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# U.S. wine imports fell €800 million in the first nine months of 2026

Lower volumes and falling average values drove the drop, with packaged wines accounting for 96.7% of import spending

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The United States cut its wine imports by about €800 million in the first nine months of 2026, as purchases fell in both value and volume and average prices declined, according to U.S. customs data compiled by Trade Data Monitor and analyzed by the Spanish Wine Interprofessional Organization, known as OIVE.

From January through September, U.S. wine imports totaled €3.61 billion, down about 18.1% from the same period in 2025. Import volume fell to 789.94 million liters, a drop of about 13.9%. The data show that the United States bought less wine from abroad and also paid less per liter on average. The average import value across all categories slipped 4.8% to €4.57 a liter.

Most of the decline came from packaged wines, which accounted for 96.7% of the total value imported. That group, which includes sparkling wine, wine in containers of less than two liters and bag-in-box products, reached €3.49 billion, down 17.6%. Volume in that category fell 8.8% to 610.9 million liters, while the average value dropped 9.7% to €5.71 a liter.

Within packaged wine, the biggest segment was wine sold in containers of less than two liters, excluding sparkling wine. U.S. imports in that category totaled €2.52 billion, down 19.3%. Volume fell 10.1% to 465.32 million liters, and the average value dropped 10.2% to €5.41 a liter. That segment alone made up about 70% of the total value of all wine imports.

Sparkling wine also declined, though by less than still bottled wine. Imports reached €947.59 million, down 13.6%, while volume fell 6.7% to 134.13 million liters. The average value was €7.06 a liter, down 7.5% from a year earlier. Sparkling wine remained the highest-value category on a per-liter basis.

Bag-in-box wine was the only major category to post gains in both value and volume. Imports rose 16.2% to €24.47 million, and volume climbed 32.9% to 11.45 million liters. Even there, the average value fell 12.6% to €2.14 a liter. The increase was too small to offset broader declines because the category represented less than 1% of total import value.

Bulk wine posted the sharpest contraction after bag-in-box is excluded. U.S. imports of bulk wine fell 29.6% in value to €118.91 million and 27.7% in volume to 179.04 million liters. The average value declined 2.5% to €0.66 a liter. Bulk wine accounted for nearly 22.7% of the liters imported but only 3.3% of the money spent.

The figures describe imports into the United States, not total retail sales or domestic wine consumption. They also do not show why average values fell. A lower average value per liter can reflect lower prices, a shift toward cheaper categories, or a change in the mix of countries and products imported.

France remained the largest wine supplier to the United States by value during January through September, with shipments worth €1.13 billion, down 22.4% from the same period in 2025. Italy ranked second at €922.7 million, down 23.2%. Together, the two countries supplied just over €2.05 billion worth of wine, meaning they still represented the majority of U.S. import spending even as both recorded declines larger than the market average.

The ranking changes when measured by volume. Italy was the largest supplier by liters at 197.2 million, down 10.1%, while France shipped 115.6 million liters, down 5.4%. France therefore kept a much higher value than Italy despite exporting a smaller volume, reflecting the higher average value of French wine entering the U.S. market.

New Zealand was the third-largest supplier by value at €235.2 million, down 14.4%. Volume from New Zealand fell 7.4% to 60.7 million liters. Spain followed with €159.8 million in sales to the United States, down 18.1%, while volume declined 13.6% to 34.8 million liters. In both cases, the drop in value was steeper than the drop in volume.

Australia and Chile recorded the largest percentage declines in value among the countries highlighted in the OIVE analysis. Australian wine imports fell 39.7% to €75.7 million, while volume dropped 36.8% to 47.5 million liters. Chilean wine imports fell 37.2% to €55.5 million, and volume declined 32.2% to 33.5 million liters.

Argentina imported into the U.S. market ahead of both Australia and Chile in value, with €79.2 million, even though its volume was lower at 20.5 million liters. Its shipments were down 24.2% in value and 16.7% in volume. Portugal posted the mildest decline in value among the 10 countries listed in the report, down 13.1% to €48.6 million, while volume slipped 4.3% to 12.6 million liters, also the smallest volume decline in that group.

Germany supplied €29.9 million worth of wine, down 14.7%, with volume falling 12.2% to 7.3 million liters. Canada ranked last by value among the countries listed, at €25.4 million, down 24.1%, but remained one of the largest suppliers by volume. Canadian shipments reached 78 million liters, down 18.4%, putting Canada behind only Italy and France in liters shipped.

OIVE also reported that, within packaged wines alone, Spain ranked fourth by value and fourth by volume in the U.S. market. Spanish packaged wine shipments totaled €202.2 million, down 14.9%, and 43.1 million liters, down 12.4%.

The data point to a broad-based pullback in U.S. wine imports through September, with lower purchases across nearly every category and supplier country. The only clear exception was bag-in-box wine, where volume and value both increased even as average value per liter moved lower.