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U.S. wine imports rise sharply in early 2025 as France, Italy, and Spain drive growth

Tariff uncertainty looms despite import surge, with negotiations ongoing between the United States and European Union

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U.S. wine imports saw significant growth in the first quarter of 2025, according to data from U.S. customs authorities, analyzed by the Interprofessional Wine Association (OIVE). Between January and March, the country imported 328.5 million liters of wine, an increase of 3.9% compared to the same period in 2024. The value of these imports reached 1.748 billion euros, up 21.6%. The average price per liter rose to 5.32 euros, a jump of 17%, or 78 euro cents more per liter than last year.

The increase in imports amounted to 12.2 million liters and 310.2 million euros more than in the first quarter of 2024. France, Italy, and Spain were the main drivers behind this growth. French wine exports to the U.S. grew by 51% in value and 37% in volume, making France the leading supplier by value with sales totaling 723.9 million euros—244.6 million euros more than last year's first quarter. In terms of volume, France shipped 52.4 million liters, up by 14.2 million liters.

Italy maintained its position as the top supplier by volume, exporting 93.1 million liters between January and March, an increase of 13.3 million liters over the previous year. Italian wine exports to the U.S. also rose by 17% in value and 16.6% in volume.

Spain recorded an 8% increase in value and a notable 15% rise in volume, reaching sales of 88.5 million euros and shipments of 17.4 million liters during the first three months of the year. This performance keeps Spain as the fourth-largest supplier by value and seventh by volume.

Other markets also showed positive trends, with Moldova and the United Kingdom increasing their wine exports to the U.S. On the other hand, Canadian wine exports declined by 7% in value and a sharp 29% in volume compared to last year's first quarter. New Zealand remained the third-largest supplier by value but saw a decrease of 30.2 million euros in sales to the U.S., while Australia, Portugal, and Israel also experienced negative results.

Looking at a broader timeframe, annual data from April 2024 to March 2025 confirm this upward trend for U.S. wine imports: total imports reached 1.239 billion liters valued at 6.589 billion euros, representing increases of 0.9% in volume and a stronger rise of 14.6% in value.

The trade environment for wine imports is currently affected by tariff developments that began on April 5, when a universal tariff of 10% was imposed on all imported products entering the United States. President Trump also announced plans for “reciprocal” tariffs targeting specific regions; for European Union wines, this would mean an additional surcharge of 20%. However, these extra tariffs have not yet been implemented because on April 9 authorities declared a temporary pause lasting ninety days to allow time for negotiations.

In response to this pause, the European Union suspended its planned countermeasures for the same ninety-day period as a gesture toward finding a negotiated solution rather than escalating trade tensions further. Both sides are expected to revisit the issue in July when the pause expires and further decisions will be made regarding future tariffs on wine imports.

These developments are being closely watched by importers, distributors, and producers both in the United States and abroad as they could have significant impacts on pricing and availability for consumers across the country throughout the rest of the year.