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Global Wine Consumption Fell 2.7% in 2025 to 20.8 Billion Liters

Italy’s 9.4% drop led the retreat, overshadowing sharp gains in Brazil, Mexico, Georgia and Romania.

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Global wine consumption fell 2.7% in 2025 to 20.8 billion liters, as lower demand in several large established markets outweighed strong gains in a smaller group of emerging countries, according to an American Association of Wine Economists analysis based on data from the International Organization of Vine and Wine.

The figures show a worldwide decline of 569.5 million liters from 2024 to 2025. The drop was not broad-based. Most of it came from a handful of major markets in North America and Europe, while countries such as Brazil, Mexico, Georgia and Romania posted sharp increases.

Italy recorded the largest decline in absolute terms. Its wine consumption fell by 210.5 million liters, or 9.4%, dropping from 2.27 billion liters in 2024 to about 2.02 billion liters in 2025. That single-country decline accounted for about 37% of the global contraction. Italy had nearly matched France as the world's second-largest wine consumer in 2024, but after the 2025 fall it stood 177 million liters behind France.

The United States also posted a large decrease, with consumption down by 141.6 million liters, or 4.2%. Even with that drop, the U.S. remained the world's largest wine-consuming country by a wide margin. Together, Italy and the United States accounted for roughly 62% of the worldwide decline in wine consumption last year.

Germany, another major market, consumed 80 million fewer liters, a decline of 4.3%. China fell by 72 million liters, or 13%, and France fell by 71.6 million liters, or 3.2%. Those results placed Germany, China and France among the countries that contributed most to the global downturn in volume terms.

Measured by percentage, some of the steepest declines were seen outside the largest markets. Chile posted a 17.5% drop, the sharpest decline among the countries highlighted in the data. China followed with a 13% decline, while the Netherlands fell 12.7% and Poland dropped 11.9%.

The broad picture from the AAWE analysis is that the weakness was concentrated in mature wine markets, where consumption is already high and demand appears to be softening. By contrast, a smaller number of emerging markets and some countries in Eastern Europe moved in the opposite direction. Only 10 of the world's 30 largest wine markets posted growth in 2025.

Brazil stood out as the strongest exception to the global trend. Wine consumption there rose by 130.1 million liters, or 41.9%, climbing from 310.4 million liters in 2024 to 440.5 million liters in 2025. That increase moved Brazil from 15th to 12th place in the global

ranking of wine-consuming countries.

Other notable gains came from Georgia, where consumption increased by 34.8 million liters, or 28.1%, and Romania, which added 34.7 million liters, an 11% increase. Mexico rose by 30 million liters, or 24.8%. Portugal also expanded, adding 29.8 million liters for a 5.6% increase.

Spain also moved lower. Spanish wine consumption fell to 935.6 million liters in 2025, down 51.7 million liters from the previous year, a decline of 5.2%. That made Spain the sixth-largest decline in the world in volume terms. Its decrease was almost double the global average rate of decline.

The contrast on the Iberian Peninsula was especially clear in the data. While Spain’s consumption fell, Portugal’s increased enough to lift it to ninth place worldwide. Portugal now consumes about 60% as much wine as Spain despite having a population about five times smaller.

The data also underline how much the global market now depends on a small number of large countries. A downturn in Italy and the United States alone was enough to shape the overall world result, even as several faster-growing markets posted double-digit gains.