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Bordeaux captured 35.7% of weekly fine-wine trading on Liv-ex

U.S. buyers led purchases at 38%, reinforcing demand for mature vintages despite price declines for many older Bordeaux wines

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Bordeaux strengthened its lead in the fine-wine secondary market on Monday, November 23, as Liv-ex data showed the region remained the main driver of trading activity, supported by demand for mature vintages and a rebound in buying from the United States.

According to Liv-ex, Bordeaux accounted for 35.7% of the value traded in the latest weekly reading. The report also showed U.S. buyers regained the top position among purchasers, representing 38% of buying activity. That shift matters because the Liv-ex marketplace is widely watched by merchants, collectors and producers as a real-time signal of international demand for fine wine.

The broader trend in the Liv-ex data points to a market in which premium wines continue to dominate trading, even as prices for many older Bordeaux wines have declined during the year. Liv-ex said Bordeaux increased its share of trade from 66.5% to 68.3% so far this year, extending its lead over other wine regions on the exchange.

The report said monthly trade volumes have remained relatively steady, but much of the value has come from a smaller group of highly sought-after older vintages. In other words, the market has not relied on a broad-based rise in prices or volumes. Instead, activity has been concentrated in a narrow set of established labels and years that buyers continue to view as benchmarks.

Among those, the 2005 Bordeaux vintage stood out again. Liv-ex said it continued to attract strong buyer interest and held its position as one of the most sought-after mature vintages in the market. That demand for 2005 came despite the wider pressure on prices for back vintages, suggesting that buyers are still willing to pay for bottles with a strong reputation, long cellaring history and proven liquidity in the secondary market.

The data also reinforced the role of U.S. buyers in setting the tone for fine-wine trading. Liv-ex said increased activity from the United States helped stimulate demand for Bordeaux further. For the wine trade, that is a meaningful development. Stronger U.S. participation in the secondary market can influence pricing, inventory decisions and purchasing strategies well beyond auction houses and private collectors. Importers, distributors and merchants often use these trading patterns as a guide to where demand is strongest and which wines may retain value or move more quickly through the market.

That makes the Liv-ex reading relevant across the broader beverage sector, especially for businesses tied to premium wine. A larger share of trading concentrated in Bordeaux and a return of U.S. buyers to the leading position may signal firmer international appetite for collectible wine at a time when some prices have softened. For producers and sellers, that can shape decisions on release timing, stock management and how mature wines are positioned in export markets.

Liv-ex described the Bordeaux market on its platform as robust, with trading supported by legendary vintages and active participation from major international buyers. The latest figures suggest that even in a year marked by price declines for many back vintages, Bordeaux has continued to command attention and capital, with older, blue-chip wines doing much of the work.