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Brazil’s wine imports rose 9.1% in the first half of 2026.

Spending reached 234.1 million euros, with lower average prices reflecting stronger demand for cheaper packaged wine.

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Brazil increased its wine imports in the first half of 2026, with purchases rising in both value and volume as consumers and importers bought more packaged wine from leading suppliers in South America and Europe, according to Brazilian customs data analyzed by the Interprofessional Wine Organization of Spain, or OIVE.

The data show Brazil imported 234.1 million euros worth of wine from January through June, up 5.9% from the same period a year earlier. Import volume rose faster, increasing 9.1% to 79.4 million liters. Because volume grew more than spending, the average import price fell 2.9% to 2.95 euros per liter.

Packaged wines accounted for almost the entire market measured in the report, including sparkling wine, still bottled wine and bag-in-box formats. In that category, Brazil’s imports also reached 234.1 million euros, up 5.9%, while volume climbed 9.1% to 79.3 million liters. The average price for packaged wine matched the overall trend and fell 2.9% to 2.95 euros per liter.

Bulk wine remained a small part of Brazil’s imports, but its pattern was different. OIVE said bulk wine imports fell 23% in value in the first half of the year, while volume rose 70.4%. The figures for value and volume were reported at 0 million euros and 0 million liters when rounded in millions, indicating a very small market segment. The average price for bulk wine dropped sharply, down 54.8% to 1.26 euros per liter.

Chile remained by far Brazil’s largest foreign wine supplier in the first half of 2026. In value terms, Chile exported 92.9 million euros worth of wine to Brazil, a gain of 9.6% from a year earlier. In volume, Chile shipped 39.2 million liters, up 11.9%. That left Chile in first place on both measures, well ahead of every other supplier in the Brazilian market.

Argentina ranked second. Brazilian imports of Argentine wine reached 39.9 million euros in the first six months of 2026. The source data put that increase at about 1.7% from the same period in 2025. In volume, Argentina sold 13.5 million liters to Brazil, up 14.5%. Portugal held third place in both value and volume. In volume terms, Portuguese shipments rose 6.2% to 13.2 million liters.

After Chile, Argentina and Portugal, the main suppliers to Brazil by value were France, Italy, Spain, Uruguay, the United States and Germany, according to the customs data cited by OIVE. The ranking shows Brazil continuing to rely heavily on regional producers, especially Chile and Argentina, while also maintaining strong trade ties with traditional European exporters.

Spain placed sixth among suppliers of packaged wine to Brazil in both value and volume. Spanish exports to Brazil in that category totaled 10 million euros in the first half of 2026, down 7.2% from a year earlier. Volume fell 8.6% to 3.5 million liters. That means Spain lost ground in a market that still expanded overall, even as Brazil increased its total purchases of imported packaged wine.

The numbers suggest that Brazilian demand for imported wine remained firm in the first half of the year, but that buyers shifted toward lower average prices. The decline in the average price of packaged wine, together with faster growth in volume than in value, points to stronger sales of more affordable products or to greater price competition among exporters. Chile’s performance reinforces that view, as it expanded both sales value and shipment volume while preserving a wide lead over competitors.

The market data also show a clear divide between packaged and bulk wine. Nearly all of Brazil’s imported wine spending continued to go to packaged products, while bulk wine represented only a marginal share and posted a steep fall in average price. For suppliers such as Spain, the first-half figures underline the challenge of holding market share in Brazil as total imports grow but competitive pressure keeps prices under strain.