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U.S. wine sales fell 5.1% in volume in the four weeks ending Sept. 5.

Labor Day shopping lifted one week’s revenue to $376.5 million, but retail data showed the broader category kept losing ground.

Friday, September 18, 2026



U.S. wine sales got a brief lift from Labor Day shopping, but recent retail data shows the category is still losing ground in both dollars and bottles sold.

According to NielsenIQ figures cited by Sommelier India, wine sales in the off-premise channels tracked by the research firm reached $376.5 million in the latest measured week, up 3.5% from the previous week as shoppers bought for holiday gatherings. The increase offered a late-summer boost for retailers and producers, but it did not change the broader trend.

In the four weeks ending Sept. 5, U.S. wine sales fell 3.7% in value and 5.1% in volume from the same period a year earlier, NielsenIQ data showed. The larger drop in volume suggests the slowdown is not only a matter of consumers switching to lower-priced bottles. It also points to people buying less wine overall.

The pattern was already visible before the holiday period. In the four weeks ending Aug. 22, NielsenIQ reported that wine dollar sales were down 3% and volume was down 4.7% year over year. Those results came amid a wider decline across beverage alcohol as consumers paid closer attention to value.

The weakness has not been evenly spread across the wine market. Still table wine has faced the sharpest pressure, while sparkling wine has held up better. NielsenIQ’s August figures showed table wine down 4% by value and 5% by volume. Sparkling wine was slightly positive in dollar sales even though the number of bottles sold slipped marginally.

Some brands have continued to post gains despite the broader downturn. NielsenIQ data cited by Sommelier India showed dollar growth for La Marca, Josh Cellars, Whitehaven and Kim Crawford in tracked retail channels. That suggests demand has not disappeared across the category, but it has become more selective.

The slowdown comes as wine faces stronger competition from other drink options. Ready-to-drink cocktails have taken share in occasions that once more often went to wine, while alcohol-free products have expanded as moderation becomes more common. In some states, cannabis beverages are also part of the mix. Beer, spirits, canned cocktails and premium soft drinks are competing for the same consumer occasions, making the market more fragmented.

That matters beyond wine shelves. The United States remains one of the world’s largest wine markets, and shifts in U.S. retail demand can influence decisions on inventories, promotions, pricing, packaging and exports. For the broader beverage sector, weaker wine volume could affect how distributors and retailers allocate shelf space and how producers plan for the holiday season and future shipments.

The data also points to a challenge for wineries that goes beyond price. If consumers were mainly trading down, volume would likely hold up better than it has. Instead, the gap between dollar sales and bottle sales indicates fewer purchases, meaning wine producers are trying to defend not only price points but also drinking occasions that are now contested by other categories.

For suppliers, that could mean greater pressure to show clear value through brand identity, food pairing, convenience or occasion-based marketing. For retailers, the figures may add to caution around stock levels and promotional strategy, especially in a market where a short holiday-related increase did not reverse the underlying decline.