vinetur

U.K. Wine Imports Fell 6.0% in 2025

The decline erased 77 million liters from one of the world’s largest import markets as real spending dropped to £3.742 billion.

Friday, July 17, 2026



The United Kingdom imported 1.2 billion liters of wine in 2025, down from 1.277 billion liters in 2024, a decline of 6.0%, according to figures published on July 10 by the Department for Environment, Food and Rural Affairs using HMRC data. In real terms,

the value of those imports fell to £3.742 billion from £3.938 billion, a drop of £196 million or 5.0%.

The figures point to weaker demand in one of the world’s largest wine import markets. The fall in volume was steeper than the decline in value, which suggests that consumers bought less wine overall while the average price mix improved slightly. Based on the official data adjusted to 2025 prices, the average real import value rose from £3.08 per liter in 2024 to £3.12 per liter in 2025, an increase of about 1.1%.

Wine remained the largest component of British beverage imports. DEFRA’s report shows that wine represented exactly 50% of the country’s total beverage imports in 2025, with the broader beverages category reaching £7.47 billion in real terms. That share underlines the importance of wine to British retail, hospitality and distribution channels even as the market contracted.

The new data extends a downward trend seen over the past two years. In 2023, the United Kingdom imported wine worth £4.146 billion in real terms and brought in 1.249 billion liters. Imports then slipped to £3.938 billion and 1.277 billion liters in 2024 before falling again in 2025 to £3.742 billion and 1.2 billion liters. The latest annual decline erased 77 million liters from the market in a single year.

For producers and exporters that depend on Britain as a destination, the numbers matter because the country remains a major global buyer across still wine, sparkling wine, vermouth and grape must. A reduction of this scale can affect suppliers across Europe, Latin America, Oceania and South Africa, especially at a time when many wineries are already dealing with slower consumption and pressure on margins in mature markets.

The gap between volume and value also offers a clearer picture of how the market is changing. If import volumes had fallen at the same pace as value, it would suggest a more even retreat across categories. Instead, the sharper drop in liters indicates that lower consumption was partly offset by a modest rise in unit value. That may reflect higher costs being passed through the supply chain, a shift toward more expensive products, or a mix effect in which consumers reduced purchases but kept spending on selected categories.

The British market has long been shaped by its dependence on imported wine, since domestic production covers only a small share of total consumption. That makes import data one of the clearest indicators of underlying demand. When volumes fall by more than values, traders often read it as a sign that households and businesses are cutting back on quantity first rather than abandoning wine altogether.

The official report also places wine within a wider trade framework that has changed in recent years. British authorities note that comparisons with older datasets require caution because the move from Intrastat reporting to full customs declarations created structural breaks in trade statistics after Brexit-era changes. Even so, the direction of travel in the latest figures is clear: less wine entered the country in 2025, and spending on those imports also declined after adjusting for inflation.

Exports offered little offset to that softer import picture. The United Kingdom exported wine worth £373 million in real terms in 2025, down from £403 million in 2024 and £562 million in 2023. Export volumes rose to 23 million liters from 20 million liters a year earlier, but that increase came with lower value per liter. The implied average export value dropped from £20.15 per liter in 2024 to £16.22 per liter in 2025, a fall of 19.5%.

That combination left Britain with a net wine trade deficit of £3.369 billion in 2025, based on imports of £3.742 billion and exports of £373 million. The deficit reflects the structure of the British market, where demand for imported wines far exceeds domestic production and re-export activity.

For merchants, supermarkets, importers and restaurant buyers, the main signal from the 2025 figures is that Britain remains a large and valuable market but one under pressure. Consumers bought less wine by volume, total real spending declined, and only a slight improvement in average value softened the drop. The data published by DEFRA and drawn from HMRC customs declarations remains provisional and is subject to revision in September 2026, but it already shows a market that cooled noticeably over the past year.