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13% of Wine Exported Worldwide Is Re-exported, Generating €4.6 Billion

The UK, Singapore and Germany lead a network moving 14 million hectoliters worldwide

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The International Organisation of Vine and Wine (OIV) has published its latest statistical thematic focus for 2025, titled “The Global Trade in Wine: Role and Relevance of Re-exportation Hubs.” The report provides the first comprehensive estimate of global wine

re-exports and examines how these flows are shaping the modern wine economy. According to the OIV, re-exportation now accounts for about 13% of total global wine exports, representing 14 million hectoliters valued at €4.6 billion between 2018 and 2023.

Re-exportation, as defined by the OIV, is the commercial practice where a country re-exports goods it previously imported, without significant transformation. In the wine sector, this means that a bottle may be produced in one country, imported and possibly bottled or relabeled in another, and then exported to a third country. This process is increasingly central to the global wine trade, which now represents 47% of world wine consumption.

The report identifies several types of re-export hubs, each playing a distinct role in the global supply chain. In Europe, traditional trading centers such as the United Kingdom, Belgium, and the Netherlands remain key players. The UK, for example, acts as both a premium wine distributor to markets like Hong Kong and the USA and a volume processor for regional redistribution. The country’s role has shifted since Brexit, with a notable move toward higher-value exports and a reduction in low-margin, high-volume trade with the European Union.

Germany is highlighted as a producer-exporter hub, importing large volumes of bulk wine—mainly from Italy and Spain—and using its advanced bottling infrastructure to re-export finished products across Europe. This model is driven by Germany’s domestic demand for sparkling wine and its established trade corridors with neighboring countries.

Australia serves as a regional re-export hub in the Southern Hemisphere, particularly for New Zealand wines. Bulk wine from New Zealand is bottled in Australia and then shipped to major markets such as the UK and the USA. This arrangement leverages Australia’s larger-scale infrastructure and established export channels.

In Asia, Singapore and Hong Kong have emerged as high-value gateways for premium and fine wines. Singapore specializes in distributing sparkling wines, especially Champagne, to regional markets like Japan. Hong Kong and Macao act as conduits for premium wines entering mainland China, with Macao recently becoming a key route for

Australian wines following Chinese tariffs.

The report also examines specialized regional distributors. Latvia and Lithuania serve as primary re-export platforms for EU wine destined for Russia, capitalizing on their proximity and expertise in navigating Russian customs requirements. Canada, Thailand, and Angola are identified as focused border distributors, each serving specific neighboring markets with unique logistical or regulatory challenges.

The OIV analysis underscores that re-exportation is not just about moving goods but also about adding value through services such as bottling, repackaging, storage, and quality control. Hubs like Denmark have developed a niche in repackaging bulk wine into Bag-in-Box formats for export to Nordic countries and Germany, reflecting consumer preferences and regulatory environments.

Geopolitical events and regulatory changes have a direct impact on re-export flows. The report notes that Brexit led to a shift in trade routes from the UK to continental hubs like Belgium. Similarly, trade tensions between Australia and China have redirected Australian wine exports through Macao.

The OIV identifies several factors that contribute to the success of re-export hubs: strategic geographic positioning near major consumer markets or challenging regions; advanced logistics and infrastructure; favorable regulatory and tax environments; strong commercial networks; and the ability to provide value-added services.

For industry stakeholders, understanding these re-export flows is essential for anticipating changes in demand, improving market transparency, and strengthening supply chain resilience. Producers can use this information to optimize distribution strategies—such as leveraging Germany’s bottling capacity or Singapore’s access to Asian luxury markets—while distributors can monitor geopolitical developments to identify new opportunities.

The OIV concludes that re-exportation is now a structural element of the global wine economy. It not only facilitates market access but also introduces flexibility and adaptability into an increasingly complex international supply chain. As global trade continues to evolve, the role of re-export hubs will remain central to how wine reaches consumers around the world.