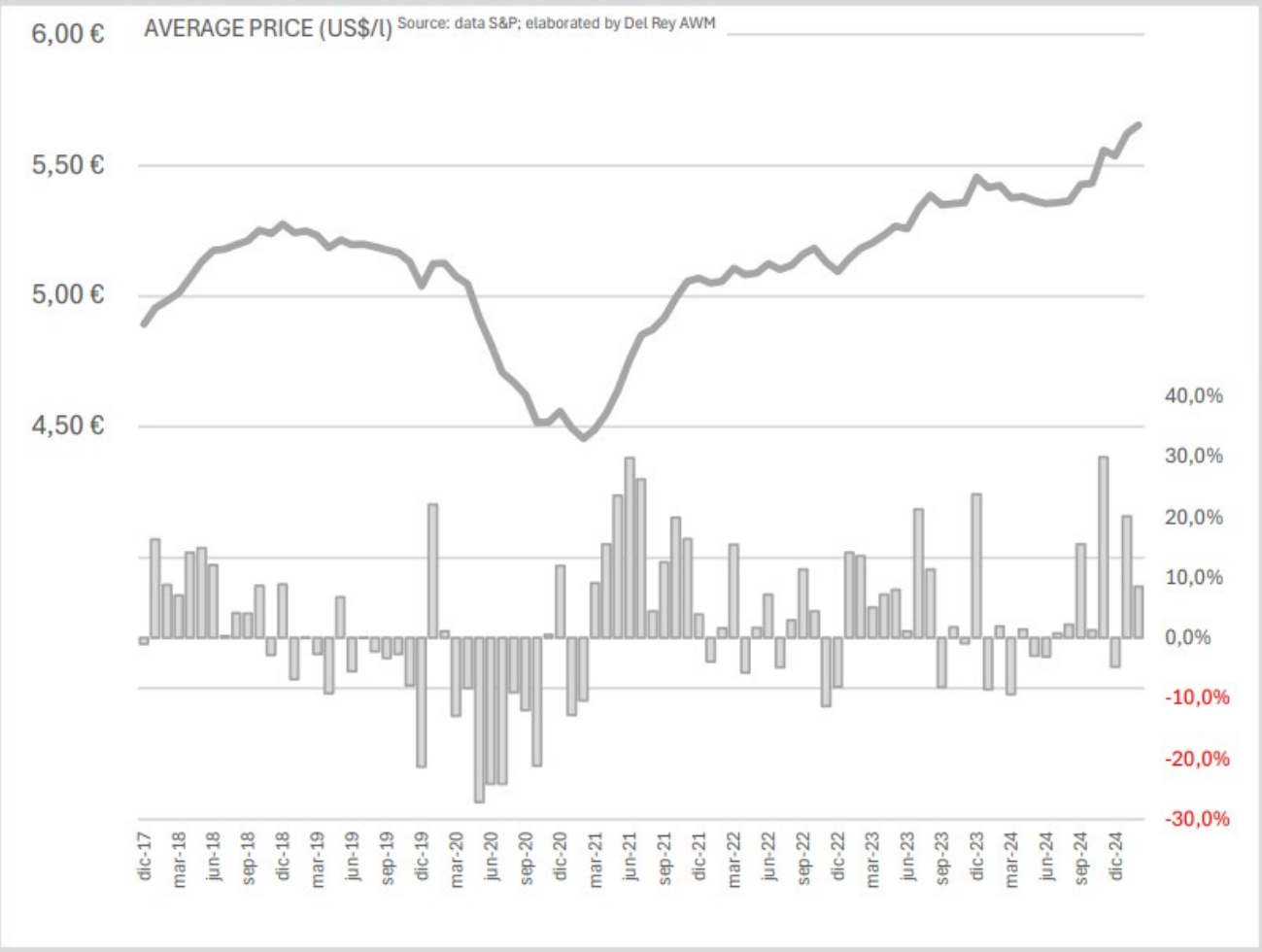
vinetur

U.S. wine imports rise to nearly $7 billion as market shows signs of recovery

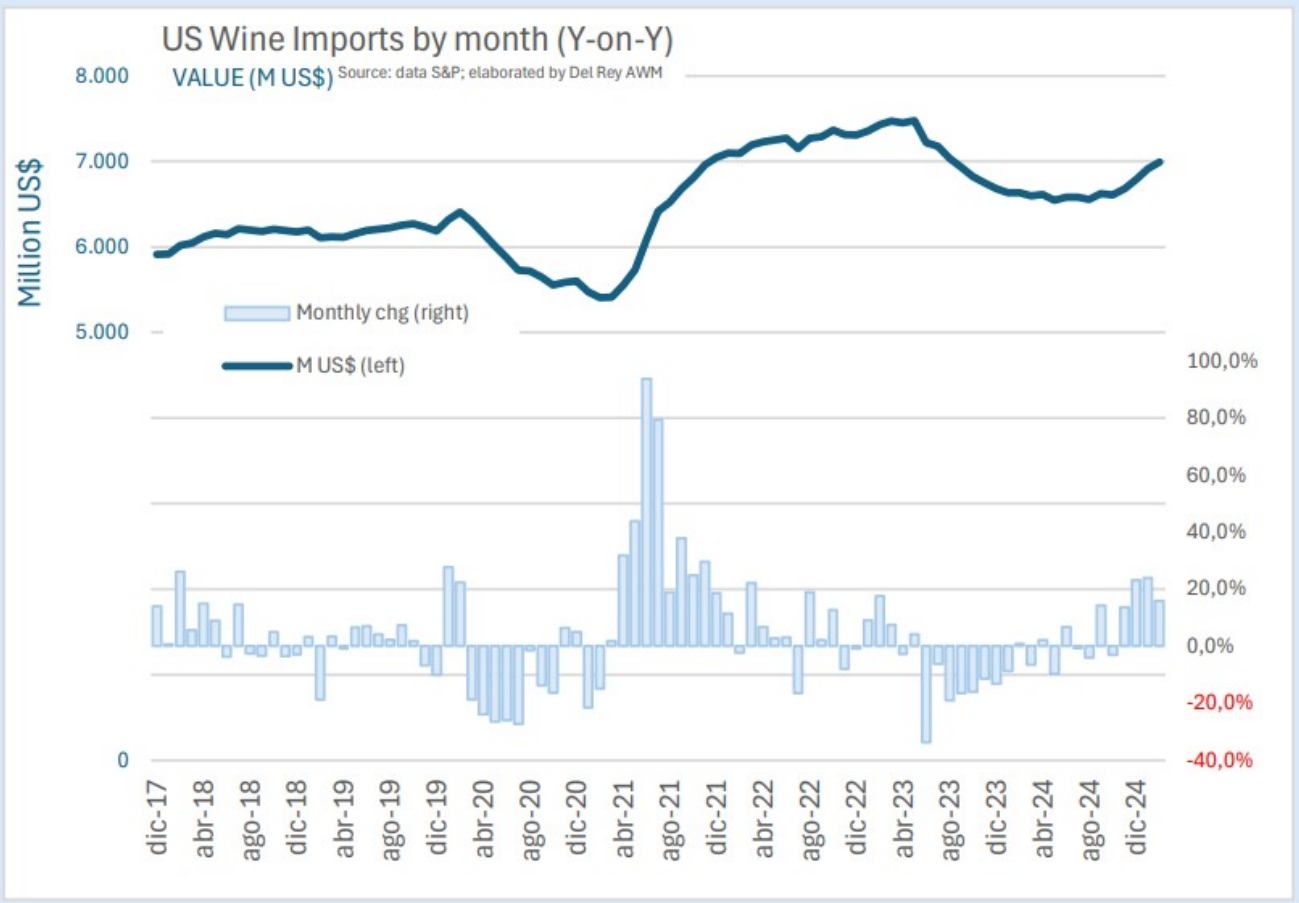
Higher prices and steady demand drive growth despite new tariffs and slower year-over-year increases in early 2024

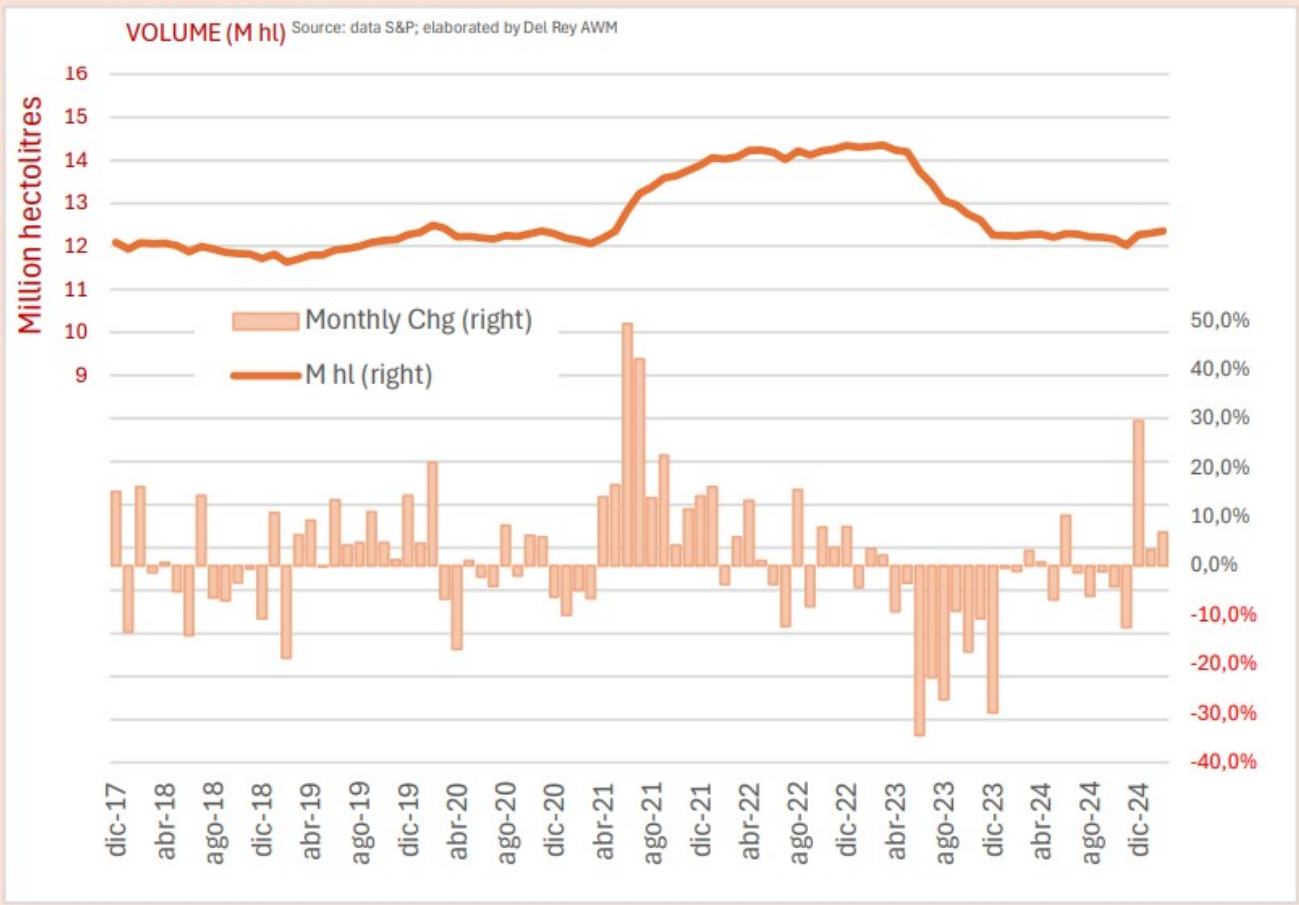
Wednesday, April 9, 2025



Wine imports into the United States reached $6.99 billion in the 12-month period ending in February 2025, according to a market analysis released Wednesday, April 9, by DelreyAWM, a firm specializing in the wine industry. This figure marks an increase from the $6.68 billion reported in November, based on the latest data from the U.S. Department of Commerce.

In terms of volume, imports also rose, reaching 12.36 million hectoliters compared to 12.02 million in November. The average price per liter increased by nearly ten cents, now standing at $5.65 per liter.





The data suggests that the U.S. wine import market is continuing its recovery in early 2024 after a sharp decline in 2023. While volumes remained relatively stable last year, the value of imports had dropped significantly. The current upward trend indicates a return to growth, especially in terms of value.

Monthly comparisons with the same months from the previous year show double-digit growth rates in value. However, the strong 29% year-over-year increase recorded in December 2023 has not continued at the same pace into 2024. January saw a more modest rise of 3.2%, followed by a 6.8% increase in February.

One factor influencing these changes is the announcement of higher tariffs on imported wine in the U.S., which appears to be affecting prices more than volumes. So far, there is no clear sign of stockpiling or significant increases in inventory levels despite the tariff concerns.

The report highlights that while prices are rising, demand remains steady enough to support continued import growth without major disruptions to supply chains or inventory management. The market seems to be adjusting gradually to new cost

structures rather than reacting with abrupt changes in purchasing behavior.

DelreyAWM’s analysis provides insight into how global trade dynamics and domestic policy shifts are shaping the U.S. wine market early this year. The firm continues to monitor trends closely as importers and distributors respond to evolving economic conditions and regulatory developments.