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Global bulk wine exports fell 10.3% in the year through March 2026

Export value dropped 11.8%, pushing producers to seek new markets, new formats and sturdier supply models before Amsterdam

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Global bulk wine exports declined over the 12 months ended in March 2026, and producers and buyers are looking for new markets, new formats and different supply models as the industry heads toward this year’s World Bulk Wine Exhibition in

Amsterdam.

In a market update published Sept. 28, Unione Italiana Vini said exported bulk wine volumes fell 10.3% between April 2025 and March 2026, while export value dropped 11.8%. The figures, cited from Del Rey Analysts of Wine Markets, also showed the average price holding near €0.78 a liter.

The data point to a market under pressure as suppliers try to adjust to weaker trade flows and changing consumption patterns. According to the Italian wine association's report, the slowdown is pushing companies to review how they position bulk wine, how they manage logistics and how quickly they can respond to shifts in demand. For the broader beverage business, the drop in value and the low average price may also be a sign of softer demand in the bulk segment, a factor that could affect how exporters and bottlers renegotiate volumes, packaging formats and supply terms.

The trade backdrop will frame discussions at the 18th World Bulk Wine Exhibition, scheduled for Nov. 30 and Dec. 1 in Amsterdam. The event, organized by Vinexposium, is expected to bring together producers, importers, distributors and buyers. Alongside business meetings, the program includes conferences, panels and master classes focused on the future of the global bulk market, profitability, business resilience and ways to create more value through branding, packaging and product presentation.

Unione Italiana Vini said the market analysis was published in issue 30/2026 of Il Corriere Vinicolo as a preview to the Amsterdam gathering. The article links the weaker export numbers to the strategic choices companies are expected to bring to the event, including how to diversify product offerings and where to look for growth outside traditional destinations.

Italy remains a major player in the bulk trade even as overall flows contract. In the 12 months ended in March 2026, Spain was Italy's main supplier of bulk wine, with about 109.5 million liters, according to the report. France followed with about 20.2 million liters. Italy also remained among the top three exporters of wine shipped in containers larger than 10 liters, both by volume and by value, underscoring its continued role in large-format international trade.

The report also pointed to areas where operators still see room to expand. Among them are white wines and varietal wines, along with bag-in-box packaging and no- and low-alcohol categories. The focus on those segments suggests producers are trying to move beyond the most price-sensitive part of the bulk market and align supply with demand that is changing by channel, occasion and geography.

New geographic outlets are also part of that strategy. Caterina Tucci, who was cited in the industry report, said identifying qualified buyers in West Africa, Asia and Central Europe is among the priorities for the 2026 edition of the exhibition. That search reflects a wider effort to reduce dependence on mature markets where demand has slowed and price competition has intensified.

Vinexposium is also adding new features to the fair this year. The 2026 edition will include a discussion space in the center of the exhibition area, designed as a place for exchange among market participants. On Nov. 29, the day before the fair opens, the International Bulk Wine Competition will also take place.

The picture emerging ahead of Amsterdam is one of a market that is still large and global but operating with tighter margins and less momentum. With export volumes and values both falling and average pricing staying low, companies across the wine supply chain are entering the final months of 2026 under pressure to find buyers in new regions, adapt formats to current demand and defend profitability in a segment where scale alone is offering less protection than before.