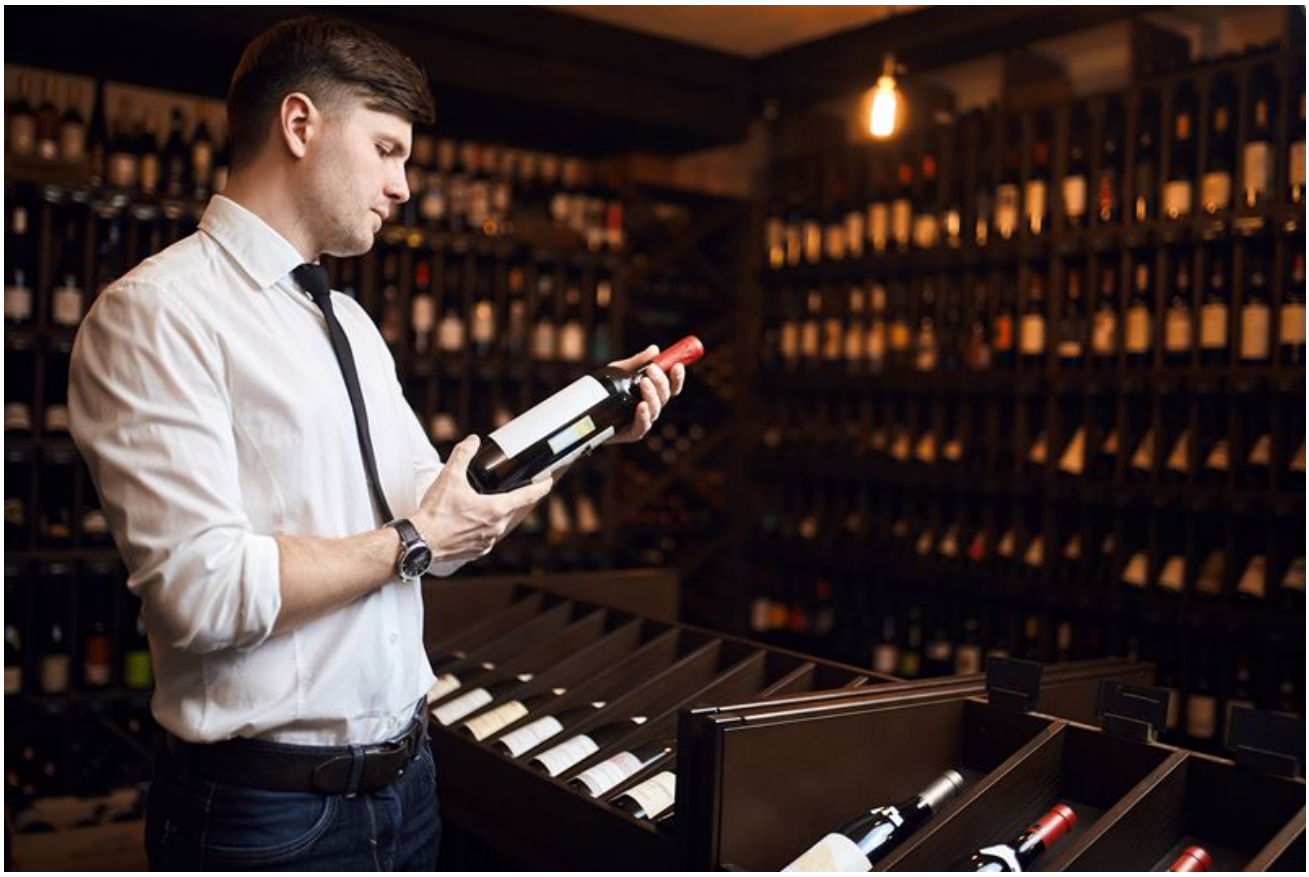
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American Wine Exports Experience Notable Decline in 2023

Analyzing the 2023 Downturn in American Wine Exports

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In a surprising twist to the wine industry narrative, American wine exports have witnessed a significant downturn in the first nine months of 2023. According to the latest customs data, the United States experienced a dramatic 29.4% reduction in wine export volume and a 22% decrease in value from January to September 2023. This downturn has led to exports reaching their lowest levels since 1997 in terms of volume

and since 2010 in value.

The total export volume during this period was recorded at 154.5 million liters, with the overall value amounting to 887 million dollars. Notably, this decline comes despite the wine being sold at the highest average price to date, $5.74 per liter. The decline was primarily led by packaged and bulk wines, overshadowing the significant growth seen in two specific categories: sparkling wines and bag-in-box wines.

While sparkling wines and bag-in-box varieties have shown an upward trend, their absolute sales volumes remain much lower compared to the other categories, indicating that their growth has not been sufficient to offset the overall decline in the American wine export market.

The U.S. wine industry's export landscape has been shaped significantly by its two primary markets: Canada and the United Kingdom. Canada remains the largest market in terms of value, while the United Kingdom holds its position as the top market in terms of volume. Despite the overall downturn, these markets continue to demonstrate a consistent demand for American wines.

This decrease in American wine exports poses several questions regarding the international wine trade dynamics and the shifting preferences of global consumers. The industry must now consider how to adapt to these changes and potentially leverage the growth in niche categories like sparkling wines and bag-in-box wines to recover from this downturn.

As the industry navigates through these challenging times, stakeholders, from vineyard owners to exporters, are closely monitoring these trends to strategize for the upcoming years. The resilience shown by specific categories like sparkling and bag-in-box wines could provide a roadmap for the industry to innovate and adapt to the changing global market demands.