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Chile’s premium wine sales rise

Consumers are buying less but trading up, pushing higher-end bottles ahead of lower-priced labels.

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The wine market in Chile is shifting as consumers buy less but choose better, with premium bottles gaining ground even as overall alcohol consumption shows signs of slowing.

Data from Concha y Toro show that in 2025 the Varietal and Lower segment fell 1.5% in volume sales, while the Super Premium segment rose 2.3% in volume and 4.3% in value. The company said the figures point to a consumer who is more careful with

spending and more willing to pay for higher-quality wine, especially for home consumption.

Mariella Magnolfi, consumer insights manager at Concha y Toro, said the trend reflects a broader change in buying habits. “We see a consumer who is increasingly aware of budget, often prioritizing quality over quantity, especially when drinking at home,” she said. “This trend benefits more premium wines and is one we continue to see globally.”

Chile has long been one of the world’s leading wine producers and exporters, but the domestic market is now being reshaped by lower alcohol consumption, fewer social gatherings and changing preferences among buyers. Those shifts have hit lower-priced wines harder than higher-end labels.

The premium segment is also revealing different types of consumers. One group includes people between 30 and 50 years old who already know the category well and tend to have middle-high or high incomes. Another group buys premium wine for special occasions or as gifts, drawn by brand reputation and the experience tied to the bottle.

Industry executives say wine is increasingly being treated as an experience rather than a mass-market drink. Origin, grape variety, packaging and the story behind each label now matter more at the point of sale. Producers are responding by trying to make choices easier for shoppers and by sharpening the differences between products.

The Chilean market appears to be following a global pattern of lower volume but higher value, creating pressure on wineries to adapt to a consumer that is more selective, more informed and less likely to buy simply for quantity.