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Wine sales at Britain’s managed hospitality venues fell 6.0% in mid-November

NIQ data showed the annual decline was less severe than the 11.2% fall a week earlier, signaling demand remained weak before Christmas

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Wine sales at managed hospitality venues in Great Britain fell 6.0% from a year earlier in the week ended November 14, according to NIQ data released on November 20, a decline that still pointed to weak demand ahead of the Christmas trading period but was less severe than the drop recorded a week earlier.

The figures came from NIQ’s Daily Drinks Tracker and covered organized hospitality operators included in its panel. The measure tracks wine sales by value rather than volume, and NIQ did not publish absolute sales totals in pounds.

In the previous comparable reading, for the week ended November 7, wine sales had fallen 11.2% year over year. That means the annual rate of decline eased by 5.2 percentage points between the two weeks. The change does not mean wine revenue increased 5.2% from one week to the next. Each week was measured against its equivalent week in 2025, not against the prior week in 2026.

The data suggests that trading conditions in the British hospitality market remained under pressure in early November even as the pace of deterioration slowed. For wine suppliers, distributors and venue operators, the figures offer an early sign of how consumers were behaving before the holiday season, when many bars, restaurants and other hospitality businesses typically expect stronger demand.

NIQ’s release was limited to its tracked panel and does not represent all wine sales across Britain. The dataset also does not separate changes in sales value into volume and price effects. Because of that, the figures do not show whether customers bought fewer bottles or glasses, whether pricing changed, or how much inflation may have influenced the annual comparison.

The company also did not provide a wine-only cumulative total for the period or any base data that would allow losses to be converted into a monetary amount. That leaves the weekly year-over-year percentages as the main indicator of performance.

Even with that limitation, the numbers showed a clear pattern: wine sales in the managed hospitality segment were still below year-earlier levels in the week ended November 14, but the contraction was notably smaller than in the week ended November 7.