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Chile’s bottled wine exports fell 5.2% to $902.7 million through September

Shipment volumes dropped 5.3%, signaling weaker overseas demand rather than a meaningful change in average export prices

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Chile’s bottled wine exports totaled $902.7 million from January through September 2026, down 5.2% from the same period a year earlier, according to figures cited by BioBioChile on Thursday, November 19, from the industry group Vinos de Chile.

The decline in revenue closely matched the drop in physical shipments. Export volume fell 5.3% over the same nine-month period, according to the report. The near-identical declines in value and volume suggest that the average export value per unit was broadly stable, rather than rising enough to offset weaker demand.

Based on the published figure and percentage change, bottled wine exports in the first nine months of 2025 were about $952.2 million. That implies a decline of roughly $49.5 million this year, although that calculation is based on rounded numbers released publicly.

The figures point to a weak external market for one of Chile’s best-known agricultural exports. BioBioChile reported that the industry is facing a difficult global backdrop marked by softer alcohol consumption, excess supply and lower export demand. Producers and market observers cited in the report also pointed to changes in consumer habits, competition from other drinks and broader trade uncertainty.

The data cover Chile’s bottled wine shipments across all destinations. No absolute export volume was published in the report, and the available figures do not separate the effect of product mix, pricing or currency movements. That means the numbers show a contraction in sales and shipments, but they do not allow a precise breakdown of whether the decline came from weaker demand in key markets, lower prices in specific categories or changes in the mix of wines exported.

Even so, the broad message is clear. Chile shipped less bottled wine overseas and earned less from those sales through September, with revenue falling at almost the same rate as volume. That pattern indicates that the downturn was driven mainly by fewer cases sold rather than by a sharp change in average export prices.

BioBioChile said the industry has been trying to adjust to that environment through several strategies. Those efforts include cutting vineyard acreage, expanding low-alcohol offerings, increasing focus on wine tourism and emphasizing origin, identity and new export markets. The push reflects a wider effort to reposition Chilean wine as producers respond to pressure on traditional consumption patterns.

The report described the sector’s challenge as part of a broader global problem for wine and alcoholic beverages. Lower consumption in some markets has forced producers in several countries to rethink product ranges and marketing strategies. For Chile, that pressure comes as the country tries to defend its place in international wine trade while dealing with weaker shipments and narrower room for growth in established destinations.

The January-through-September figures cited on November 19 are cumulative data, not a separate trade update for November. BioBioChile also said the information available does not provide enough detail to measure the scale of any improvement that may have occurred in September alone.

For exporters, that leaves a difficult picture. Bottled wine remains a major Chilean export category, but the latest published data show that the sector entered the final quarter of 2026 with overseas sales below year-earlier levels and with little evidence, from these figures alone, that pricing has materially softened the effect of lower volumes.