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Argentina’s Wine Exports Rose 14% as Lower Prices Curbed Revenue Gains

Bulk shipments surged 53% and white wine exports climbed 47%, pushing volume higher even as average prices fell 10%.

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Argentina exported more wine in the first half of 2026, but the increase in revenue was limited by lower prices, according to provisional data released by the country’s National Viticulture Institute, known as the INV.

From January through June, Argentina shipped 103 million liters of wine abroad, up 14% from the same period in 2025. Export revenue from wine reached $319 million, an increase of just 2.6%. The gap between volume growth and revenue growth reflects a sharp decline in average export prices, which fell to $3.11 a liter from $3.47 a year earlier, a drop of 10%.

The strongest rise in shipments came from white wines. Exports in that category climbed 47% to 21 million liters. Red and rosé wines also posted gains, rising 8% to 81 million liters. The figures show that Argentina found stronger demand in foreign markets during the first six months of the year, but producers were not able to translate that momentum into comparable gains in earnings.

The contrast was especially clear between bottled and bulk wine. Bottled wine, the higher-value segment and the main source of export profitability for the industry, held up better. Shipments rose 2.4% to 70 million liters, while the average price slipped only 1% to $4.18 a liter. That relative stability helped preserve returns in a segment that remains central to Argentina’s wine trade.

Bulk wine followed a different path. Export volumes jumped 53% to 33 million liters, making it a major driver of overall shipment growth. But its average export price dropped 21% to $0.78 a liter. That means bulk wine added significantly to total volume while pulling down the overall average price of Argentine wine exports.

The data suggest that much of the sector’s expansion came from lower-priced sales rather than stronger pricing power in international markets. For exporters, that created a mixed result: more product moved overseas, but at values that reduced the benefit of higher demand.

Concentrated grape must showed a more balanced performance. Export volumes rose 38% to 48,601 metric tons, while revenue increased 24% to $67 million. The average price declined 10% to $1,389 a ton, but the effect was less severe than in bulk wine.

When all exported must products are included, revenue for that segment reached $73 million in the first half, up 28% from a year earlier. Combined exports of wine and must generated $392 million, an increase of 6.6% over the same period in 2025.

The figures point to a year in which Argentina’s wine industry expanded its presence abroad but faced weaker pricing across key categories. Wine exports grew strongly in volume terms, led by white wines and bulk shipments, while concentrated must provided an important boost to foreign sales revenue at a time when average wine prices were under pressure.