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Georgian wine exports to Britain rose 52% in the first 10 months of 2026

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Preliminary figures reported on Monday, November 16 showed a sharp rise in Georgian wine exports to the United Kingdom in 2026, with sales climbing in both value and volume during the first 10 months of the year.

According to data from Georgia’s National Wine Agency, as reported by Harpers Wine & Spirit Trade News, wine exports from the Caucasus country to the U.K. reached about $1.8 million from January through October 2026. That was 52% higher than in the same period of 2025. Export volume rose 50% to 355,930 liters.

The increase means Georgia sold roughly $616,000 more wine to the British market than it did a year earlier, based on the published growth rate and the rounded 2026 value. In volume terms, the country shipped about 118,643 more liters than in January through October 2025. The figures are preliminary, and the reported export value was rounded.

The U.K. remains a relatively small destination for Georgian wine compared with some of the country’s larger foreign markets. Even so, it ranked 12th by export value in the January through October 2026 period, according to the trade publication. The latest figures suggest the British market is becoming more important for Georgia as the country tries to broaden its overseas customer base.

The data also point to a higher price level in the U.K. market than in Georgia’s exports overall. Harpers reported that Georgian wine sold into Britain at an average of about $5.10 per liter during the period. That was well above Georgia’s global export average of $3.13 per liter. The gap suggests that British buyers are taking a mix of wines that carries a stronger average value than Georgia’s exports worldwide.

The U.K. was one of only three export markets where Georgian wine sales increased in 2026, according to the report. The other two were Germany and Turkey. That makes the British growth notable even though the market is still outside Georgia’s top tier of export destinations by value.

Industry representatives linked the improvement to broader distribution across the British drinks trade. Sarah Abbott, the U.K. campaign lead for Wines of Georgia, said Georgian wines are now stocked by most major supermarket groups in Britain. She also said the category has built a solid presence with independent merchants and has been appearing more often on restaurant wine lists.

Abbott said that wider retail and restaurant exposure would have been hard to imagine when the market development effort began. She said Georgia’s range of wines has shown it can work across different parts of the trade and that the country now has a strong distribution base in Britain.

Promotional work also continued in October, when retailers and restaurants took part in Georgian Wine Month events in the U.K. Wines of Georgia said visits to its British website increased 59% from September 2026, while unique visitors rose 62% over the same period. Those website figures do not measure sales directly, but they add to signs of rising consumer and trade interest in the category.

Georgia is one of the world’s oldest wine-producing countries and has spent years trying to build recognition for its wines in export markets beyond its traditional buyers. The new U.K. figures show that effort gaining ground in Britain, with both shipment volumes and export revenue moving higher over the same period.