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China’s Wine Imports Drop 14.6% in Value and 26.7% in Volume in 2025

Global wine producers face shrinking demand as China’s market contracts for another year and competition intensifies among exporters

Tuesday, March 3, 2026



China’s wine imports continued to decline in 2025, marking another year of contraction for what was once considered the most promising market for global wine producers. According to Chinese customs data analyzed by the Spanish Wine Interprofessional Organization (OIVE), total wine imports into China fell by 14.6% in value and 26.7% in volume compared to the previous year. The total value of imported wine reached €1.25 billion, with a volume of 207.2 million liters.

The average price per liter increased by 16.5%, reaching €6.07 per liter, indicating that while fewer bottles are being imported, those that do enter the market are generally higher-priced products. Compared to 2024, China imported €215.8 million less wine and 75.6 million fewer liters.

Bottled wines, which account for almost all of the value and about two-thirds of the volume of China’s wine imports, also saw declines in 2025. Imports of bottled wine dropped by 14% in value and 18.8% in volume, totaling €1.2 billion and 141.7 million liters. The average price for bottled wine rose by 5.9% to €8.49 per liter.

Bulk wine imports experienced even sharper declines, falling by 27.1% in value and 39.6% in volume to €54.4 million and 65.4 million liters respectively, despite a significant increase in average price per liter, up by 20.6% to €0.83.

This downward trend has affected nearly all major exporting countries. Australia regained its position as China’s top wine supplier after Beijing removed punitive tariffs in March 2024 that had previously reached as high as 200%. Australian wine exports to China were valued at €515.6 million in 2025, down by 5.4%. Australia now accounts for 41% of the value and 34% of the volume of China’s total wine imports.

France ranked second with exports worth €370.1 million, a decrease of 18.8%. Chile followed with €115.1 million (-30.4%), and Italy with €82.3 million (-15.5%). New Zealand was an exception among major exporters, increasing its exports to China by 25% to €39.1 million.

Other countries saw mixed results: U.S. exports dropped sharply by 40.6% to €28.5 million, while Germany’s exports fell slightly by 1.8% to €24.1 million. Georgia and Moldova both recorded growth compared to the previous year, with Moldova doubling

its exports to €8.2 million.

In terms of volume, Australia led with 71.3 million liters (-9.2%), followed by Chile (52.9 million liters, -43.7%), France (33.2 million liters, -36.1%), Italy (14.3 million liters, -14.1%), Spain (9.9 million liters, -28.7%), New Zealand (5.4 million liters, +58.5%), Germany (5.3 million liters, +11%), and the United States (4.1 million liters, -17.3%).

Sparkling wines showed a slightly different trend in 2025: import values fell by 7.6% to €57.36 million but volumes increased by 6.1% to reach seven million liters as the average price dropped by 12.9% to €8 per liter.

The decline in Chinese wine imports is attributed to several factors including changing consumer preferences, economic uncertainty, and increased competition from other alcoholic beverages such as spirits and beer within China’s domestic market.

Just eight years ago, in 2017, China was seen as the fastest-growing wine market globally with imports reaching 751 million liters and a value equivalent to about €2.3 billion at current exchange rates—almost double today’s figures.

Producers who invested heavily in marketing their wines in China are now facing a much more challenging environment as demand continues to shrink and competition intensifies among exporting countries for a share of a smaller market pie.

Industry analysts suggest that unless there is a significant shift in Chinese consumer habits or economic conditions improve markedly, the outlook for international wine sales in China will remain subdued for the foreseeable future.