

World wine markets also show good opportunities in times of uncertainty

Wine Exports to the Balkans

Amidst global decline in wine consumption there is one region to which exports have risen by 142.6% since 2017 in Euros and 39.6% in litres: the Balkans

Del Rey Analysts of Wine Markets

Del Rey
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August 7, 2026. While wine consumption and wine trade show consistent signs of decline in recent years, neither all categories nor all markets evolve in the same way. Pointing at opportunities is a challenging but a necessary task, particularly in difficult times. One region in Europe, in particular, shows very positive growth as destination for wine exports in the last 9 years. Since 2017 sales to this region have more than doubled growing by 142.6% to reach €448.4 million in the 12-month figure to April 2026. Growth in volume, however, has been more modest, 39.6% to reach almost 2 million hectolitres. The difference reflects the consistent rise in average prices, which grew almost one euro per litre, from €1.32 in 2017 to €2.29 in the 12-month period to April 2016 equivalent to 73.8% in nearly 9 years. This region is the Balkans.

In the first four months of 2026, exports to the region remained broadly stable but continued to show positive year-on-year results:

- value increased by 11.1%;
- volume rose by 9.0%;
- average prices per litre grew by 1.9%.

Few markets have delivered such a strong performance in recent years, making this region stand out as an exceptional case within the current global context.

THE BALCANS

Although the Balkan region refers to all countries included in the Balkan Peninsula, there is no full agreement on which nations make part of it. From the perspective of the wine business, it seems reasonable to include the following:

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