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2024-2025 Global Wine Trade

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2. Introduction

2.1. Study Objectives

The primary objective of this study is to provide a comprehensive analysis of the **global wine market**, with a special focus on the top 15 import markets worldwide of **HS Code 220421** as determined by **global customs declarations**, provided directly to the ADAMftd platform. This report is designed to equip stakeholders with actionable insights into market trends, competitive dynamics, and consumer behaviors, enabling informed decision-making in an increasingly competitive environment.

2.1.1. Key Objectives

- Global Market Analysis:
  - Evaluate the overall size, growth trajectory, and key dynamics of the global wine consumption market.
  - Identify critical drivers, challenges, and trends that are shaping the industry on a global scale.

- Top 15 Market Breakdown:
  - Drill down into the top 15 import markets of **HS Code 220421** to pinpoint major market players, import volumes, and value metrics.
  - Analyze the distribution of suppliers and buyers in each market, highlighting significant opportunities and potential bottlenecks.
  - Analyze key importers and competitors.

- Importer and Competitor Mapping:
  - Identify and profile key importers and distributors across the top markets.
  - Conduct a competitive analysis to understand the market positioning of established competitors, including their strengths, weaknesses, and market shares.

- Market Positioning and Demand Insights:
  - Explore consumer preferences and emerging trends, such as the growing demand for natural, organic, and clean-label wine products.
  - Assess the overall market positioning of various players and how these align with evolving consumer demand for premium and branded products.

- Regulatory Overview:
  - Examine the regulatory frameworks and trade policies impacting wine imports in each of the top 15 markets of **HS Code 220421**.

- Understand compliance requirements and how these influence market entry, competitive dynamics, and overall market performance.

- Trend Analysis:
  - Identify and analyze emerging trends in consumer behavior, including shifts toward premiumization and sustainability.
  - Evaluate the impact of global economic, cultural, and social trends on the consumption patterns of wine.

- Strategic Recommendations:
  - Synthesize data and insights to provide strategic recommendations for industry stakeholders.
  - Highlight actionable strategies for importers, exporters, and market participants to optimize market positioning and capitalize on emerging opportunities.

2.2. Market Definition

This study focuses on the global wine market with a particular emphasis on products classified under **HS Code 220421**. This code generally covers wines produced from fresh grapes, including both standard and fortified wines, and excludes sparkling varieties and other beverage types falling under different classifications.

2.2.1. Relevance to Market Research

- **Trade and Regulatory Benchmark:**
  Using HS Code 220421 provides a standardized framework for analyzing international trade data. This classification is pivotal for tracking import and export volumes, understanding tariff impacts, and benchmarking market performance over time.

- **Market Segmentation and Analysis:**
  The research leverages HS Code 220421 to drill down into key segments of the wine market. This segmentation enables a detailed evaluation of market dynamics including supply chain structures, consumer preferences, and the competitive landscape within the top 10 import markets.

- **Data Consistency and Comparability:**
  Aligning the study with HS Code 220421 ensures that data is comparable across different regions and time periods. This consistency is critical for developing accurate market insights and for making strategic recommendations to stakeholders.

2.3. Periodization Considered

This study leverages the most recent and relevant trade data to ensure a timely and accurate analysis of the global wine market. Specifically, the period considered for detailed import-export data spans from **1 January 2024 to 31 January 2025**.

2.3.1. Rationale for the Chosen Period

- **Timeliness:**
  The selected period captures the latest available data, reflecting current market trends, trade flows, and regulatory changes that influence the global wine consumption market.

- **Comprehensive Trade Insights:**
  By analyzing data from 1 January 2024 through 31 January 2025, the study provides a complete annual snapshot (with an additional month) of market activity. This period allows for the identification of seasonal patterns, short-term fluctuations, and emerging trends in both imports and exports.

- **Data Availability:**
  This timeframe represents the most up-to-date dataset accessible from key trade databases and industry reports. Utilizing this period ensures that the analysis is based on the latest empirical evidence, making the findings more relevant and actionable for stakeholders.

- **Consistency and Comparability:**
  The defined period enables consistent benchmarking across different markets and segments, ensuring that comparisons of import volumes, supplier activities, and buyer dynamics are grounded in a uniform timeframe.

2.4. Data Collection, Inclusions and Exclusions

To compile the data for this report, we gathered customs declarations for exports from 40 of the world's top trading countries—representing an estimated 80% of global trade—to the rest of the world. Our primary sources include official customs records and bills of lading, which provide a robust view of market trends. However, the process is not without its challenges. For example, some units of measure are not standardized and can contain errors, and certain countries, most notably the USA, do not share dollar value data. As a result, the overall dollar value figures may be skewed slightly away from U.S. market activity.

Our analysis focuses exclusively on HS Code 220421, which means this report strictly covers that specific product category and excludes items like sparkling wine. We also automatically exclude data from shipments that are misclassified under incorrect HS codes, ensuring that only accurate entries are considered. While these measures help maintain data integrity, they also underscore the inherent limitations in customs declarations and shipping records.

It is also important to note that not all bills of lading or customs declarations for January 2025 may have been processed yet, as some governments provide this data later than others. Nonetheless, we have chosen to include the available January 2025 data because it remains useful for understanding the most recent market trends. Furthermore, we are aware that the new tariffs announced by the Trump administration in 2025 may influence the future prospects of U.S. imports. Given that these reciprocal tariffs are continually evolving, it is too early to determine their full impact. Therefore, we have left the data "as is" for now until more clarity emerges on these policy changes.

3. Market Overview

3.1. Global Market Demand (by Weight)

1. **Strong Start (Jan–Feb 2024)**
    - The graph begins at a moderately high level in January 2024 (somewhere around 200–250M in quantity/weight).
    - Demand rises steadily through February, suggesting a post-holiday or early-year uptick.

2. **First Peak (Mar–May 2024)**
    - A noticeable climb occurs in March and April, reaching a **first major peak** in late spring (around May), at roughly 300–350M.
    - This could reflect seasonal factors (e.g., spring celebrations, warmer weather in some regions leading to more consumption, or restocking by distributors).

3. **Sharp Drop (Jun 2024)**
    - After hitting that high point, the graph shows a significant drop in June, dipping back toward the 200M range.
    - This drop may indicate a post-peak slowdown once spring events or major orders have passed.

4. **Mid-Year Rebound (Jul 2024)**
    - There is a smaller rebound in July (roughly 250M), possibly linked to mid-year events or summer demand in the Northern Hemisphere.

5. **Gradual Decline (Aug–Oct 2024)**
    - From August onward, the trend heads downward more noticeably. By October, the demand reaches a **low point** (likely around 80–100M).
    - This could reflect the late-summer/early-autumn lull before holiday orders pick up.

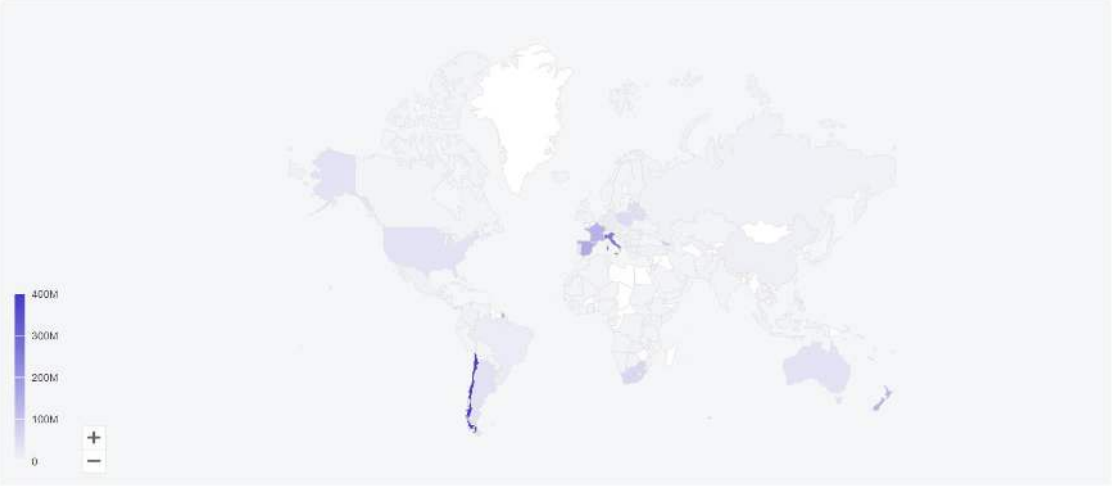
6. **Minor Fluctuations (Nov–Dec 2024)**
    - There's a small bump in November (perhaps holiday-related orders beginning), but then a dip again in December, hovering near 80–100M.

7. **Modest Level into the New Year (Jan 2025)**
    - By January 2025, the demand settles around 60–100M—lower than the mid-year highs of 2024 but not at the very bottom of the chart.
    - This suggests the market enters the new year at a subdued level, potentially before another cycle of replenishment or seasonal demand begins.

Month	Number of B/L	Weight (kg)	Quantity	Value (USD)	Exporters	Importers
Apr-24	50,892	302,684,384	140083562	288,918,752	4,649	3,142
Jan-24	42,378	228,813,168	96070988	183,724,000	3,895	2,794
Mar-24	44,932	226,965,232	107999146	229,975,344	4,303	3,023
Aug-24	37,457	184,129,312	76189373	174,027,008	3,493	2,731
Feb-24	40,962	181,646,784	93562757	211,140,320	4,093	2,794
Jul-24	42,271	124,521,144	84308061	155,234,640	3,409	2,839
May-24	39,543	122,169,624	74687848	137,689,632	3,759	3,048
Nov-24	38,565	108,783,728	61170921	107,196,864	2,514	2,268
Jun-24	36,308	97,429,504	64427259	128,876,256	3,307	2,716
Sep-24	36,572	79,621,544	68226241	142,646,896	3,188	2,442
Oct-24	42,234	77,956,960	80900808	140,650,384	3,271	2,526
Dec-24	20,027	44,303,748	13460565	68,581,512	2,170	1,201
Jan-25	16,216	33,691,336	15815483	57,838,208	1,899	1,007

Note: Some countries—like the United States—do not consistently report their total dollar values. As a result, the *weight (kg)* column can often serve as a more reliable indicator of market movement. We recommend first taking an overall, global view of the data and then breaking it down by country for a more accurate understanding, keeping in mind that certain gaps in reporting can affect how the dollar values appear in the table.

3.2. Top 50 Global Supply Countries (by Weight)



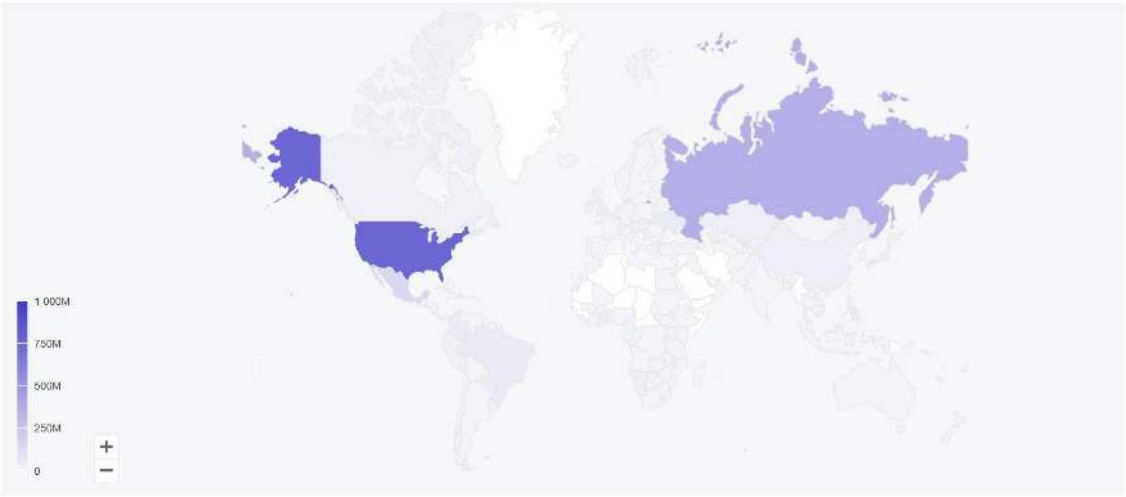
Below is a snapshot of the **top 50 export countries** for wine classified under **HS Code 220421** based on available shipment data. While this list provides a valuable overview of global export activity, it is important to note a key limitation: **the United States does not provide declared dollar values on its bills of lading for this type of research project**, only weights. As a result, **U.S. export values may be skewed or appear incomplete** compared to other countries that do report monetary figures.

Despite this gap, the weight metrics remain a reliable indicator of shipment scale and can still offer insight into overall market flows and trade volumes. However, caution should be used when making direct monetary comparisons or drawing conclusions about the U.S. share of the global market based solely on declared values. Cross-referencing additional data sources can help fill these gaps and produce a more accurate picture of U.S. export activity within the global wine market.

Country	No of Shipments	Weight (KG)	Quantity	Value (USD)	Suppliers
Chile	138,238	387,007,648	435,111,811	427,423,552	740
Italy	37,246	257,576,688	61,534,644	175,577,360	3084
Spain	30,919	152,443,552	53,072,245	197,013,760	2042
France	39,857	137,367,024	29,471,871	118,926,832	3302
New Zealand	2,650	133,026,224	10,786,938	5,093,009	245
Georgia	8,176	75,792,232	49,757,293	126,560,352	332
South Africa	58,256	58,981,916	12,444,213	73,112,200	1287
Poland	6,566	50,225,604	47,440,026	87,400,912	282
Latvia	13,570	49,744,784	35,543,021	117,951,488	1283
Lithuania	12,036	47,242,212	39,748,624	101,277,712	851
Panama	3,952	43,566,660	3,702,061	7,217,928	291
Belarus	2,973	42,849,528	42,809,753	67,593,904	452

Argentina	13,735	38,013,728	29,616,085	101,567,696	335
Australia	10,472	37,658,812	10,035,697	28,866,544	331
United States	8,582	37,431,816	8,743,387	44,132,492	549
Portugal	5,032	37,185,996	11,623,489	30,248,238	621
Bahamas	744	22,380,804	1,548,557	--	115
Germany	6,080	19,757,896	11,728,782	29,950,564	390
Brazil	1,040	17,013,816	3,783,478	7,164,265	104
Belgium	1,148	11,691,256	1,226,588	2,040,650	184
Uruguay	10,322	9,581,481	8,045,656	50,334,540	157
China	746	8,028,624	1,215,343	2,619,823	253
Greece	419	7,171,291	486,880	636,439	141
Mexico	446	7,155,968	640,189	961,989	94
Netherlands	779	6,391,941	769,244	1,659,667	141
Moldova, Republic of	730	5,177,963	3,498,829	9,333,547	80
Romania	142	5,051,114	347,453	167,017	66
Togo	196	4,338,665	350,444	2,684,086	27
Czech Republic	1,347	4,282,280	3,744,101	12,891,853	147
Uzbekistan	294	4,275,794	3,175,552	3,385,457	16
Russian Federation	749	4,148,362	3,993,189	13,257,004	98
Colombia	185	4,130,625	279,606	221,898	93
Dominican Republic	268	3,838,561	256,227	40	85
Turkey	1,209	3,789,177	3,563,704	9,085,290	111
Cuba	76	3,205,626	214,413	0.5	20
Serbia	500	2,714,732	2,175,324	4,637,955	45
Israel	190	2,431,333	206,989	520,958	25
Jamaica	56	2,210,797	76,012	--	26
Paraguay	146	2,178,978	172,384	596,913	23
Korea, Republic of	486	2,130,095	409,684	585,017	56
Estonia	219	2,068,589	1,439,396	3,919,008	51
Ghana	454	1,726,151	290,522	2,486,985	45
Guatemala	45	1,706,334	87,448	1,442	12
United Kingdom	2,445	1,693,448	1,200,905	3,724,707	179
Austria	765	1,527,230	1,097,383	3,620,057	130
Philippines	70	1,297,537	100,384	1,559,841	18
Kazakhstan	1,370	1,280,385	864,819	1,448,663	41
Azerbaijan	289	1,275,958	808,506	1,849,380	30
United Arab Emirates	2,013	1,186,099	687,695	2,658,084	111
Cameroon	13	1,157,783	1,120,478	2,740,157	7

3.3. Top 50 Global Import Countries (by Weight)



Below is an overview of the **top 50 importing countries** for wine classified under **HS Code 220421** based on the latest available shipment data. This information provides valuable insights into global import trends and market dynamics.

Key Note on Data Limitations:

For this research project, a notable limitation exists with the United States data. Specifically, the U.S. does not provide declared dollar values on its bills of lading—only weight data is available. Consequently, while weight metrics offer a reliable measure of shipment volumes, the absence of monetary values means that U.S. import values may appear skewed or incomplete when compared to countries that report both weight and dollar values. This discrepancy should be taken into account when making monetary comparisons across markets. Despite this limitation, the weight-based data remains an important indicator of market activity, allowing for meaningful analysis of import volumes and trends within the global wine market under HS Code 220421.

Country	No of Shipments	Weight (KG)	Quantity	Value (USD)	Importers
United States	50,040	760,692,544	84,832,294	29,221,282	3455
Russian Federation	49,988	358,431,104	278,760,949	656,472,768	507
Mexico	26,978	149,442,768	87,820,646	283,929,216	555
Ukraine	17,394	49,012,464	37,696,121	121,877,128	214
Brazil	20,269	48,016,736	67,927,410	66,361,604	2
Colombia	7,273	42,656,800	29,844,999	104,614,824	220
Paraguay	3,269	31,221,544	27,945,441	49,220,196	94
Namibia	43,839	30,096,698	-	41,990,108	261
China	6,510	28,489,502	29,790,440	6,020,276	96
United Kingdom	49,371	27,064,998	37,993,884	13,673,159	1591

Kazakhstan	13,576	25,244,524	22,171,100	57,337,876	222
Japan	6,719	23,524,350	34,040,055	2,884,525	14
Ghana	6,060	20,335,238	2,288,774	17,887,502	132
Ecuador	8,388	17,288,858	18,106,601	35,667,960	77
Philippines	6,796	15,762,492	11,714,013	37,758,356	109
Netherlands	5,644	15,303,831	20,921,118	2,906,574	6
Canada	7,534	12,989,360	16,282,917	368,606	4
Peru	15,035	11,743,019	12,994,569	41,841,328	188
Cameroon	628	11,509,913	6,648,265	17,459,972	169
Costa Rica	15,935	11,020,721	8,253,000	27,665,866	166
Korea, Republic of	2,091	7,654,040	8,992,364	540,292	5
Uruguay	5,007	7,615,694	3,917,071	32,690,358	111
Ireland	3,449	7,513,096	14,192,764	792,600	1
Panama	5,984	7,155,943	3,340,425	23,149,726	60
Germany	1,560	6,450,840	6,401,151	1,705,479	22
United Republic of Tanzania	1,071	5,887,940	3,585,237	18,449,910	71
Cote d'Ivoire	1,049	5,758,855	1,037,351	10,638,325	92
Denmark	1,764	4,911,427	3,875,546	53,034	6
Botswana	4,630	4,188,061	2,973,976	8,693,084	124
Turkey	1,397	4,157,055	4,422,486	12,702,730	56
Belarus	580	3,945,479	3,987,715	6,238,693	86
Uganda	4,252	3,662,130	2,711,793	6,948,160	116
Venezuela	1,031	3,558,844	1,404,010	7,512,467	58
Belgium	967	3,535,341	3,368,911	3,811,628	8
Finland	828	3,348,035	3,545,816	157,815	2
Poland	1,124	3,202,160	4,096,780	634,109	2
Sri Lanka	4,833	2,739,230	2,263,451	10,416,765	64
Sweden	826	2,708,997	3,016,683	629,161	5
Taiwan	918	2,168,147	1,536,012	874,295	7
Mongolia	366	2,089,398	2,131,893	1,837,391	66
Nigeria	212	1,963,372	186,021	1,526,860	40
Latvia	652	1,769,114	2,125,663	2,662,183	11
United Arab Emirates	985	1,597,702	1,159,713	1,449,196	11
Chile	3,403	1,584,668	1,764,094	7,128,181	31
Czech Republic	458	1,572,157	2,127,086	102,173	2
Guatemala	891	1,569,897	2,278,905	30,124	1
Switzerland	484	1,522,022	1,150,713	124,715	4
Dominican Republic	710	1,504,027	1,660,926	33,143	2
Hong Kong	828	1,420,434	1,379,833	614,325	12
Uzbekistan	2,900	1,413,353	1,110,929	22,830,882	60
Thailand	1,051	1,384,813	1,610,568	777,600	1
France	1,940	1,315,183	1,401,982	114,129,040	26
Lithuania	629	1,211,750	1,616,905	413,302	6
Norway	291	1,166,055	1,012,148	170,262	1
Singapore	835	1,118,575	1,228,010	2,596,851	9

Cyprus	483	964,963	3,399,045	193,108	1
Greece	173	961,818	1,902,860	3,215,584	2
Bahamas	129	949,279	262,652	1,103	2
Spain	1,740	947,137	903,380	5,980,927	4
Indonesia	3,492	934,361	1,090,384	3,915,897	31

3.4. Top 50 Ports of Origin (by Weight)

Below is a table listing the top 50 ports of origin for wine shipments under HS Code 220421, along with the number of exporters shipping from each port. You may notice that the dollar values in this table appear incomplete or understated for certain entries. This is because some countries do not disclose declared values on their bills of lading, and these missing figures have been excluded from the dataset.

Additionally, ports such as Singapore and Rotterdam often appear on this list because they function as major trans-shipment hubs—cargo may pass through these ports on its way from the actual origin to the final destination, which can sometimes obscure the true country of origin in the data.

Despite these limitations, port information remains a critical factor in understanding global trade flows. Port delays, throughput, and shipping rates significantly influence overall logistics costs and timelines. For instance:

- **Port Delays:** Congestion or labor disputes can delay shipments, affecting delivery schedules and incurring additional storage or demurrage fees.
- **Throughput:** Higher-capacity ports can handle larger volumes more efficiently, potentially lowering per-unit shipping costs.
- **Shipping Rates:** Ports with competitive carrier options and efficient infrastructure often enjoy lower freight rates, while ports with limited capacity or fewer carrier options may face higher shipping costs.

Port of Origin	No of B/L	Weight (KG)	Quantity	Value (USD)	Exporters	Importers
San Antonio	77,364	202,640,512	246,036,563	177,128,032	234	321
Taoranga	1,191	79,696,912	6,446,767	115,642	147	245
Le Havre	7,192	73,163,392	5,547,660	1,460,033	1833	767
Las Salinas	25,407	55,808,752	87,123,886	24,226,812	141	136
Leghorn	3,988	51,112,688	3,007,000	610,153	981	521
Genoa	1,930	50,636,880	2,795,805	42,560	331	301
Nelson	74	34,903,188	2,198,154	15,629	21	28
Valencia	2,330	33,317,244	3,943,892	5,708,910	312	302
Gioia Tauro	134	32,722,712	231,094	325.769	43	49
La Spezia	2,457	32,497,292	2,182,532	433,164	606	352
Adelaide	1,512	22,339,324	1,929,492	3,758,157	47	92
Sines	807	21,160,360	1,433,806	--	260	208
Barcelona	3,314	20,095,480	2,037,813	5,110,826	479	369
Auckland	175	18,160,060	1,478,364	59,655	16	36
Fos	891	14,095,977	920,156	--	385	219
Cape Town	1,162	11,227,323	2,030,066	1,776,526	159	126
Algeciras	300	8,459,978	581,161	123,665	84	100
Veracruz	408	7,500,011	1,352,069	5,709,145	156	192
Rotterdam	271	6,065,243	428,503	31,703	98	97
Manzanillo	214	5,821,767	915,333	2,338,294	87	81
Montevideo	656	2,400,175	2,308,708	10,741,972	45	71
Haifa	114	2,328,271	162,240	--	13	13
Naples	87	2,004,352	154,965	14,179	42	42
Rio Grande	7	1,943,610	16,544	--	3	5
Pusan	246	1,881,801	263,976	242,250	62	76
Hamburg	207	1,555,322	135,367	137,408	63	61
Riga	312	1,526,163	944,570	3,338,551	46	16
Kingston	57	1,342,694	80,311	--	27	25
Shanghai	121	1,203,479	74,610	--	65	56
Port Chalmers	61	1,124,429	80,438	--	13	2
Colombo	76	1,034,737	81,167	8,489	21	20
Quatema	27	1,006,408	51,040	--	8	2
Lisbon	86	882,445	657,454	1,846,560	22	15
Salerno	35	872,737	43,986	30,720	14	14
Yantian	101	872,266	106,414	--	55	73
Ningbo	69	834,761	143,566	--	45	48
Bremerhaven	76	754,287	87,582	--	33	31
Bilbao	190	644,766	208,732	1,379,847	22	20
Singapore	241	604,651	135,806	404,127	42	41
Puerto Quetzal	9	587,468	29,021	--	2	3
Tianjin	29	574,059	47,636	--	1	12
Pyongtaek	1	501,073	267	--	1	1
Almirante	8	452,496	23,040	--	2	2

Callao	598	448,137	530,860	1,388,730	24	29
Istanbul	28	442,039	29,612	--	25	11
Balboa	19	427,931	23,609	--	10	9
Pointe a Pitre	27	325,345	25,226	--	25	11
Klaipeda	55	315,820	204,918	971,687	2	2
Napier	13	307,347	21,427	--	6	8
Dunkerque	21	306,829	40,319	--	6	5

3.5. Top 50 Ports of Delivery (by Weight)

The below table highlights the key ports where wine shipments ultimately arrive and are received by importers. It details the number of importers utilizing each port, offering insight into the distribution network within the global wine market.

- **Data Limitations:** Similar to the ports of origin table, dollar value data is not fully captured because some countries do not provide declared monetary values on their bills of lading. Therefore, the analysis relies primarily on weight and shipment counts.

- **Trans-Shipment Hubs:** Certain ports, such as Singapore and Rotterdam, may appear on the list due to their role as major trans-shipment hubs. These ports handle significant cargo volumes, including shipments re-routed to final destinations.

- **Supply Chain Impact:** Delivery ports are crucial to overall logistics performance. Factors like port congestion, throughput efficiency, and shipping rates at these ports directly affect delivery times and final distribution costs. Efficient ports can reduce delays and lower overall logistics expenses, enhancing the reliability of the supply chain.

Port of Delivery	No of B/L	Weight (KG)	Quantity	Value (USD)	Exporters	Importers
New York/Newark Area	20,773	277,974,656	31,865,596	2,124,817	3745	1577
Oakland, California	1,272	108,552,672	6,643,626	--	605	287
Veracruz	14,355	76,579,736	35,650,451	159,262,736	986	313
Savannah, Georgia	1,530	59,265,216	4,769,232	--	476	286

Miami, Florida	1,604	54,549,912	3,162,430	173,487	541	307
Manzanillo	6,889	45,935,664	40,658,899	73,217,088	233	134
Los Angeles, California	2,169	42,889,392	3,930,327	--	548	300
Philadelphia, Pennsylvania	1,628	35,632,812	3,411,373	414,163	218	94
Northeast Region, Boston, Massachusetts	776	18,612,802	1,206,190	--	243	131
Norfolk, Virginia	2,611	15,441,137	2,287,975	--	615	175
Manila	6,346	15,395,287	11,593,219	37,153,356	413	78
Yokohama	4,129	13,126,563	22,122,112	1,753,377	56	1
Rotterdam	5,413	13,105,453	18,125,472	2,457,597	56	1
Port Everglades, Florida	401	13,061,499	886,045	--	186	135
Charleston, South Carolina	2,051	11,718,990	2,327,200	--	138	92
Callao	14,920	11,604,250	12,874,621	41,513,268	218	185
Seattle, Washington	684	11,494,530	762,409	--	329	95
Long Beach, California	487	9,282,776	709,880	--	204	188
Jacksonville, Florida	387	8,980,424	587,634	--	99	22
Pusan	2,013	7,044,412	8,694,394	466,551	74	1
Buenaventura	1,528	4,505,093	8,199,857	3,323,249	44	1
Baltimore, Maryland	1,132	3,833,875	839,884	--	163	54
Vancouver, BC	1,771	3,319,239	4,756,443	--	56	1
Progreso	577	3,313,411	2,051,238	5,320,561	60	31
Montreal, QUE	1,074	3,007,165	3,407,922	10,950	42	1
Kobe	1,222	2,866,640	4,321,708	--	23	1
Montevideo	1,881	2,736,617	2,589,039	15,139,855	33	49
New Orleans, Louisiana	382	2,420,589	399,245	--	27	24
Caldera	2,563	2,045,962	894,881	5,566,739	12	38
Gulfport, Mississippi	20	1,768,296	90,432	--	5	3
La Guaira	341	1,615,974	0	3,251,058	9	40
Aarhus	489	1,080,543	1,335,150	--	15	1
Chi Lung	745	1,065,193	1,203,465	79,520	53	1
Sao Paulo	618	1,050,072	1,823,470	41,109	26	1
West Palm Beach, Florida	62	939,222	82,114	--	29	21
Halifax, NS	1,068	893,280	1,046,768	2,979	38	1
Helsinki	297	874,119	1,206,153	--	5	1
Port Hueneme, California	17	754,507	41,770	--	3	4
Hong Kong	728	738,147	942,897	60,304	47	2
Oslo	171	677,793	582,015	--	11	1

Lazaro Cardenas	31	580,229	234,176	1,339,244	16	11
Le Havre	294	421,525	573,507	92,596,784	25	4
Cebu	93	265,057	77,858	249,609	18	10
Puerto Cabello	114	264,928	0	662,090	3	5
Walvis Baai	494	256,710	0	846,031	25	23
Tampa, Florida	11	216,191	15,536	--	7	4
Balboa	400	199,414	931,400	2,330	18	1
Jakarta	536	176,279	302,391	1,324,041	46	11
Salvador	165	173,984	150,565	--	10	1
Rio Grande	55	154,008	187,968	--	2	1

3.6. Top 50 Global Exporters (by Weight)

Available in purchased copy

3.7. Top 50 Global Importers (by Weight)

Available in purchased copy

4. United States

4.1. Understanding U.S. Wine Consumer Preferences

4.1.1. Overview of Consumer Trends

U.S. wine consumers have shown evolving tastes over the past few years, and this evolution is reshaping the market. Today's drinkers are gravitating toward lighter, more refreshing wine styles. Data from 2022 to 2025 reveal that white wines, characterized by vibrant acidity and fruit-forward profiles, have steadily increased in popularity. Varietals such as Sauvignon Blanc and Pinot Grigio are frequently favored, especially among younger consumers. At the same time, traditional red wines—once the stalwart of the market—are experiencing a decline in everyday consumption, with many consumers reserving robust reds for special occasions rather than as a regular part of their diet.

4.1.2. Lighter Wine Preferences and Flavor Profiles

In recent years, the move toward lighter wine options has been pronounced. Consumers are increasingly seeking wines that are easy to drink, pairing well with casual meals and social events. This preference shift is partly driven by an interest in wines that complement a modern, health-conscious lifestyle. Lighter wines, with lower tannins and a refreshing finish, appeal to those who value both flavor and versatility. As a result, wineries have expanded their portfolios to include crisp whites and delicate rosés, which are seen as more accessible and versatile for a wide range of occasions.

4.1.3. Health and Wellness Consideration

Another critical aspect of consumer preference is the emphasis on health and wellness. As more consumers become aware of the benefits of moderating alcohol intake, there has been a noticeable surge in demand for low-alcohol and lower-calorie wines. These options allow consumers to enjoy the sensory experience of wine without compromising their health goals. Wineries have responded by innovating with lower-ABV versions of traditional wines and by marketing these options as "better-for-you" choices. This trend resonates particularly well with younger demographics, who often view wine not just as a beverage but as part of a balanced lifestyle.

4.1.4. Brand Loyalty and Experimentation

Historically, wine consumers were known for their brand loyalty, but recent trends point to a more experimental attitude. While a core group of enthusiasts continues to support legacy

brands and traditional varietals, an increasing number of consumers are exploring lesser-known labels and novel wine styles. This willingness to experiment is particularly apparent among Millennials and older members of Generation Z, who are less tied to established names and more interested in discovering new, unique wine experiences. The result is a marketplace where innovative storytelling and distinctive packaging have become essential tools for capturing the attention of an adventurous audience.

4.1.4. Packaging and Experiential Trends

Packaging has also become a key factor in shaping consumer preferences. In addition to the traditional 750 mL glass bottle, alternative formats such as cans and smaller, convenient bottles have gained traction. These innovations appeal to consumers who value portability and ease of use, especially in social and outdoor settings. Moreover, wine is increasingly viewed as an experience rather than a mere commodity. Consumers now seek out wineries and retail outlets that offer immersive tasting events, educational sessions, and interactive experiences that enhance the overall enjoyment of wine. The convergence of quality, convenience, and engaging consumer experiences defines the future trajectory of U.S. wine preferences.

4.2. Drivers of Wine Market Consumption in the U.S.

4.2.1. Demographic Shifts and Generational Change

One of the most influential drivers of wine consumption in the United States is demographic change. The aging Baby Boomer generation, long the foundation of wine consumption, is gradually being replaced by Millennials and Generation X. These younger groups, while enthusiastic about wine, generally drink less frequently than their predecessors. This shift results in lower overall consumption volumes despite a growing interest in premium wines. The evolution of consumer demographics not only affects the volume of wine consumed but also alters purchasing patterns, with newer generations placing greater emphasis on quality, authenticity, and unique wine experiences.

4.2.2. Economic Influences and Spending Habits

Economic factors have played a significant role in shaping consumption. The period from 2022 to 2025 has been marked by high inflation and economic uncertainty, which have squeezed household budgets. As discretionary spending tightens, many consumers are re-evaluating their purchases of non-essential items such as wine. While overall consumption volumes have dipped, there has been a notable shift toward premium wines. Consumers are increasingly willing to "drink less but better," opting to spend more on each bottle. This premiumization trend has helped sustain the market's retail value, even as the total volume of wine sold declines.

4.2.3. Health and Wellness Trends

The rising importance of health and wellness has had a profound effect on wine consumption. With a growing segment of the population becoming more health conscious, there has been an increased demand for wines that align with a balanced lifestyle. The surge in popularity of low-alcohol and lower-calorie wines is a direct response to these evolving attitudes. Consumers, particularly those in younger demographics, are increasingly seeking beverages that allow them to enjoy social occasions without compromising their health goals. This shift toward healthier drinking habits is further reinforced by public discourse on the potential risks associated with alcohol consumption, prompting a move toward moderation.

4.2.4. Competitive Dynamics in the Beverage Sector

Competition from other beverage categories is another driver influencing the U.S. wine market. Ready-to-drink cocktails, hard seltzers, craft beers, and even cannabis-based products have captured the interest of consumers, particularly those in the younger age

brackets. These alternatives are often more convenient, trendy, and aggressively marketed through digital platforms, making them attractive substitutes for wine. As consumers juggle multiple beverage options, the wine industry is forced to innovate and differentiate itself by emphasizing quality, heritage, and unique taste profiles. This competitive landscape pushes wine producers to refine their product offerings and adapt their marketing strategies to reclaim market share.

4.2.5. Distribution Channels and Social Trends

Changes in distribution and the evolving role of digital marketing have also driven wine consumption patterns. The post-pandemic era saw a major shift toward off-premise consumption and online sales channels. Direct-to-consumer platforms, subscription services, and wine clubs have grown in importance, enabling consumers to explore a wider range of options from the comfort of their homes. Moreover, the social aspect of wine—tastings, events, and experiential marketing—has been leveraged to create a deeper connection with consumers. Social media platforms have become a key tool for reaching new audiences, particularly among younger drinkers who rely on digital recommendations. The combination of innovative distribution models and enhanced social engagement is reshaping how consumers purchase and experience wine in the modern market.

4.3. U.S. Wine Market Growth

4.3.1. Market Size and Volume Trends

The U.S. wine market remains one of the largest in the world, yet its growth trajectory has undergone significant changes between 2022 and 2025. While the market historically enjoyed expanding volumes, recent trends indicate a gradual contraction in total wine consumption. Despite a population that continues to grow, the percentage of regular wine drinkers has not kept pace, leading to a decline in the overall volume of wine sold. For wines under HS Code 220421, this contraction is particularly evident as traditional bottled still wines face competition from alternative beverage options and evolving consumer habits.

4.3.2. Retail Sales Value and Premiumization

Contrasting with the decline in volume, the retail value of wine sales has remained relatively robust. Even though consumers are buying fewer bottles overall, they are choosing to spend more per bottle. This phenomenon, known as premiumization, reflects a market shift where the focus is on quality rather than quantity. Higher prices driven by increased production costs and inflation have also contributed to this trend. Consumers are now more inclined to purchase premium wines that promise enhanced quality and a better overall drinking experience. As a result, while the physical volume of wine may decline, the overall revenue generated by the U.S. wine market has shown modest growth.

4.3.3. Growth Rates and Market Dynamics

The overall growth narrative of the U.S. wine market is characterized by a dual dynamic: declining volume paired with stable or modest value growth. Annual declines in volume have been observed, but this is offset by rising average prices and a shift toward premium categories. Economic challenges, such as inflation, have forced many consumers to adjust their spending habits, thereby reinforcing the premiumization trend. Furthermore, the interplay between domestic production and imports is changing the market's structure. Domestic producers, particularly those in California, have faced oversupply challenges in certain segments, which has led to competitive pricing and increased marketing efforts to sustain demand.

4.3.4. Domestic vs. Imported Wine

The relationship between domestic and imported wines adds another layer of complexity to the market growth story. U.S. consumers have traditionally shown a strong preference for domestically produced wines, which have historically benefited from familiarity and local pride. However, in the recent period, a notable shift has occurred, with some imported wines

gaining traction due to their premium positioning and unique flavor profiles. While overall imports have been affected by economic conditions and currency fluctuations, the premium segment has seen steady demand, reflecting consumer willingness to pay more for quality and exclusivity.

4.3.5. Future Outlook and Strategic Considerations

Looking ahead, the market is expected to continue its current trend of flat or modest value growth despite declining volume. Long-term projections suggest that the U.S. wine industry is entering a period of structural adjustment, where innovation in product offerings and marketing will be key to sustaining growth. Producers are focusing on developing new formats and packaging, as well as investing in digital channels to reach a broader audience. In this mature market, success will depend on the ability to adapt to shifting consumer preferences and to capture the higher margins offered by premium wine segments. Ultimately, while the overall volume of wine may shrink, the U.S. market's total retail value is likely to remain strong if industry players can successfully navigate these challenges.

4.4. U.S. Wine Market Consumer Awareness

4.4.1. General Awareness and Knowledge Levels

Consumer awareness in the U.S. wine market encompasses the depth of knowledge about wine varieties, production methods, and the cultural significance of wine. Over the period from 2022 to 2025, awareness among consumers has shown mixed results. While a dedicated core of enthusiasts is highly informed about different varietals, production techniques, and regional distinctions, the broader public's understanding remains superficial. Only a fraction of American adults regularly engage with wine, and among these, many view it as a casual beverage rather than an art form with deep cultural roots.

4.4.2. Educational Initiatives and Industry Efforts

To address this gap, the wine industry has made significant efforts to educate consumers. Retailers and wineries have embraced in-store tastings, online wine courses, and interactive digital platforms that simplify complex wine terminology. These initiatives are designed to make wine more accessible, breaking down the barriers of perceived elitism. Through social media campaigns and engaging content, the industry is working to demystify wine and present it in a way that resonates with both new and experienced consumers. The goal is to enhance overall wine literacy, encouraging more informed purchasing decisions and greater appreciation of the product.

4.4.3. Digital Influence and Information Overload

The rise of digital platforms has revolutionized how consumers learn about wine. Today, many buyers rely on online reviews, video tutorials, and social media influencers to guide their choices. This digital influence has made wine information widely available, but it has also contributed to an overload of conflicting opinions and technical jargon. As a result, many consumers gravitate toward simplified guidance, using clear visual cues and concise tasting notes provided by retailers. This reliance on digestible content highlights the importance of straightforward communication and effective digital storytelling in boosting consumer awareness.

4.4.4. Cultural Context and Changing Perceptions

The cultural context of wine consumption is also evolving. Wine, once seen as a sophisticated and somewhat exclusive drink, is now being repositioned as a more inclusive and everyday beverage. This shift is particularly evident among younger consumers, who approach wine as one of many options for socializing rather than a mark of prestige. As wine becomes more democratized, the challenge for the industry is to strike a balance between maintaining its

heritage and appealing to a broader audience. The effort to simplify wine education without diluting its rich cultural context is central to improving overall consumer awareness.

4.4.5. Marketing Strategies and Consumer Engagement

Effective marketing has played a vital role in shaping consumer perceptions of wine. Modern campaigns leverage digital channels to tell engaging stories about a wine's origin, production process, and unique qualities. By using relatable narratives and authentic imagery, wine brands are making the category more approachable. These strategies are particularly effective with younger consumers who prefer content that is both informative and entertaining. The focus on transparency and clear communication has helped bridge the gap between wine experts and casual drinkers, ultimately fostering a more informed and confident consumer base.

4.5. U.S. Wine Market Consumer Preferences by Demographic Segments

4.5.1. Preferences by Age and Generation

Different age groups exhibit distinct preferences when it comes to wine consumption. Older consumers, particularly Baby Boomers, have long been the foundation of the U.S. wine market. They tend to favor classic varietals like Cabernet Sauvignon, Chardonnay, and Merlot, showing strong brand loyalty and a preference for familiar, time-tested styles. However, as this generation ages, their consumption frequency is decreasing, which is gradually creating a vacuum in overall volume. In contrast, Generation X and older Millennials are emerging as the new core consumers. These groups are more open to exploring diverse wine styles and are often willing to pay a premium for wines that offer both quality and a unique story. Younger Millennials and the early cohort of Generation Z, while more experimental in their tastes, generally drink less frequently, tending toward lighter, sweeter, or more novel wine formats that fit a fast-paced, convenience-oriented lifestyle.

4.5.2. Preferences by Gender

Gender plays a significant role in wine preferences. In the U.S., women are more likely to choose wine over other alcoholic beverages, with a strong inclination toward lighter wines such as rosé and crisp whites. Their purchasing decisions are often influenced by factors such as flavor profile, packaging appeal, and the overall drinking experience. Women are also more responsive to marketing that emphasizes lifestyle and social experiences. On the other hand, men—though less likely to consume wine regularly compared to beer or spirits—are often more focused on red wines, especially those that are associated with quality and heritage. Male consumers, particularly older ones, tend to be more brand loyal and appreciate detailed information on wine origins and production methods. These differences inform targeted marketing strategies that cater to the distinct tastes and buying behaviors of each gender.

4.5.3. Preferences by Income and Education

Income and education level significantly shape wine consumption patterns. Higher-income and well-educated consumers are more inclined to purchase premium wines and view wine as a symbol of status and sophistication. These consumers are less price-sensitive and often seek out wines that offer both quality and a unique experience. They are also more likely to engage in educational efforts around wine, exploring details about grape varietals, terroir, and winemaking practices. In contrast, consumers with lower incomes or lower educational

attainment may prioritize value and affordability. Their choices tend to favor more budget-friendly options, and they are less likely to experiment with new wine styles. As a result, the market has seen a clear segmentation where premium wines cater to affluent, educated buyers, while more cost-effective options remain important for broader accessibility.

4.5.4. Preferences by Ethnicity and Cultural Background

Ethnicity and cultural heritage also influence wine preferences. Traditionally, non-Hispanic white consumers have dominated wine consumption; however, trends are shifting as minority populations increase their presence in the market. Hispanic consumers, for instance, are showing growing interest in wine as part of a broader culinary culture, often favoring wines that complement traditional flavors and dishes. African American and Asian American consumers are also gradually embracing wine, with many showing a preference for wines that align with modern, inclusive lifestyles. Wine brands are beginning to tailor their products and marketing campaigns to resonate with these diverse cultural groups, using bilingual labels and culturally relevant messaging to bridge any gaps in perception.

4.5.5. Regional and Lifestyle Influences

Regional differences further underscore the diversity of consumer preferences. Urban centers, particularly on the coasts, tend to have a higher concentration of wine drinkers who are exposed to a wide variety of wine options through sophisticated retail and dining environments. These consumers are typically more experimental and are willing to try new formats such as canned wines or single-serve options. In contrast, consumers in more rural or traditionally non-wine-centric regions may favor familiar, established wine styles. Lifestyle factors—such as the frequency of dining out versus at-home consumption—also impact preferences. Urban consumers who dine out regularly may opt for wines recommended by restaurants or curated for specific pairings, while home consumers might prioritize wines that offer convenience and versatility for everyday meals.

4.6. U.S. Detailed Analysis of the Retail Environment

4.6.1. Structure of the U.S. Wine Market

The U.S. wine market is characterized by its decentralization due to state-by-state regulation. This has resulted in a patchwork system where the retail landscape can vary significantly from one state to another. Some states operate under a three-tier system with state-controlled liquor stores, while others allow private sales through independent retailers and large supermarket chains. This fragmented structure fosters a competitive environment, where both large-scale retailers and boutique outlets thrive.

4.6.2. Distribution Channels

Wine is distributed in the U.S. through several channels, each catering to different consumer segments and purchasing behaviors:

- **Specialty Wine Shops:** These outlets focus on offering curated selections and personalized service. They often feature tastings and expert advice to help consumers navigate extensive varietal choices.
- **Supermarkets and Big-Box Retailers:** Large retailers such as Costco, Walmart, and Target provide wine at accessible price points and offer broad selections to meet high-volume demand.
- **State-Run Liquor Stores:** In states with government-controlled sales, state-run outlets offer a mix of domestic and imported wines under strict regulatory oversight.
- **Direct-to-Consumer (DTC):** Wineries increasingly sell directly to consumers via their own websites, offering exclusive products and club memberships.
- **E-commerce Platforms:** Online channels have grown significantly over the last decade, offering convenience, detailed product information, and nationwide access to a variety of wines.

4.6.3. Regulatory Environment

The wine retail market in the U.S. is governed by both federal and state regulations. The Alcohol and Tobacco Tax and Trade Bureau (TTB) oversees production and labeling standards, while state-specific laws regulate distribution, licensing, and sales practices. These regulations affect everything from store hours and advertising guidelines to the sale and shipment of wine online. Retailers must continuously adjust to changing legal

requirements, ensuring robust age verification and compliance with state-by-state restrictions.

4.6.4. Major Supermarkets and Big-Box Retailers

Large-scale retailers play a crucial role in the U.S. wine market by offering consumers convenience and competitive pricing. Notable examples include:

- **Costco:** Known for its bulk purchasing power, Costco offers a wide selection of wines, including both affordable and premium options. Their wine sections are particularly popular for offering high-quality wines at competitive prices.

- **Walmart:** With an extensive network across the country, Walmart provides accessible wine options in most markets. Their partnerships with leading wine distributors ensure that both domestic and imported wines are available to a broad consumer base.

- **Target:** Target has expanded its grocery and beverage sections in recent years, now featuring a curated selection of wines that cater to a younger, style-conscious demographic.

4.6.5. Specialty Wine Shops and Independent Retailers

Specialty retailers differentiate themselves by offering expert guidance, tastings, and a more personalized shopping experience:

- **Total Wine & More:** As one of the nation's largest wine retailers, Total Wine & More features an extensive inventory with thousands of labels. Their knowledgeable staff and frequent in-store tastings help guide consumers to both well-known and emerging labels.

- **BevMo!:** Predominantly found in the western United States, BevMo! specializes in a wide range of alcoholic beverages with a significant focus on wine. They offer competitive pricing and seasonal promotions that attract a diverse clientele.

- **Local Boutique Wine Shops:** Independent retailers and boutique wine shops in urban centers and upscale neighborhoods provide carefully selected wine lists, often emphasizing artisanal and imported wines. These shops are known for their curated selections, wine club memberships, and educational events.

4.6.6. State-Run Liquor Stores

In several states, such as Pennsylvania and Virginia, state-run liquor stores dominate the retail landscape. These stores are tightly regulated by state authorities and offer a controlled mix of wines. Their product ranges often include both domestic wines and a selection of high-end imports, although availability can be subject to state-specific rules and sales restrictions.

4.6.7. Online E-commerce Platforms

The expansion of e-commerce has revolutionized the U.S. wine retail landscape. A wide variety of online platforms now offer extensive wine selections, detailed product information, and convenient nationwide shipping. Below are ten notable online e-commerce platforms that cater specifically to wine consumers in the United States, along with their URLs:

1. **Wine.com** https://www.wine.com
   A leading online wine retailer with an extensive catalog and expert reviews.

2. **Total Wine & More** https://www.totalwine.com
   Offers a robust online presence with a wide range of wines, including imported labels.

3. **Vivino** https://www.vivino.com
   A community-driven platform where consumers can purchase wines and read user reviews.

4. **Drizly** https://www.drizly.com
   Focused on delivering wine and other alcoholic beverages quickly to consumers' doorsteps.

5. **Wine Library** https://www.winelibrary.com
   An online retailer offering a curated selection of wines with competitive pricing.

6. **K&L Wine Merchants** https://www.klwines.com
   Known for its carefully selected inventory and expert recommendations.

7. **Binny's Beverage Depot** https://www.binnys.com
   Provides an extensive range of wines and spirits, serving both local and national markets.

8. **Saks Wine** https://www.sakswine.com

A boutique online retailer specializing in high-end and imported wines.

9. Wine Access https://www.wineaccess.com
   Offers exclusive wines and unique selections curated by industry experts.

10. The Wine Cellar Insider https://www.thewinecellarinsider.com
    Provides not only a retail platform but also in-depth editorial content and wine reviews.

Additional online platforms that further support wine e-commerce include Instacart (which partners with local retailers for wine delivery), Amazon Wine (integrated into the broader Amazon platform), and regional specialty sites that cater to local wine enthusiasts.

4.7. U.S. Demand (by Weight)

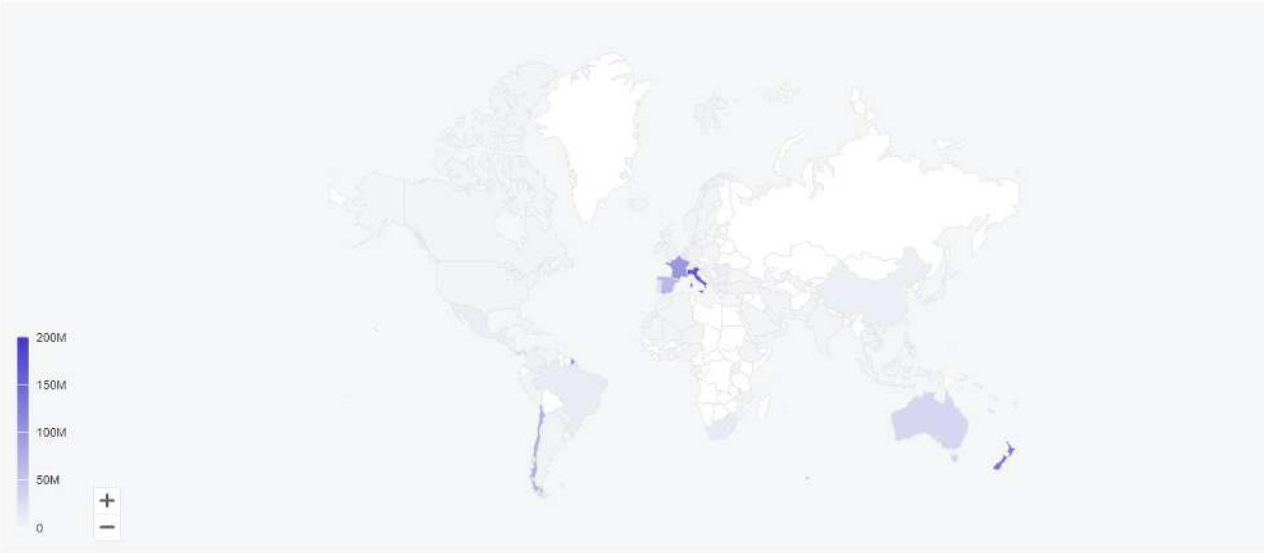
This chart shows a **weight-based view** of U.S. wine imports from January 2024 to January 2025. The data indicates a **stronger inflow** during the early months of 2024—likely tied to seasonal demand, supplier restocking, or pre-summer promotions—followed by a **notable dip** around mid-year. A smaller rebound appears in late summer, after which the overall trend **declines again** toward the end of 2024 and into January 2025. These fluctuations may be attributed to **seasonal consumption patterns**, changing distributor and retailer inventories, and typical supply chain cycles (e.g., importers front-loading shipments ahead of peak consumption periods, then slowing down once stocks are built up).

Because U.S. Customs and Border Protection does not release comprehensive dollar values, the **weight (kg)** measure serves as our most reliable indicator of volume and overall demand. Although some approximate dollar values can be obtained from export customs declarations in other countries, these figures can be incomplete or skewed, especially if the United States is not consistently reporting its own values. Thus, the **weight-based trend** is the best way to gauge real shifts in U.S. wine import activity.

Month	Number of B/L	Weight (kg)	Quantity	Value (USD)	Exporters	Importers
Apr-24	5,426	112,470,792	9881850	2,431,668	1,556	832
Jan-24	5,006	112,044,208	11387358	1,974,537	1,084	725
Mar-24	4,948	89,591,704	9213754	2,930,606	1,289	783
Jul-24	5,164	74,197,224	8897726	3,520,437	1,213	813
Aug-24	4,430	73,479,536	7704742	2,023,675	1,224	732
May-24	5,623	68,440,704	9580378	3,954,773	1,529	809
Feb-24	3,862	53,514,008	5896037	2,742,353	1,107	612
Jun-24	4,203	47,716,948	5589480	2,576,231	1,039	486

Sep-24	3,043	35,545,448	4829741	2,385,742	804	492
Nov-24	3,542	34,116,604	5808098	2,789,410	624	434
Oct-24	2,576	25,423,608	3920562	1,707,869	611	362
Dec-24	787	13,626,977	818975	126,615	425	264
Jan-25	761	11,028,792	712592	34,981	383	173

4.8. Which Country Exports the Most to the U.S. (by Weight)



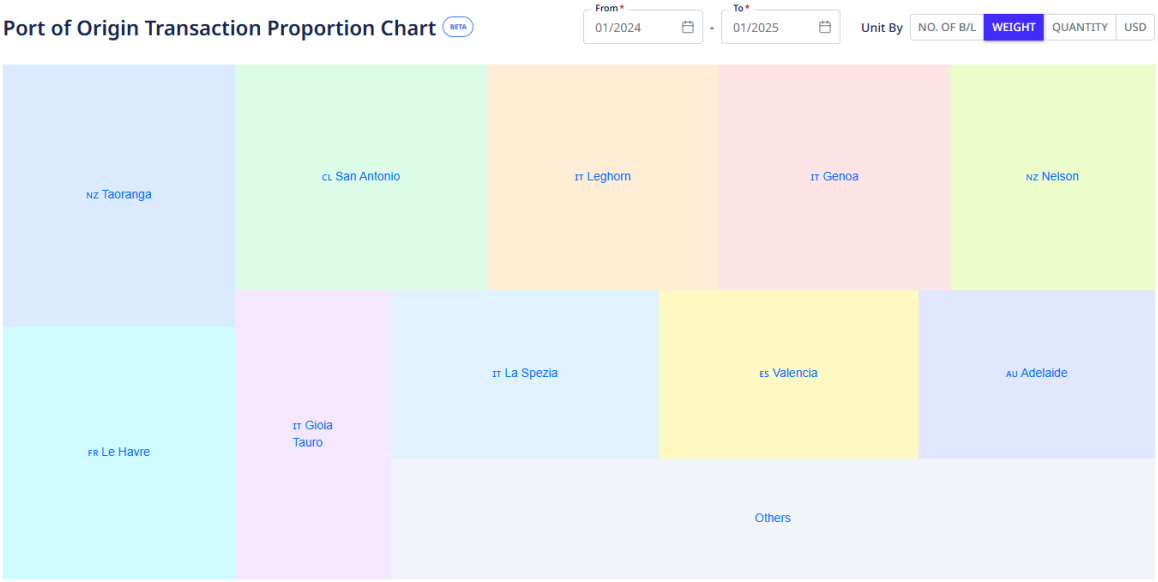
This table lists the **top wine-exporting countries** sending products to the United States, with columns for the number of bills of lading, total weight (kg), total quantity, and reported dollar value (USD). By looking at the weight (kg) column, we can see which countries ship the largest overall volume to the U.S. For example, Italy and New Zealand appear near the top in terms of total weight, indicating that they are among the leading suppliers of wine imports to the U.S. market.

It is important to note, however, that **the dollar values in this table may be inaccurate** or incomplete. This is because the U.S. government (specifically U.S. Customs and Border Protection) does not consistently provide detailed dollar values for imports, so the figures shown here are drawn from export-side customs declarations. In some cases, these export records may be missing or misaligned with actual U.S. import values, leading to potential discrepancies. Therefore, the best measure of relative export activity in this table is the **weight (kg)** column, rather than the listed dollar amounts.

Country	Number of B/L	Weight (KG)	Quantity	Value (USD)	Supplier List
Italy	7,074	165,456,480	7,987,434	--	1458
New Zealand	1,230	132,138,640	10,041,959	--	135
France	6,823	99,606,648	7,049,451	--	1901
Chile	22,597	72,842,432	40,467,824	27,168,880	264
Spain	2,858	64,650,676	3,912,376	--	782
Panama	1,397	38,263,256	2,386,820	--	267
Australia	505	32,476,536	1,392,600	--	70
Bahamas	738	22,272,224	1,540,839	--	113
Portugal	812	21,130,788	1,456,186	--	257
South Africa	635	12,552,620	1,503,440	--	148
Brazil	457	11,048,401	576,816	--	83

Belgium	407	10,501,029	693,879	--	91
Greece	166	6,785,849	343,685	--	102
Mexico	194	6,449,831	402,936	78,861	75
Netherlands	234	5,880,318	414,587	--	85
China	428	5,096,183	724,079	--	195
Romania	107	4,943,658	312,444	--	58
Colombia	167	3,954,951	278,482	3,914	90
Germany	294	3,844,983	287,884	--	99
Dominican Republic	262	3,758,713	252,044	--	83
Cuba	53	2,304,979	155,290	--	15
Jamaica	55	2,188,919	75,052	--	25
Israel	104	2,077,981	145,595	--	14
Paraguay	87	2,047,987	115,573	--	20
Korea, Republic of	111	1,992,847	60,680	--	48
Guatemala	41	1,705,415	87,374	--	11
Argentina	52	1,442,101	77,352	--	11
Turkey	159	1,328,232	235,617	770,138	68
Norway	93	1,115,852	72,423	--	29
United Kingdom	65	1,089,650	300,644	--	37
Sri Lanka	44	995,131	79,232	--	16
Iran, Islamic Republic of	25	792,104	44,579	--	8
Guadeloupe	45	768,480	53,605	--	20
Albania	119	564,137	37,096	--	25
Georgia	38	561,415	43,160	--	24
Svalbard and Jan Mayen	24	441,184	27,377	--	4
Honduras	17	429,210	24,878	--	3
Morocco	9	424,636	2,389	--	6
Peru	323	379,752	263,202	914,426	19
Canada	23	363,677	13,782	--	8
Sweden	27	354,219	10,892	--	1
Malaysia	16	318,841	11,879	--	9
Singapore	23	293,175	17,778	--	20
Montserrat	27	282,647	16,513	--	3
Lao People's Democratic Republic	15	274,471	10,952	--	5
US Virgin Islands	17	237,477	21,545	--	7
Philippines	32	236,418	25,943	17,925	15
Uruguay	15	197,378	12,617	45,213	7
Algeria	11	155,830	10,674	--	2
Denmark	6	140,048	9,499	--	4

4.8. Top Ports of Origin for Exports to the U.S. (by Weight)



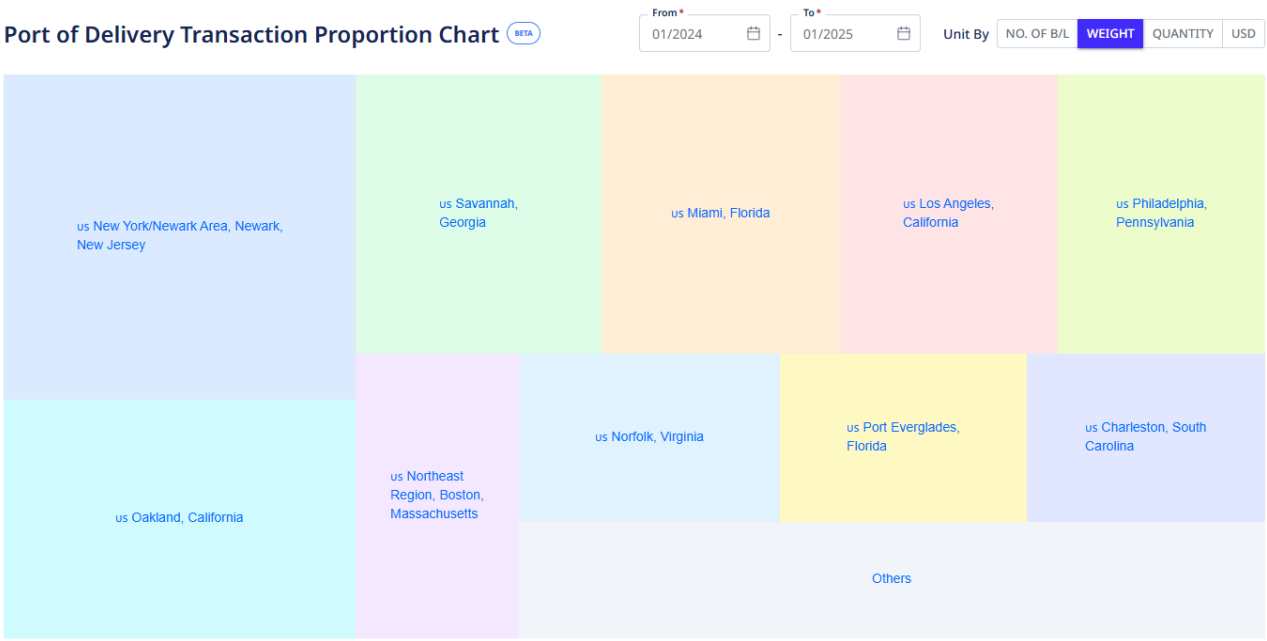
This table lists the **primary ports of origin** through which wine is exported en route to U.S. importers. Each row shows key metrics such as the **number of bills of lading**, **weight (kg)**, **quantity**, and a **reported dollar value (USD)**, along with the **number of suppliers** and **buyers** shipping through that port. By sorting or comparing these columns, one can quickly see which ports handle the largest overall volume of shipments.

It is crucial to note, however, that **dollar values can be misleading** or incomplete. Because U.S. Customs does not release comprehensive dollar data for wine imports, we rely on export declarations from various countries. These export-side declarations can differ from actual U.S. import values due to incomplete reporting, currency conversions, or other administrative inconsistencies. As a result, the **weight (kg)** column provides a more reliable indicator of real shipment volume and overall trade activity for each port.

Port of Origin	Number of B/L	Weight (KG)	Quantity	Value (USD)	Suppliers	Buyers
Taoranga	1,100	79,687,616	6,420,592	--	142	234
Le Havre	5,403	71,942,816	5,264,819	--	1768	702
San Antonio	20,332	65,012,956	35,556,962	17,381,144	178	121
Leghorn	3,316	50,564,792	2,914,459	--	933	495
Genoa	1,908	50,265,544	2,768,006	--	325	296
Nelson	68	34,892,076	2,192,133	--	20	27
Gioia Tauro	133	32,722,696	231,081	--	42	48
La Spezia	1,949	32,063,708	2,069,696	--	578	326
Valencia	985	29,773,516	1,769,128	--	269	216

Adelaide	105	22,187,492	659,755	--	29	36
Sines	789	20,857,824	1,411,931	--	258	207
Auckland	96	18,155,844	1,471,358	--	10	29
Barcelona	1,403	18,037,322	1,071,112	--	419	238
Fos	889	14,092,677	919,991	--	384	219
Cape Town	508	10,271,158	1,349,867	--	132	92
Algeciras	199	8,132,777	540,641	--	83	82
Rotterdam	244	5,985,484	421,220	--	94	92
Colon	243	5,646,322	383,113	--	69	49
Antwerp	187	5,372,813	383,372	--	65	77
Piraeus	108	4,991,599	297,186	--	80	46
Cartagena	227	4,877,444	340,688	3,914	139	117
Las Salinas	2,037	4,714,254	4,703,080	9,787,709	75	10
Melbourne	88	4,271,000	296,321	--	23	24
Constanta	20	4,227,716	264,696	--	6	6
Cartagena	213	3,677,263	233,952	--	56	53
Vigo	6	3,335,919	206,588	--	4	5
Caucedo	259	2,930,138	228,180	--	128	49
Manzanillo	66	2,891,275	177,590	--	35	24
Haifa	102	2,074,431	145,390	--	13	13
Naples	78	1,976,399	148,977	--	41	40
Rio Grande	7	1,943,610	16,544	--	3	5
Pusan	131	1,880,289	126,418	--	61	66
Hamburg	98	1,529,554	105,545	--	54	48
Kingston	57	1,342,694	80,311	--	27	25
Shanghai	121	1,203,479	74,610	--	65	56
Port Chalmers	61	1,124,429	80,438	--	13	2
Colombo	46	1,034,737	80,478	--	18	17
Quatema	27	1,006,408	51,040	--	8	2
Yantian	101	872,266	106,414	--	55	73
Salerno	34	864,590	38,429	--	13	13
Ningbo	69	834,761	143,566	--	45	48
Bremerhaven	75	754,270	87,578	--	33	31
Puerto Quetzal	9	587,468	29,021	--	2	3
Tianjin	29	574,059	47,636	--	1	12
Buenos Aires	22	562,516	26,501	--	8	9
Pyongtaek	1	501,073	267	--	1	1
Singapore	38	471,285	25,865	--	30	27
Almirante	8	452,496	23,040	--	2	2
Bilbao	26	448,846	23,517	--	15	15
Istanbul	28	442,039	29,612	--	25	11

4.9. Top Import Ports in the U.S. (by Weight)



This table shows the **top U.S. import ports** used to receive wine shipments under HS code 220421. The columns list the **number of bills of lading**, **weight (kg)**, **quantity**, **value (USD)**, and the **number of suppliers** and **buyers**. While the value column can be informative, it's important to note that these **dollar values may not be fully accurate** due to incomplete or inconsistent reporting from U.S. Customs. In many instances, export-side declarations are used in place of direct U.S. import data, leading to possible discrepancies in the reported amounts. Consequently, the **weight (kg)** metric remains the **most reliable indicator** of shipment volume and overall market activity for these wine imports.

Port of Delivery	Number of B/L	Weight (KG)	Quantity	Value (USD)	Suppliers	Buyers
New York/Newark Area	20,433	273,932,896	31,629,355	2,124,817	3674	1560
Oakland, California	1,268	108,547,584	6,643,317	--	602	287
Savannah, Georgia	1,504	58,811,396	4,746,533	--	470	283
Miami, Florida	1,587	54,316,112	3,150,319	173,487	532	302
Los Angeles, California	2,104	41,088,136	3,810,800	--	536	298
Philadelphia, Pennsylvania	1,615	35,383,536	3,393,273	414,163	215	93
Boston, Massachusetts	766	18,402,170	1,193,025	--	242	130
Norfolk, Virginia	2,591	15,182,905	2,268,448	--	609	172
Port Everglades, Florida	401	13,061,499	886,045	--	186	135
Charleston, South Carolina	2,042	11,660,435	2,321,717	--	134	90
Seattle, Washington	665	11,212,477	745,496	--	321	94
Long Beach, California	487	9,282,776	709,880	--	204	188
Jacksonville, Florida	387	8,980,424	587,634	--	99	22
Baltimore, Maryland	1,100	3,706,438	831,940	--	159	52
New Orleans, Louisiana	381	2,406,473	398,231	--	26	23

Gulfport, Mississippi	20	1,768,296	90,432	--	5	3
West Palm Beach, Florida	60	903,181	80,764	--	29	20
Port Hueneme, California	17	754,507	41,770	--	3	4
Tampa, Florida	11	216,191	15,536	--	7	4
Wilmington, North Carolina	2	22,922	34	--	2	2
Everett, Washington	9	16,290	1,166	--	4	7
Mobile, Alabama	3	13,512	493	--	3	3
Galveston, Texas	2	2,500	16	--	1	2
San Diego, California	11	2,245	1,071	14,454	5	1

4.9.1. New York & Newark

This table lists the top U.S. importers (by weight) of products classified under HS Code 2204 (wine) that have passed through the New York/Newark port complex. It shows the names of the companies, the number of bills of lading, total weight, quantity, and the associated trade value. A complete, more detailed list of all importers and additional data can be found on ADAMftd.com.

Buyers List

This is a list of buyers with HS code 220421 from Jan 01, 2024 until Jan 31, 2025

Companies	Number of B/L	Weight (KG)	Quantity	Value (USD)
ALBATRANS GMBH	743	15,410,451	961,802	–
FANDF FINE WINES INTERNATIONAL INC	362	2,341,029	149,782	–
JANDJ WINERY	269	765,910	48,219	–
SOCIETE DES ALCOOLS DU QUEBEC	260	5,532,144	375,912	–
AMC USA INC	257	5,408,389	320,163	–
PALM BAY INTERNATIONAL	240	4,136,318	298,882	–
D.B. WINES SELECTION INC.	184	282,493	17,528	–
WINE WINE SITUATION LLC	164	1,166,230	82,307	–
BANVILLE AND JONES WINE MERCHANTS INC	155	830,239	56,708	–
INTERCONTINENTAL PACKAGING CO DBA	132	2,601,035	137,994	–

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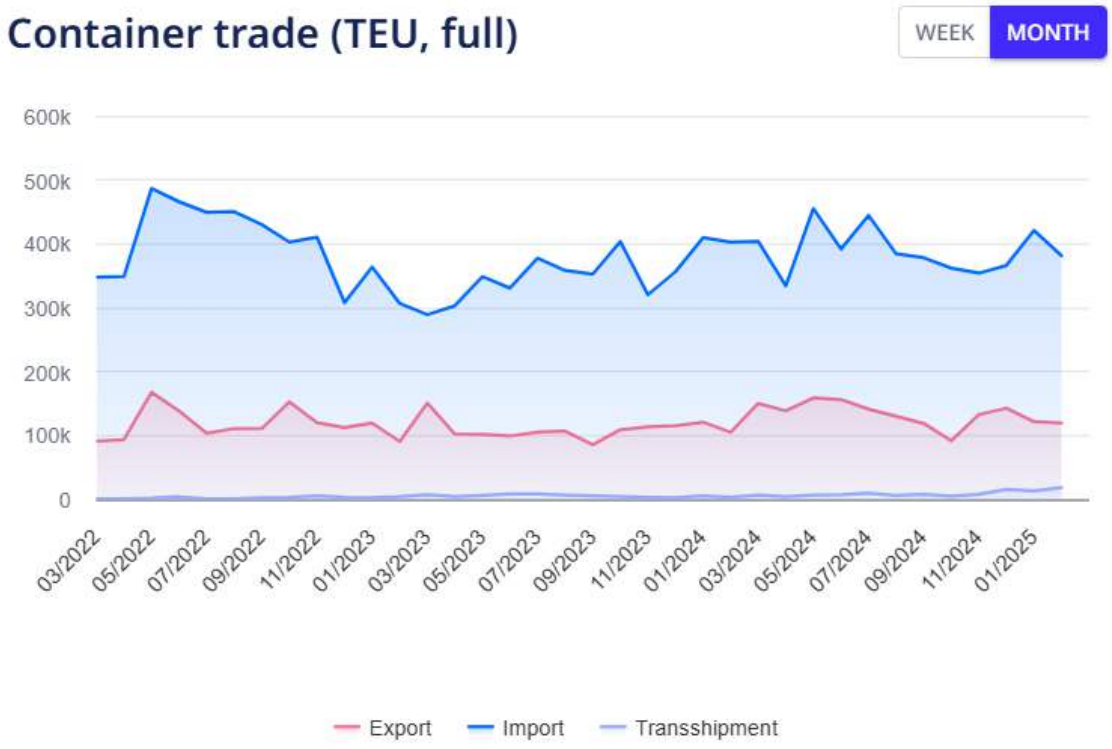
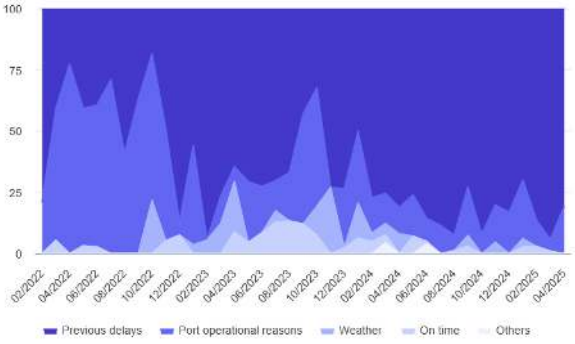


This chart shows the port's container throughput for all containers over the past 24 months—covering both exports and imports—not just those categorized under HS code 220421, providing valuable insights into overall trade flows, capacity needs, and potential supply chain bottlenecks. Anomalies include a pronounced spike in import volumes around mid-2022 and a subsequent dip toward late 2022, while export levels remained comparatively lower, reflecting the port's continued import dominance.

Portcall timeliness/delays (%)

Cause of delays (%)	Last Week	Last Quarter
On time	0	1.8949139070956165
Port operational reasons	0	17.084421047877456
Previous delays	100	79.8866287303257
Weather	0	1.1340363147012165
Others	0	0



This graphic shows how port calls have been performing (on time vs. delayed) and the main reasons for any delays. The table on the left summarizes two snapshots—"Last Week" and "Last Quarter"—while the chart on the right tracks these causes over time:

1. **On time** – This indicates the percentage (or count) of port calls that arrived on schedule.
2. **Port operational reasons** – Delays due to issues such as congestion, labor shortages, or equipment problems at the port itself.
3. **Previous delays** – Delays caused by earlier disruptions in the supply chain (e.g., a vessel arriving late from a prior port).
4. **Weather** – Delays directly attributed to adverse weather conditions.
5. **Others** – Any other minor or unspecified causes.

From the table, "Previous delays" stand out as a major factor in both the last week and the last quarter. This suggests that once a schedule is disrupted earlier in the supply chain, it can have a ripple effect on subsequent port calls. Meanwhile, smaller percentages (or zero values) for weather and "others" indicate those are less common causes.

In the stacked area chart on the right, each color band corresponds to one of these categories. The vertical axis represents the percentage of port calls, and the horizontal axis shows how those percentages shift day by day over the selected time range. Larger colored areas on a given day mean that cause was a bigger contributor to delays at that time.

Overall, the data highlights that most delays stem from prior scheduling issues, with port operations and weather playing a secondary role. The relatively small "On time" segment suggests that only a limited portion of vessels are arriving strictly on schedule during this period.

Terminal Delay Times

Name	Portcalls	Throughput	Turnaround	Dwell Imports	Dwell Exports
APM TERMINALS ELIZABETH	78	233.8	1.2	3.5	7
PORT NEWARK CONTAINER TERMINAL	57	203.6	1.6	2	5
GCT BAYONNE	16	60.7	1.7	--	--
MAHER CONTAINER TERMINAL	13	18.8	0.9	2.1	5
GCT NEW YORK	9	15.7	0.6	4	7.5
RED HOOK BARGE TERMINAL NEWARK	6	5.9	1.2	--	--
RED HOOK CONTAINER TERMINAL	5	8	1.7	--	--
Total - New York	184	546.4	1.4	2.8	6.1

This table breaks down the performance of each container terminal at the port, showing how many ships call (portcalls), how many containers are moved (throughput), how quickly vessels are processed (turnaround), and how long imported and exported goods remain at the terminal (dwell times). For those receiving goods, shorter dwell times mean shipments can be picked up sooner, reducing storage costs and potential delays. Higher throughput and more frequent portcalls generally indicate greater capacity, but also potential congestion if not managed efficiently. Understanding these figures helps importers and consignees better plan their logistics, anticipate lead times, and choose the terminal that best meets their needs.

20 Foot Container Rates

Origin	Destination	Rate	Currency
US NYC	PK KHI	1,370	USD
VN VUT	US NYC	4,920	USD
ES ALG	US NYC	2,142	USD
CO CTG	US NYC	1,645	USD
US NYC	CN TAO	364	USD
IN MUN	US NYC	3,036	USD
IN NSA	US NYC	2,967	USD
TR ISK	US NYC	4,407	USD
US NYC	GB SOU	1,367	USD
US NYC	ES ALG	1,012	USD

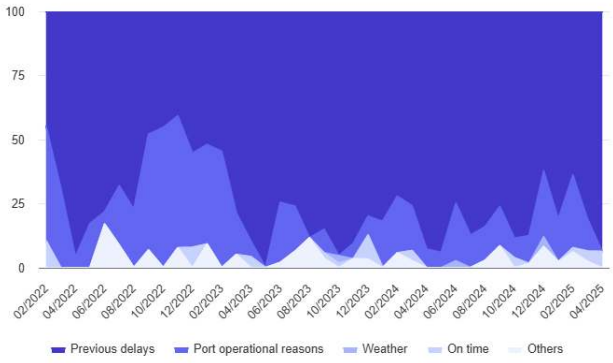
4.9.2. Oakland, California

This chart shows total container throughput at the Port of Oakland—both imports and exports—over the past 24 months, measured in twenty-foot equivalent units (TEUs). It is not specific to wine shipments; instead, it covers all cargo categories moving through the port. This broader view is helpful because it highlights overall trade flows and capacity trends, revealing potential bottlenecks or seasonal fluctuations that can impact any type of shipment, including wine.

For instance, if the chart shows a spike in imports during a particular period, it suggests heightened demand or restocking across multiple commodities, which could lead to congestion, longer wait times, or higher shipping costs—factors that would also affect wine shipments. Conversely, if export volumes drop sharply, it may indicate a temporary lull in outbound trade that could free up container availability. By examining overall container activity, stakeholders can better anticipate and manage the logistical challenges that might arise for specific goods, including wine.

Portcall timeliness/delays (%)

Cause of delays (%)	Last Week	Last Quarter
On time	15.816362236685563	0.576514352706952
Port operational reasons	0	23.524270454696218
Previous delays	84.18363776331444	69.09327465450082
Weather	0	1.2551729739108606
Others	0	5.5507675641851515



This chart displays the causes of vessel arrival and departure delays at the Port of Oakland, broken down into several categories:

- **Previous Delays** (e.g., late departures from prior ports)
- **Port Operational Reasons** (e.g., berth congestion, labor issues, equipment availability)
- **Weather** (adverse conditions affecting port operations)
- **On Time** (no delays reported)
- **Others** (miscellaneous causes)

The stacked area graph on the right shows how these causes have fluctuated over time as a percentage of total port calls. The table on the left compares the distribution of these causes for the last week versus the last quarter, highlighting whether port performance has improved or worsened in each category. For instance, a high percentage of "previous delays" indicates that many vessels are arriving late to Oakland due to factors occurring before they reach the port. Conversely, a large share of "port operational reasons" would suggest local congestion or process inefficiencies at Oakland itself. Tracking these trends helps port stakeholders identify bottlenecks—whether internal or external—and adjust operations or schedules to improve on-time performance.

Terminal Delay Times

Terminal delay times—encompassing turnaround and dwell periods—are critical metrics for both U.S. importers and international exporters of wine. When a terminal experiences lengthy dwell times on imports, for example, it can delay the availability of goods, raise warehousing and demurrage costs, and potentially disrupt just-in-time delivery schedules. Conversely, shorter dwell times and efficient turnaround at the terminal mean that containers move more quickly through the port, reducing the risk of spoilage (especially important for products like wine) and improving supply chain predictability.

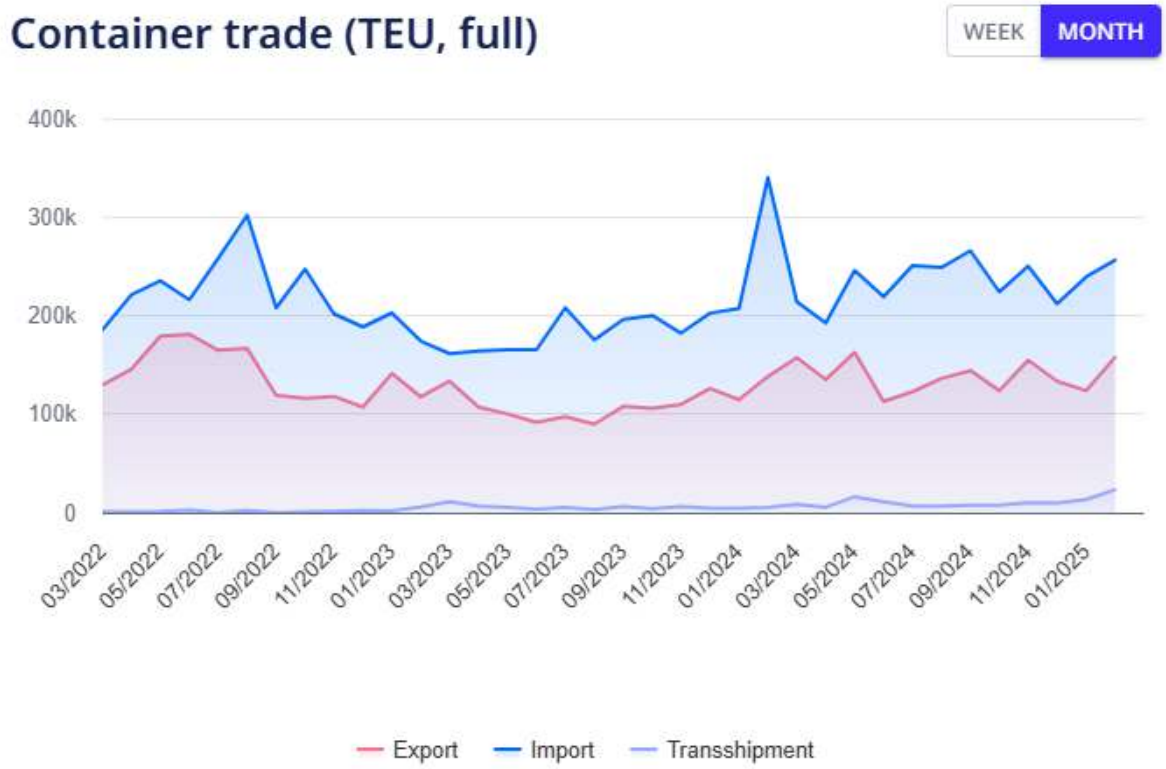
From an exporter's perspective, knowing which terminals have higher throughput and lower dwell times can guide strategic decisions about where to ship from or how to schedule vessels. Meanwhile, importers can use this data to estimate lead times more accurately, manage inventory better, and minimize additional fees or logistical complications. Ultimately, terminal delay times help both sides anticipate possible bottlenecks, control costs, and ensure that shipments of wine reach their destination in optimal condition.

Name	Portcalls	Throughput	Turnaround	Dwell Imports	Dwell Exports
OAKLAND INTERNATIONAL CONTAINER TERMINAL (OICT)	45	72	1.5	1.6	6.5
TRAPAC CONTAINER TERMINAL	20	29.9	1.9	0.4	6.3
MATSON TERMINAL	11	7.2	0.7	--	--
BEN E. NUTTER TERMINAL	9	26.8	2	--	--
Total - Oakland	85	135.8	1.6	1.2	6.4

20 Foot Container Rates

Origin	Destination	Rate	Currency
US OAK	CN TAO	385	USD
US OAK	TW KHH	772	USD
US OAK	JP TYO	1,312	USD
US OAK	JP SMZ	1,327	USD
US OAK	TW TPE	1,323	USD
US OAK	MX LZC	1,670	USD
MX LZC	US OAK	1,880	USD

4.9.3. Savannah, Georgia

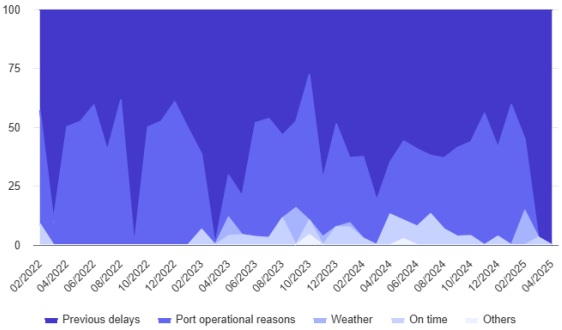


This chart shows container throughput at the Port of Savannah, Georgia, for all cargo types—including imports, exports, and transshipments—over the displayed time frame. Although it does not focus exclusively on wine shipments, the broader information is still highly relevant for anyone involved in wine trade.

From a U.S. wine importer's perspective, overall container trends can reveal potential congestion, seasonal surges, or bottlenecks at the port, which may affect the time and cost required to bring wine into the country. Likewise, foreign exporters shipping wine to the United States can use this data to anticipate available capacity, plan for peak shipping periods, and adjust their logistics strategies to avoid delays or higher freight rates. In short, while it covers all commodities, the data offers valuable insights into port operations, helping stakeholders make informed decisions about scheduling, routing, and overall supply chain management.

Portcall timeliness/delays (%)

Cause of delays (%)	Last Week	Last Quarter
On time	0	1.188870986323197
Port operational reasons	0	42.58035504655679
Previous delays	100	51.383044097788144
Weather	0	4.847729869331873
Others	0	0



This chart illustrates why vessels are arriving or departing late at the port—whether due to previous delays (e.g., vessels arriving late from a prior port), port operational issues (e.g., equipment shortages or labor constraints), weather conditions, or other factors. The stacked area graph shows how these causes have fluctuated over time, while the table compares the last week to the last quarter in terms of each delay category's share.

For U.S. importers and foreign exporters, understanding these delay patterns can be crucial for logistics planning and risk management. For instance, if a high proportion of delays are due to port operational reasons, shippers may need to build extra lead time into their schedules or consider alternative routes. If "previous delays" dominate, it indicates that many vessels arrive late to this port for reasons outside the port's control—meaning that even if the port is operating efficiently, schedules may still slip. By monitoring these trends, stakeholders can make more informed decisions about when and how to ship, better manage inventory, and anticipate potential bottlenecks in the supply chain.

Terminal Delay Times

Terminals

Name	Portcalls	Throughput	Turnaround	Dwell Imports	Dwell Exports
GARDEN CITY MARINE TERMINAL	136	421.4	1.2	4.5	6.2
OCEAN TERMINAL SAVANNAH	11	18	0.7	--	9.9
Total - Savannah	148	441.8	1.2	4.5	6.3

This table provides **terminal-specific metrics** for the Port of Savannah, including the number of vessel calls, throughput, turnaround time, and dwell times for imports and exports. Here is why these figures matter:

1. Turnaround Time
    - A lower turnaround time typically indicates that vessels are processed more quickly, allowing goods to move in and out of the terminal with less delay. For an **importer**, this means containers are released sooner, reducing storage costs and speeding up the flow of inventory. For an **exporter**, faster turnaround can help ensure that outbound cargo departs on schedule.

2. Dwell Times (Imports/Exports)
    - **Dwell time** reflects how long containers remain at the terminal before being picked up or loaded onto a vessel. High dwell times can be caused by congestion, limited labor, or documentation delays.
    - For **importers**, longer import dwell times translate into slower receipt of goods, which can disrupt supply chains and increase demurrage or storage fees.
    - For **exporters**, higher export dwell times mean containers might wait longer before departing, affecting schedules, lead times, and potentially the quality of goods if they are time- or temperature-sensitive.

By comparing these metrics across terminals (e.g., Garden City Marine Terminal vs. Ocean Terminal Savannah), importers and exporters can **identify which terminal** may be better suited to their cargo needs, how to plan shipments to avoid congestion, and where to build in extra buffer time to manage risks and costs effectively.

4.8. 100 Top Importers in the U.S.

Data provided in purchased report

4.8. 100 Top Exporters to the U.S.

Data provided in purchased report

19. Appendix

19.1. Demographic Break-Down by Country

Data provided in purchased report

20. References

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