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EU Wine Exports Outside the Bloc Fell 6.8%

Sales to the United States dropped 15.3%, the steepest decline among major markets, with bottled and sparkling wines leading losses

Tuesday, November 17, 2026



EU wine exports to countries outside the bloc fell by about £940 million in the 12 months through August 2026, with the sharpest decline among major markets coming from the United States, where sales dropped 15.3%, according to figures attributed to Copa-Cogeca and reported by Italian trade publication WineMag.

The data show the value of EU wine exports to non-EU markets fell 6.8% to about £12.9 billion between September 2025 and August 2026. Export volumes declined by a smaller 3.3% to 27.5 million hectoliters over the same period. That gap suggests European exporters earned less revenue per litre on average, although the figures alone do not show whether the change came from lower prices, a different mix of wines, or shifts in where those wines were sold.

The U.S. decline stands out because it remains one of the most important foreign markets for European wine. A drop of that size can add pressure across the drinks business, from European producers to American importers, wholesalers and distributors, and could lead companies to reassess sales forecasts, inventories and pricing plans if weaker demand continues.

Other established markets also weakened. Export values to Canada fell 11%, while sales to Switzerland declined 9.2%. Exports to the United Kingdom slipped 3.9%. Some destinations moved in the other direction, but not enough to offset the broader losses. Export values to Russia rose 17.5%, and shipments to Hong Kong increased 10.9%, according to the reported figures.

The setback was not spread evenly across product types. Bottled wine, which usually carries a higher value than bulk shipments, posted a 7.5% decline in export value. Sparkling wine exports fell 6.2%, and wines with protected designation of origin status were down 7.6%. By contrast, bulk wine exports increased 5%, while bag-in-box exports rose 3.4%.

That pattern helps explain why export revenue fell faster than export volume. When higher-value categories such as bottled and sparkling wines lose share and lower-value formats grow, total earnings can fall even if the overall drop in liters shipped is more limited. Based on the published totals, the average value of EU wine exports to markets outside the bloc was about £4.68 per litre, roughly 3.6% lower than in the previous 12-month period.

The figures come as the wine industry faces broader pressure on demand. The report said Copa-Cogeca estimates global wine consumption at about 221 million hectoliters, the lowest level in more than three decades. The organization has also pointed to high

inventories, rising production costs and barriers to international trade as problems for European producers.

The export decline also comes amid trade tensions and changing consumer behavior, though the available data do not separate the effect of tariffs from other commercial pressures. That makes it harder to determine how much of the U.S. slump reflects trade policy, weaker consumer demand, retailer destocking, or other market factors.

Trade within the EU also weakened during the same period. The value of wine traded between member states fell 9.8%, while volumes dropped 13.4%. Unlike exports to countries outside the bloc, trade inside the EU recorded a larger decline in volume than in value, showing that the slowdown was not limited to overseas markets.

For producers and suppliers tied to the premium end of the market, the sharper fall in bottled, sparkling and protected-origin wines may be especially important. Those categories often support higher margins and play a central role in the portfolios of wine merchants, importers and hospitality buyers. A sustained slowdown in the U.S. market would add to the strain already facing parts of the wider beverage sector as companies try to manage softer demand and shifting buying patterns.