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Argentina’s wine exports rose 24.2% in September

The increase lifted monthly FOB revenue 21.1%, though export prices and year-to-date revenue continued to fall.

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Argentina’s wine exports rose sharply in September, offering a short-term lift for an industry that has been shipping more volume abroad this year but earning less money per unit.

According to data from Argentina’s National Viticulture Institute, or INV, the country exported 230,744 hectoliters of wine in September, up 24.2% from the same month a year earlier. The shipments generated FOB revenue of $76.785 million, an increase of 21.1%.

The September gain was spread across both main export channels. Bottled wine exports reached 181,409 hectoliters, up 26% year over year, with FOB value of $72.768 million, up 21.8%. Bulk wine exports totaled 49,335 hectoliters, up 18%, with FOB value of $4.017 million, up 9.8%.

The monthly breakdown shows especially strong growth in white wine. Total white wine exports increased 44.6% in September from a year earlier, while white bulk wine surged 329.4%. By contrast, bulk color wine fell 4.6% in the month, showing that the rebound was not uniform across all categories.

For the first nine months of 2026, Argentina exported 1.48 million hectoliters of wine, up 3.2% from the same period in 2025, the INV said. But the value of those exports moved in the opposite direction. FOB revenue for wine exports from January through September totaled $474.428 million, down 4.7%, while the average export price fell 7.6% to $3.20 per liter equivalent cited in the report.

That contrast between rising volume and falling value is important for the broader beverage business. For importers, distributors, and competing wine producers, the data suggests Argentina is moving more product in foreign markets but at lower average prices, a pattern that can affect pricing, margins, and competitive pressure across wine portfolios.

Within the January-to-September total, bottled wine remained the largest category but weakened in volume terms. Bottled exports reached 1.074 million hectoliters, down 3.1%, with FOB value of $442.048 million, down 5.1%. Bulk wine exports climbed 24.5% to 406,508 hectoliters, while their FOB value edged up 1.3% to $32.379 million. That mix shows more of the export growth coming from lower-value segments rather than from bottled shipments, which typically carry higher prices.

A separate Argentina government release summarizing the same INV report said varietal performance over the first nine months was mixed. Exports of wines without varietal indication rose 42.2%, sparkling wines increased 17.4%, and varietal wines declined 2.5%. The government release also said September wine shipments doubled from August, with total wine export volume up 100.4% month to month.

The United Kingdom was the leading destination for Argentine wine exports in the January-to-September period, accounting for 19% of total volume. The United States followed with 16%, then Brazil with 12% and Canada with 11%. Those market shares underline the importance of large retail and restaurant channels in English-speaking markets and Brazil for Argentina’s export strategy.

The report also showed strong growth in concentrated grape must, another key export for Argentina’s wine sector. From January through September, concentrated must exports reached 72,385 tons, up 20.1% in volume. Punto Vid, citing INV data, reported FOB value of $99.546 million, up 9.2%, and an average price of $1,375.2 per ton, down 9.1%. A government release based on the same INV report listed the value at $105.466 million, up 9.3%. Both sources agreed on the gain in export volume, but the value figure differed.

In September alone, concentrated must exports rose 34.5% from a year earlier, according to the government release. Mendoza accounted for 69% of concentrated must export volume in the January-to-September period, while San Juan made up the remaining 31%. The main destinations were the United States with 33%, South Africa and Japan with 18% each, and Canada with 14%.

The September wine data gives producers some relief after a year in which external demand has improved only modestly in volume terms and not enough to offset weaker pricing. For beverage companies that buy, sell, or compete with Argentine wine, the figures point to a market where supply is still finding buyers abroad, but with continued pressure on export values.