vinetur

# Global Wine Consumption Falls to Its Lowest Level Since 1957

Higher prices, weaker demand and shifting drinking habits pushed worldwide wine consumption down 2.7% in 2025.

Monday, May 18, 2026



The world’s wine consumption fell in 2025 to its lowest level in nearly 70 years, according to the International Organisation of Vine and Wine, as higher prices, weaker demand and economic uncertainty continued to weigh on one of the beverage industry’s most established markets.

The group said global consumption dropped 2.7% from the previous year to 208 million hectoliters, a level not seen since 1957. The decline reflects a broader shift in drinking habits across major wine markets, where consumers have been buying less wine and, in some cases, turning to beer, spirits, low-alcohol drinks or nonalcoholic alternatives.

Germany, one of Europe’s largest wine markets, also recorded a decline. Consumption there fell 4.3% to 17.8 million hectoliters, according to the same estimates. Industry analysts have pointed to several reasons for the drop, including higher retail prices, cautious household spending and trade tensions that have added pressure to importers and distributors.

The downturn comes at a difficult moment for wineries and merchants already facing tighter margins and slower sales in many countries. Producers are having to adjust inventories, rethink pricing and look for ways to keep wine relevant with younger consumers who are drinking less alcohol overall.

In Germany, the decline has been especially notable because wine has long held a stable place in both domestic consumption and retail sales. But rising costs have made bottles more expensive on store shelves and in restaurants, while inflation has pushed many shoppers toward cheaper beverages or smaller purchases.

The global figures also reflect uneven conditions across producing regions. Some countries have seen stronger domestic demand than others, but the overall trend has been downward for several years as health concerns, changing lifestyles and economic pressure reshape drinking patterns. For growers and exporters, that means less predictable demand and more competition for shelf space and restaurant listings.

Wine companies are now under pressure to adapt their product mix, with some emphasizing lower-priced labels, smaller formats or wines with lower alcohol content. Others are investing more heavily in marketing aimed at younger drinkers who may be less attached to traditional wine culture.

The latest data adds to concerns that the industry is entering a period of structural change rather than a short-term slowdown. For producers in Germany and abroad, the challenge is no longer only how much wine can be made, but how much consumers are willing to buy at a time when habits are shifting and costs remain high.