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Spanish wine exports fell 6% in value through September

September revenue edged up 0.7%, with packaged varietals and bag-in-box proving more resilient than other categories

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Spanish wine exports remained under pressure through September, with overseas sales falling 6% in value and 12.8% in volume from a year earlier, even as September brought a small improvement in revenue.

La Semana Vitivinícola reported on Friday that Spain exported €2.0077 billion worth of wine between January and September and shipped 1.2677 billion liters. The publication said the sector was still feeling weak demand in foreign markets, although export revenue in September rose 0.7% from the same month a year earlier.

The gap between the drop in value and the sharper decline in volume suggests that average export prices improved, or that the mix shifted toward higher-value products. Even so, the overall picture points to a slower international market for Spanish wine after nine months of 2026.

Within that weaker trend, some segments held up better than the broader market. La Semana Vitivinícola said packaged varietal wines and bag-in-box were among the formats that resisted the downturn more effectively than other categories. The report did not change the broader direction of trade, but it showed that parts of the market tied to convenience, format differentiation or more stable retail demand may be proving more resilient.

That matters beyond a single export line. For wineries and other beverage exporters, weaker foreign demand can increase pressure on pricing, inventory planning and the search for a wider mix of markets and product formats. A smaller drop in packaged varietals and bag-in-box may also influence how producers allocate stock and promotion budgets if the slowdown in exports continues.

Separate market data cited by La Gaceta del Vino on November 19 underscored how uneven demand remains abroad. In South Korea, one of Asia’s larger wine importers, total wine imports in the year through June rose 1.33% in volume to about 56.2 million liters, but fell more than 9% in value to €375.5 million, according to figures from the Spanish Wine Interprofessional Organization. The average import price there was €6.70 per liter.

Packaged wine dominated South Korea’s import mix, accounting for 73.5% of the total. Sparkling wine represented 11.5%, bulk wine 10.5% and bag-in-box 4.5%. That breakdown offers a reminder that format continues to matter in export performance, especially in markets where consumers and importers are shifting between price points rather than leaving the category entirely.

Spain remained the largest wine supplier to South Korea by volume, with 10.5 million liters sold for €23.8 million, ahead of Chile at 10.3 million liters and France at 8.7 million liters. In the first half of 2026, South Korea’s wine imports declined 0.8% in volume to 27.6 million liters and 4.7% in value to €184.1 million, with an average price of €6.66 per liter, according to the same data cited by La Gaceta del Vino.

The South Korea figures also showed that performance varied sharply by category. Sparkling wine imports there fell 1.9% in volume and 9.5% in value. Packaged wine was flat in volume but down almost 10% in value. Bag-in-box fell 22% in volume and nearly 27% in value. Bulk wine moved in the opposite direction, rising 57.5% in volume and 12.7% in value.

Spain led South Korea’s bulk and bag-in-box imports by volume. It sold 2.3 million liters of bulk wine there for €1.8 million, ahead of Australia and New Zealand, and 1.2 million liters of bag-in-box for €1.3 million, ahead of Australia and the United States. Those figures suggest that even in a softer global environment, some lower-cost or flexible formats are still finding buyers, although not always at higher values.