vinetur

Germany imported 4.6% less wine in July than a year earlier

The country’s purchases totaled 112.9 million liters worth €232 million, reflecting lower unit values than in July 2025.

Wednesday, September 30, 2026



Germany imported 1.129 million hectoliters of wine, equal to 112.9 million liters, worth €232 million in July 2026, according to a ProWein/DWV statistical sheet dated Sept. 28. The figures show that one of the world’s largest wine import markets bought less wine and spent less money than it did a year earlier, even as imports improved slightly from June.

Compared with July 2025, Germany’s wine import volume fell by 4.6% and the value of those imports dropped by 6.7%. Based on the published totals and the year-over-year percentages, the comparable July 2025 level was about 118.3 million liters and roughly €248.7 million. That means Germany imported about 5.4 million fewer liters of wine in July and spent about €16.7 million less than in the same month last year.

The average value per unit also moved lower. The import value fell to €205 per hectoliter in July 2026 from €210 per hectoliter a year earlier. On a liter basis, that was a decline from €2.10 to €2.05. The change represents a 2.4% drop in the average unit value, indicating that the decline in spending was steeper than the decline in physical volume.

That gap between the movement in volume and value points to pressure on prices, product mix, or both. The source data do not assign a specific cause, but the lower average value means the market was not only importing less wine than a year earlier. It was also paying less on average for each hectoliter.

The monthly comparison was more favorable. Against June 2026, Germany’s wine import volume rose by about 0.9% in July, while the total value increased by about 4.0%. The average price also improved on a month-to-month basis, rising by €5 per hectoliter. That suggests some sequential recovery in import activity during the summer, although it was not strong enough to reverse the annual decline.

Germany’s position in the global wine trade gives the figures broader weight for producers, exporters, and distributors. The country is one of the largest wine importers in the world by volume, so changes in its monthly buying patterns are closely watched by wine-producing countries and trade groups across Europe and beyond.

The July data show that demand in Germany’s import market remained under pressure in annual terms. Importers brought in less wine than they did in July 2025, and the market value of those purchases fell even faster. The lower unit value added to that weakness, showing reduced revenue per volume unit at the border.

The figures cited by ProWein/DWV were published from a primary statistical brief dated Sept. 28. Some of the absolute year-over-year changes are calculated from rounded totals and percentages, so the precise decline in liters and euros should be read as

approximate. Even with that caveat, the direction of the market is clear in the July data: a modest month-to-month uptick, but a weaker position than a year earlier.