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Malbec plantings in Argentina grow over 19 percent in ten years amid rising global and local demand

Mendoza leads production as diverse climates across the country shape a wide range of Malbec wine styles

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Malbec remains the most widely planted red grape variety in Argentina, with its cultivation area expanding by just over 19% in the past decade. According to data from the Argentine Wine Observatory, Malbec now covers more than 47,000 hectares, accounting for slightly more than 23% of the country’s total vineyard surface.

The province of Mendoza leads production, hosting 85.7% of all Malbec vineyards—approximately 39,856 hectares. However, the grape has shown strong adaptability across Argentina’s diverse climates. From the high-altitude vineyards of the Puna region in the north to the cooler zones of Patagonia in the south, Malbec expresses itself differently depending on the terroir. This regional variation has contributed to a wide range of wine styles under the same varietal name.

In Argentina’s domestic market, Malbec has also seen significant growth. Between 2015 and 2024 alone, shipments of Malbec wines increased by nearly 45%. Today, consumers can choose from around 1,575 different Malbec labels available on the market.

This growth reflects both local and international demand for Argentine Malbec, which has become a flagship varietal for the country’s wine industry. The combination of favorable growing conditions, investment in winemaking technology, and global recognition has helped solidify Malbec’s position as a key player in Argentina’s wine exports and domestic consumption alike.