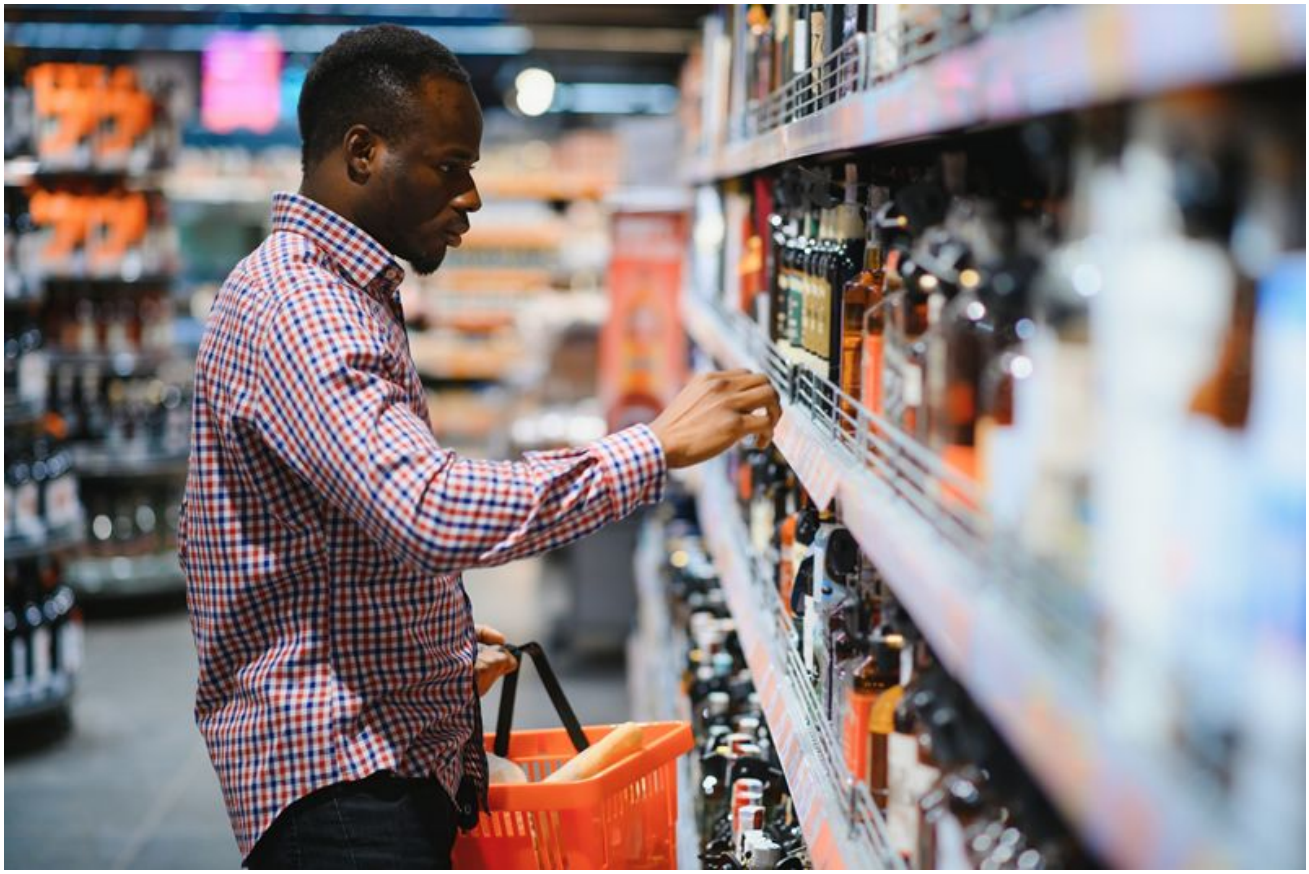
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U.S. wine imports fell 25.2% in value in the first half of 2026.

Customs data showed volumes dropped 16.8%, with packaged and bulk shipments both posting double-digit declines.

Friday, September 18, 2026



U.S. wine imports fell sharply in both value and volume in the first half of 2026, with declines hitting packaged and bulk shipments alike, according to U.S. customs data analyzed by Spain’s Interprofessional Wine Organization, known as OIVE.

The data show that total U.S. wine imports dropped 25.2% in value and 16.8% in volume from the same period a year earlier. Imports totaled €2.424 billion and 536.8 million liters in the first six months of the year. The average import price fell 10.1% to €4.52 per liter.

The largest part of the market, packaged wine, also posted a steep decline. Imports of packaged wines, a category that includes sparkling wine, bottled still wine and bag-in-box products, fell 24.7% in value and 11.1% in volume. The United States imported €2.339 billion worth of packaged wine and 416.5 million liters during the period. The average price for packaged wine dropped 15.4% to €5.62 per liter.

Bulk wine imports weakened even more. In the first half of 2026, U.S. bulk wine imports fell 36.4% in value and 31.9% in volume, to €85.9 million and 120.3 million liters. The average bulk wine price declined 6.5% to €0.71 per liter.

Spain remained the fourth-largest supplier of packaged wine to the United States in both value and volume. Spanish packaged wine exports to the U.S. reached €132.9 million, down 21%, while volume fell 16.1% to 28.5 million liters. In bulk wine, Spain ranked eighth in both measures, with exports of €820,000 and 790,000 liters in the first half.

France kept its lead as the top supplier to the U.S. market by value. French wine exports to the United States totaled €955.4 million in the first half of 2026, down 25.3% from a year earlier. Italy ranked second by value at €790.5 million, a decline of 25%.

By volume, Italy remained the leading supplier, shipping 170.2 million liters to the United States, down 9.8% from the first half of 2025. France was second in volume with 99 million liters, down 5.3%. Canada ranked third by volume, with shipments falling 21.5% to 63.9 million liters.

OIVE said the main wine suppliers to the United States by value in the first half of 2026 were France, Italy, New Zealand, Spain, Argentina, Australia, Chile, Portugal and Germany. The data point to a broad retrenchment in U.S. wine imports during the period, with lower volumes accompanied by falling average prices across both packaged and bulk categories.