

## US wine imports drop by 8.3% in 2025

The new administration, as harmful for wine imports as COVID19

### Overview of the Decline in US Wine Imports

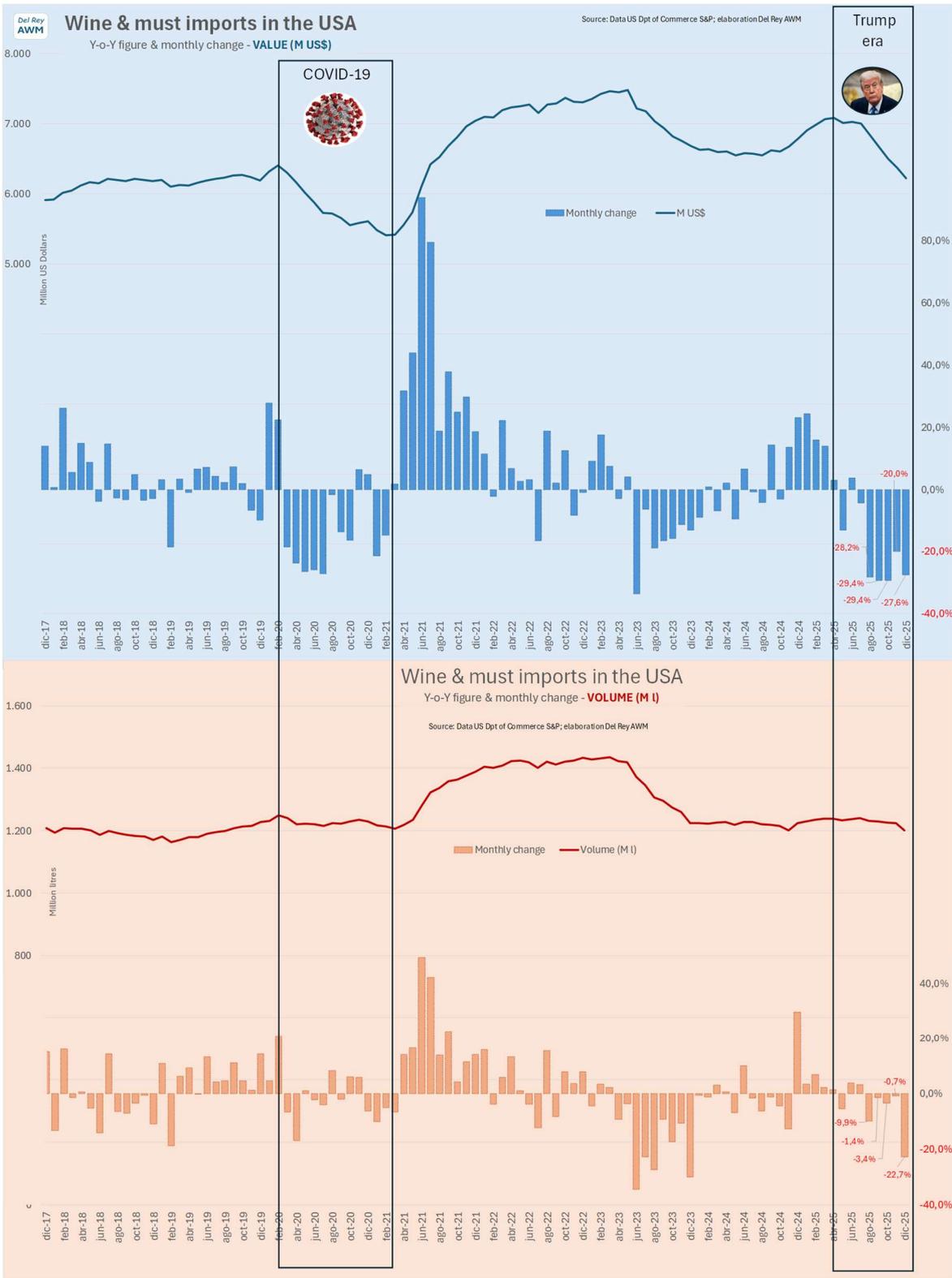
**March 3, 2026.** In a turbulent year marked by uncertainty and frequent changes in tariffs, alongside challenging shifts in wine consumption, imports of wine and must into the US experienced a notable downturn. The overall value of wine imports fell by 8.3% in US dollars, while the volume dropped by 2.0%. By the end of the year, total wine imports were valued at \$6.2 billion, with 12 million hectolitres shipped into the US market, translating to an average price of \$5.18 per litre. Among exporting countries, Canada recorded the sharpest fall in shipments to the US at -19.6%, though Italy, France, New Zealand, Spain, and Australia saw the most significant decreases in value. The reduction in import value was primarily linked to lower prices, likely reflecting the impact of higher tariffs and evolving consumption patterns, while the decrease in volume was less pronounced.

The analysis of foreign wine sales into the US reveals a distinct downturn beginning in May, following the “liberation day” announcement in April when the Administration imposed increased tariffs on a wide range of international products, including wine. Prior to this, November and December 2024 had seen unusually high levels of import activity. However, from May onwards, and particularly since August, monthly rates of decline in wine imports ranged between -20% and -29.4%.

### Comparison with COVID-19 Period

These negative rates are closely comparable to those endured during the COVID-19 pandemic. Between March 2020 and February 2021, monthly declines reached -27% in value, with only two out of twelve months showing modest growth. Over this twelve-month period, total imports fell by one billion dollars, dropping from \$6.4 billion in the year ending February 2020 to \$5.4 billion in February 2021. This equated to an average monthly loss of \$83 million. In terms of volume, the decline was less acute, with a reduction of just -2.9%, representing 36 million litres or about 3 million litres per month.

In stark contrast, the eight months following the announcement of new tariffs in April saw a rapid fall of \$0.9 billion, with the value dropping from around \$7.1 billion in April to \$6.2 billion at the end of December 2025. This represents an average monthly loss of \$108 million. Comparing these eight months with the same period the previous year, the decline amounted to -18.8% in value and -4.9% in volume. The total drop in volume between April and December 2025 was 38.7 million litres, or 4.8 million litres per month, marking a -4.9% change—an even greater decrease than during the pandemic.



Comparison between drops in wine imports in two important periods		COVID -19 Mar '20 to Feb '21	May to Dec '25
Total months from highest to lowest figures		12	8
VALUE	Level at the beginning	\$6.4 billion	\$7.0 billion
	Level at the end	\$5.4 billion	\$6.2 billion
	Total loss	\$1.0 billion	\$0.9 billion
	<b>Average loss per month</b>	<b>\$0.08 billion</b>	<b>\$0.11 billion</b>
	Change rate on previous equivalent period	-15.6%	-18.8%
VOLUME	Level at the beginning	1,249.4 M l	1,239.6 M l
	Level at the end	1,213.4 M l	1,200.9 M l
	Total loss	35.9 M l	38.7 M l
	<b>Average loss per month</b>	<b>3.0 M l</b>	<b>4.8 M l</b>
	Change rate on previous equivalent period	-2.9%	-4.9%

## Long-Term Perspectives and Recovery Potential

The downward trend in US wine imports may continue into 2026, as new prices are negotiated with distributors amid persistent uncertainty and subdued consumption, both of which continue to exert pressure on wine sales in the US market.

Encouragingly, the post-pandemic period was characterised by a robust recovery, and a similar rebound may be possible if the current decline is largely attributable to changes in tariffs, when the situation could eventually change. If the downturns during both the pandemic and the present period are driven by specific, identifiable causes, the key consideration becomes the evolution of the fundamentals: wine consumption. While it is likely too soon to determine long-term trends, it appears that overall wine consumption in the US may be on the decline and, more importantly, shifting between different product categories. Therefore, distinguishing between short-term factors and long-term trends remains of great importance.

For more information on the US market please contact:

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