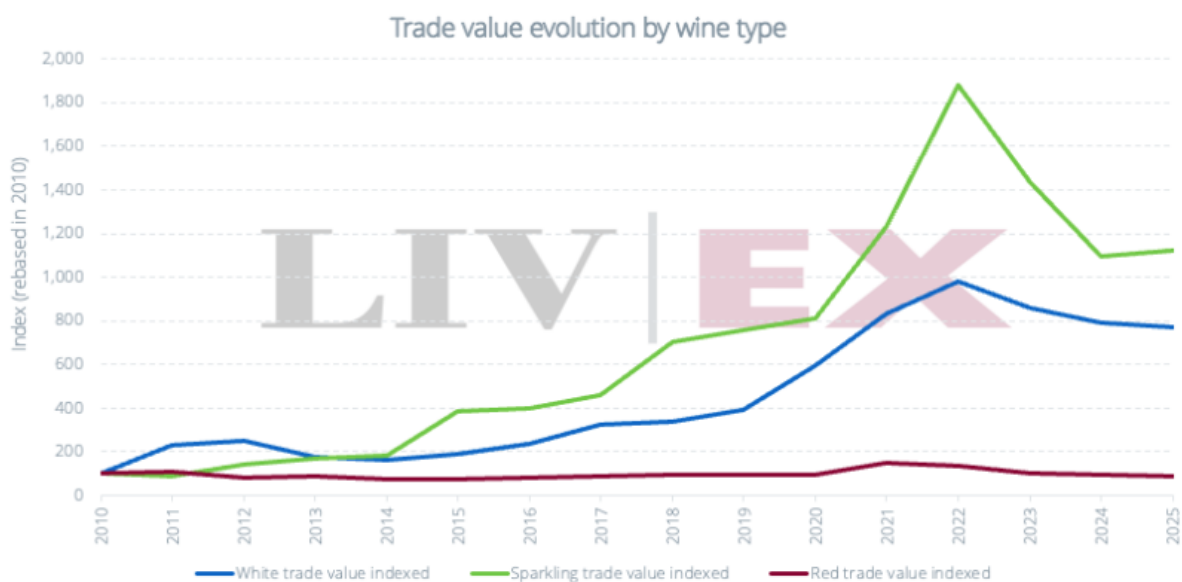


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## White Wine Demand Surges: What Liv-ex Data Reveals About an Evolving Fine Wine Market

New data from Liv-ex, the exchange for fine wine, data and insight, shows a sustained surge in demand for white and sparkling wines, even as red wine trade continues to lag.

Since 2010, the value of white wine traded on Liv-ex has increased by 650%, while sparkling wine trade has risen by 1,100% over the same period. While sparkling wines experienced a sharp boom (and subsequent bust) during the Covid-era bull market, recent data suggests that white wines, having experienced a less dramatic peak, have sustained high demand through the subsequent market downturn.



By contrast, red wine trade has remained relatively flat. In 2025, the total value of red wine traded on Liv-ex was 15.0% lower than in 2010, underlining a structural shift in buying behaviour rather than a short-term anomaly.

### A structural shift, not a seasonal trend

While red wine has traditionally dominated the secondary market, Liv-ex data indicates that buyers are increasingly diversifying where they choose to allocate their capital.

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White wine, in particular, has demonstrated resilience during recent periods of market uncertainty, maintaining more stable levels of trade value compared to both red and sparkling wines.

### **Which white wines are driving growth?**

The most significant growth in white wine trade has been seen in Burgundy, now firmly established as the leading white wine region on Liv-ex. This growth has been driven by two complementary dynamics: increased trading volumes of lower-priced Burgundy whites and relative price stability at the top end of the market.

Since 2011, the value of Bordeaux white wine traded on Liv-ex has declined by 17.6%, allowing Burgundy to overtake Bordeaux as the dominant white wine category by value.

This shift reflects changing buyer preferences as well as the increasing importance of data-led decision making in the fine wine market. As White Burgundy's prices and liquidity have surged, buyers have moved away from Bordeaux.

### **Data-driven insight for a changing market**

As the fine wine market adjusts to a more selective buying environment, access to accurate, timely and unbiased data is becoming increasingly critical. Liv-ex analysis highlights how demand patterns are evolving across categories and regions, providing the trade with objective insight into where activity and value are sustained over time.

### **About Liv-ex**

Liv-ex is the exchange for fine wine, market data and insight. Membership brings wine professionals independent market data and insights, and the ability to price, buy and sell wines through one point of contact.