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Argentina’s Wine Sales Rise in March

Exports of wine and grape must also strengthened in the first quarter, according to national industry data

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Wine consumption in Argentina’s domestic market rose in March and exports of wine and grape must also strengthened in the first quarter of 2026, according to data released by the National Viticulture Institute.

Sales in the local market reached 60,339,100 liters in March, an increase of 8.4% compared with the same month a year earlier. The gain was driven mainly by wines without varietal designation, which rose 16.5%, sparkling wines, which climbed 34.9%, and other wines, which increased 10.9%. Varietal wines moved in the opposite direction and fell 11.6%, showing that the recovery was uneven across categories.

For the first three months of 2026, total domestic sales reached 166,781,400 liters, up 1.5% from the same period in 2025. That modest increase reflected the same categories that supported March’s results.

The export side showed a stronger performance. Shipments of wine rose 15.5% in the first quarter, while grape must exports increased 33.5%, giving the industry a positive start to the year both at home and abroad.

The figures point to a market that is still mixed inside Argentina but gaining momentum in foreign sales, with sparkling wines and non-varietal labels helping offset weaker demand for varietals.