

World Wine Exports in 2025

Can we call it crisis?

March 27, 2026. The year 2025 saw a noteworthy downturn in the international wine trade, with a decline of 6.3% in value (Euros) and 4.7% in volume (litres) compared to the previous year. The average price per litre also dropped, falling 1.7% from 2024 levels. Based on official customs data analysed by Del Rey AWM, this translated into a reduction of €2.26 billion, resulting in total sales of €33.77 billion for the year. In terms of volume, global shipments were down by 4.65 million hectolitres, closing the year at 94.76 million hectolitres. The decline affected all categories, with non-sparkling bottled wines enduring the sharpest decrease, more significant than those recorded for sparkling and bulk exports. Bag-in-Box (BiB) wines proved more resilient, slipping by just 2% in value.

The analysis of the 19 leading wine-exporting nations revealed that none managed to achieve growth in 2025. Several countries—namely Australia, Chile, Argentina, Belgium, Denmark, Hong Kong, and especially the United States—suffered double-digit declines. Conversely, New Zealand and Portugal posted comparatively better results, although they too reported negative growth overall. In New Zealand's case, a substantial €25.2 million reduction in bulk wine exports was nearly offset by a €19.6 million increase in bottled wine exports. Larger producers such as France, Italy, Spain, and Germany experienced more moderate setbacks, with declines ranging between 3% and 5%.

The negative outcomes recorded by all top wine-exporting countries in 2025 underscore persistent challenges within the sector. These results reflect the impact of evolving consumer preferences, ongoing uncertainty, and commercial turbulence that have affected the industry over recent years and may continue to have an impact in 2026.

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Top World Wine Exporters 2025 VALUE (€ billion) & chg '24-'25

Source: Data S&P Global; elaborated by Del Rey AWM

