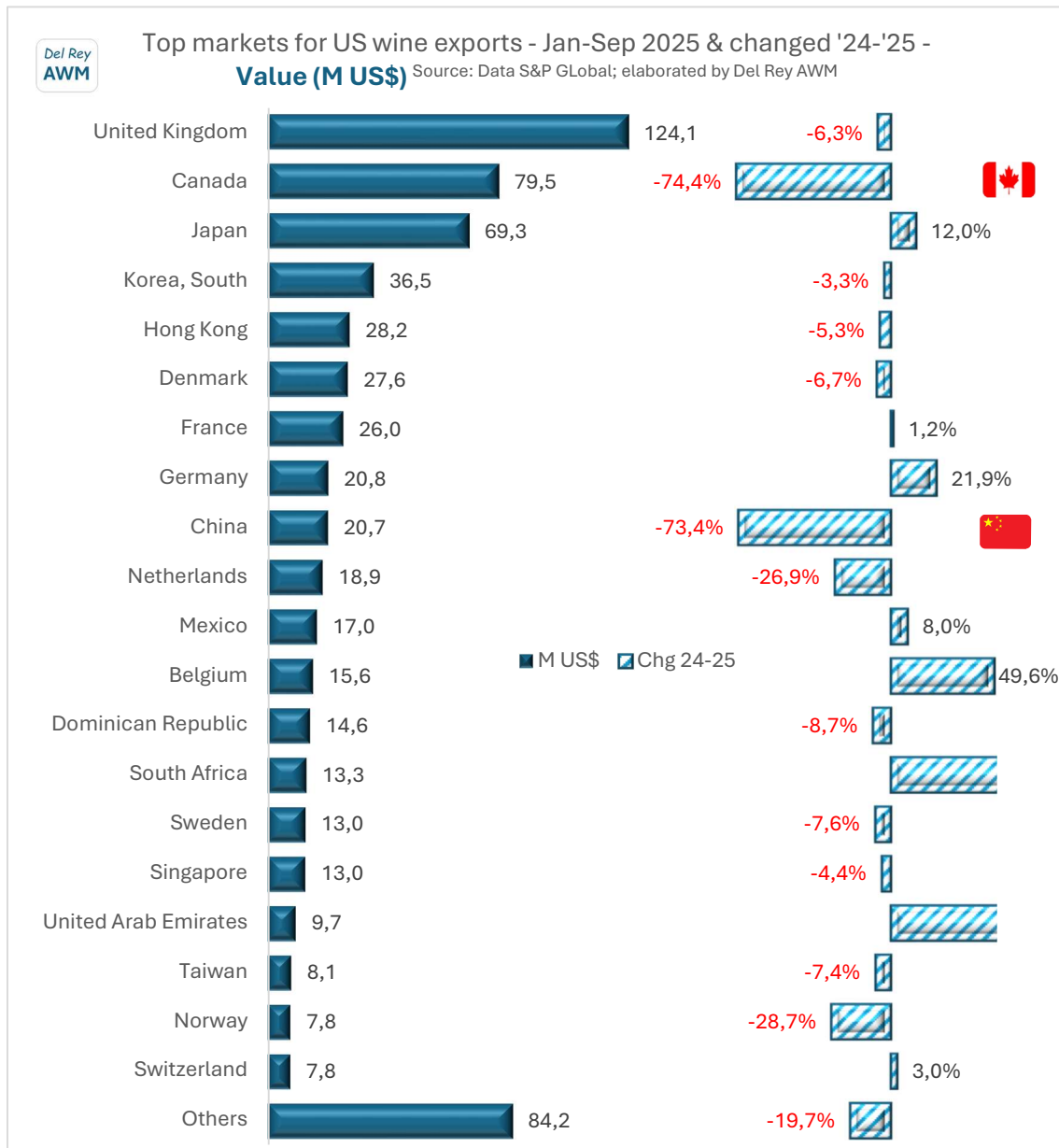
Canadian Market

Canada, the United States' second most important export destination after the United Kingdom, saw US wine exports plummet by 74.4%. Revenues dropped by \$230 million, reaching a total of just \$79.5 million for the first nine months of the year. This steep decline was driven by a combination of factors: the volume of wine exported to Canada fell by 61.1%, while the average price per litre decreased by 34.1%. The combined effect of these reductions led to a significant contraction in US wine sales within the Canadian market.

Chinese Market

A similar trend was observed in China, where US wine exports decreased by 73.4% in value, dropping to \$20.7 million, which represents a reduction of \$57.3 million compared to the previous period. The decline in sales to China was likewise the result of both a decrease in volume and falling prices. Specifically, the volume of wine exported to China fell by 51.4% (down 3.5 million litres to 3.3 million), and the

average price per litre dropped by 45.3% to \$6.32 per litre. These combined declines reflect the extent to which commercial turbulence has undermined US wine exports to this key market.



Consequences of Tariffs and Commercial Barriers

Recent figures clearly demonstrate the detrimental impact that higher tariffs and other commercial obstacles can have on global trade. Such barriers to free trade do not merely affect the targeted countries; they also negatively influence the nations that impose them. The data underscores that restrictive trade measures can lead to significant downturns in export volumes and revenues, ultimately harming all parties involved in international commerce.

More information on this topic can be found in the recent report on French wine sales to different markets, including the USA and China, available at:

<https://www.delreyawm.com/paises/>

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