vinetur

France’s wine exports fell 2.2% in the first half of 2026

Weaker U.S. demand offset growth in sparkling wine, with American purchases down 9.8% by value

Wednesday, September 23, 2026



France’s wine exports declined in the first half of 2026, with shipments totaling 5.4 billion euros, down 2.2% from a year earlier, according to French customs data analyzed by OIVE, the Spanish Wine Interprofessional Organization. Export volumes also fell, dropping 1.5% to 618.9 million liters, while the average export price slipped 0.7% to 8.74 euros per liter.

The figures show that the weaker trend in European wine trade was not limited to Italy, which also posted a negative first half for exports. France, however, recorded a smaller decline. It remains the leading wine-exporting country in the world by value.

Sparkling wine was the strongest part of the French export mix in the first six months of the year. That category, which accounts for more than one-third of the country's wine exports, reached 1.9 billion euros, up 2.6%, with volumes rising 6% to 99.4 million liters. The higher volume did not translate into higher unit prices. The average price for exported sparkling wine fell 3.2% to 19.19 euros per liter.

The United States remained the top foreign market for French wine by value, even as purchases fell sharply. Exports to the U.S. totaled 1 billion euros, down 9.8%. The United Kingdom ranked second at 704.6 million euros, up 3.8%. Germany followed at 333.8 million euros, down 11.3%, while Japan was stable at 292.5 million euros.

Other major destinations also showed mixed results. Exports to Belgium reached 290.4 million euros, down 4.7%. Canada bought 239.3 million euros worth of French wine, a decline of 4.5%, and Switzerland imported 233 million euros, down 12%. In Asia, Singapore rose 8.4% to 229 million euros, while Hong Kong posted one of the strongest gains among leading markets, rising 17.8% to 179.1 million euros. The Netherlands increased 0.9% to 207.3 million euros.

Measured by volume, the U.S. was also the largest market for French wine in the first half, taking 95.3 million liters, up 4.3%. Germany ranked second with 78.8 million liters, down 6.1%, followed by the U.K. at 76.7 million liters, up 8.5%. Belgium imported 56.8 million liters, down 6.9%, and the Netherlands took 48.7 million liters, down 6.7%. Canada imported 31.6 million liters, down 2.4%, and China received 14.1 million liters, down 11.1%.

The broad category of packaged wines, which includes sparkling wines, bottled wines and bag-in-box products, continued to dominate French exports. In the first half of 2026, packaged wine exports fell 2.1% in value and 0.7% in volume, reaching 5.321 billion euros and 558.9 million liters. The average price for that segment declined 1.3% to 9.52 euros per liter.

Bulk wine exports weakened more sharply. Sales abroad in that category fell 7.9% in value and 8% in volume, for a total of 88.9 million euros and 59.9 million liters. Unlike the broader export market, pricing for bulk wine was nearly unchanged. The average price rose 0.1% to 1.48 euros per liter.