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Global wine consumption fell to its lowest level since 1957

Swiss drinkers consumed 211 million liters in 2025, leaving growers bracing for government aid plus stricter import curbs

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On Monday, November 23, WRS reported that global wine consumption had fallen to its lowest level since 1957, deepening concern in Switzerland as local demand also weakened and officials prepared possible support measures for the industry.

Swiss consumers drank 211 million liters of wine in 2025, about 3% less than in 2024, according to the report. Red wine recorded the sharpest decline, with consumption down nearly 6%. The figures add to pressure on Swiss winegrowers, who are already facing a difficult outlook as demand softens at home and the broader global market loses momentum.

WRS said the drop is being driven mainly by younger consumers. Health concerns, higher prices and lifestyle changes are all weighing on wine drinking, the report said, as regular consumption becomes less common among younger age groups. That shift is especially important for producers because it points to a structural change in demand rather than a short-term setback.

The concern has reached the highest levels of government. Guy Parmelin, the president of the Swiss Confederation and himself a winegrower from Vaud, held what WRS described as a crisis roundtable with the industry in October. The meeting reflected growing anxiety over the financial pressure on vineyards and the risk that weaker consumption could continue for years.

The Swiss Federal Council is expected to open a consultation in January 2027 on possible support measures. Options cited by WRS include reducing vineyard acreage and tightening import rules. No decision has been announced, and any measures would still have to go through the consultation process.

The possibility of stricter import rules is being closely watched across the beverage business because it could affect more than domestic growers. If Switzerland moves to limit imports, foreign wineries could face reduced access to the market, which would complicate sales planning and commercial forecasts for exporters and distributors that depend on Swiss demand.

The discussion in Switzerland comes as the wine trade is dealing with a broader change in consumer behavior. A fall in global consumption to a level not seen since 1957 suggests the pressure is not limited to one country or one harvest cycle. For Swiss producers, the immediate problem is weaker domestic sales. For the wider drinks industry, the issue is whether one of Europe’s established wine markets begins to respond with policies that reshape competition between local and imported bottles.

With the consultation expected in January 2027, producers, importers and traders will be watching for signs of how far the Swiss government is prepared to go. The debate is likely to center on whether the downturn can be managed through support for local vineyards alone or whether protecting the domestic industry will also mean new limits on foreign wine entering the market.