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Germany’s wine imports fell 6.7% in value in July

ProWein said import volumes slipped 4.6% from a year earlier; average prices dropped to €205 per hectoliter.

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Germany’s wine imports fell in both value and volume in July, according to the latest “WEINIMPORT Aktuell 09/2026” update published by ProWein, the industry platform of Messe Düsseldorf. The report said Germany imported 1.129 million hectoliters of wine in July 2026, worth €232 million, down 6.7% in value and 4.6% in volume from the same month a year earlier.

The average import price also declined. ProWein said wine entered Germany at an average of €205 per hectoliter in July, which was €5 per hectoliter below the level recorded in July 2025. That means the drop was not limited to physical shipments. The figures also point to weaker pricing in a market that is closely watched by wine producers, traders, retailers and importers across Europe.

In practical terms, the July total was equal to about 112.9 million liters of imported wine. Germany is one of the most important wine markets in Europe, and monthly import data from the country is used by businesses to gauge demand, price trends and competitive conditions. Lower volumes combined with a lower average price can influence buying decisions, inventory planning and margins in the beverage trade, particularly for distributors and retailers managing wine alongside beer, spirits and other drink categories.

The July figures followed a June that was also weaker than the same month a year earlier, though not by as much. In its previous monthly update, ProWein said Germany imported 1.119 million hectoliters of wine worth €223 million in June 2026. That represented a 0.5% decline in value and a 1.7% decline in volume from June 2025. The average price in June stood at €200 per hectoliter, down €4 per hectoliter from a year earlier.

May showed an even steeper contraction. ProWein reported that Germany imported 0.938 million hectoliters of wine worth €198 million in May 2026, down 18.0% in value and 17.0% in volume from May 2025. The average price that month was €210 per hectoliter, €3 below the year-earlier level.

Taken together, the three monthly readings show that import volumes have remained under pressure, while average prices have also moved lower on a year-over-year basis. July brought a higher nominal import total than either May or June, but the annual comparison still showed a decline in both spending and volume. That pattern matters for companies across the supply chain because it can signal slower turnover in imported wine or stronger price competition at a time when businesses are already dealing with shifting consumer behavior and tighter commercial conditions.

ProWein presents the “WEINIMPORT Aktuell” series as part of its market intelligence coverage for the wine and spirits trade. The update published on September 28 was listed under the platform’s sales, export and import reporting, which is aimed at giving producers, importers and specialist retailers a regular view of international wine market movements. The July release did not provide a country-by-country breakdown of Germany’s wine imports in the excerpt published on the ProWein overview page.