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Imported wine sales in Germany fell nearly 10% in the third quarter

The broader market shrank in value and volume, with domestic wines proving markedly more resilient

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Germany’s wine market contracted in the third quarter of 2026, with imported wines absorbing the sharpest losses as overall sales fell in both value and volume.

La Semana Vitivinícola reported on Thursday, November 12, that revenue from all wine sold in Germany declined 4.8% from the third quarter of 2025, while sales volume dropped 6.3%. The publication said the figures came from the latest market analysis tracking wine sales in the country.

The downturn was notably steeper for imported wine. According to the report, imported wines posted a 9% drop in revenue and a decline of almost 10% in volume during the quarter. German wines performed better by comparison. Their revenue held steady, and their sales volume slipped 1.7%, a much smaller fall than the one recorded by foreign labels.

The gap between domestic and imported performance stands out in a market that remains important for wineries and beverage distributors selling across Europe. If the pattern continues, producers that depend heavily on German demand could face more pressure on prices, promotions and shelf space. Importers and wholesalers tied to the wine trade could also feel the effects as retailers adjust their buying to slower turnover.

The figures point to a market that is still weakening rather than stabilizing. La Semana Vitivinícola described the German wine market as continuing on a negative path through the third quarter of 2026. Even without a full breakdown of the causes in the excerpt that was publicly available, the data show that the pressure is not falling evenly across the sector. Imported wine is losing ground much faster than wine produced in Germany.

That difference matters commercially because foreign wineries often depend on Germany as a large outlet for exports. A sharper decline in imported wine sales can translate into tougher negotiations with distributors, higher promotional demands from retailers and more competition for limited consumer spending. For beverage companies with exposure to wine, the German market’s weakness could become a broader warning sign for inventory planning and pricing decisions.

The domestic segment’s relative resilience does not offset the broader decline in consumption reflected in the quarterly numbers. A flat result in revenue for German wines, combined with a 1.7% drop in volume, also suggests that the market remains under pressure even where losses were more limited. For imported producers,

however, the setback was much deeper, both in bottles sold and in money taken in.

The third-quarter data add to concerns for exporters heading into year-end sales campaigns and 2027 supply discussions. If German demand stays soft, overseas wineries may need to work harder to protect their position in a market that is becoming less forgiving, especially for imported labels.