PRESS RELEASE

What's Trending in Fine Wine in 2026?

iDealwine Publishes Data-Driven Auction Barometer

Paris, 20th April 2026 – Global leader in online fine wine auctions and specialist online wine store, iDealwine has released its annual fine wine Barometer. Featuring analysis of the fine wine auction market and the latest trends in fine wine, it looks at auction records, bidding patterns, regional rankings, and rising star wineries. With just over 200 pages of data-driven insights, the Barometer is an invaluable resource for serious wine enthusiasts according to iDealwine.

2025: a record year for iDealwine as it strengthens its position as global leader in online wine auctions
In 2025, 309,924 bottles[1] went under the hammer for €33.9 million at iDealwine[2], a 9% increase in value and a 19% increase in volume sold at auction. The sale of fine spirits also reached new heights on its dedicated platform FSA, a joint venture between iDealwine and La Maison du Whisky, achieving €2.1 million[3]. As iDealwine strengthens its position as the world's number one online wine auctioneer, it has also complemented its digital activity with traditional in-house auctions including the annual Hospices de Nuits-Saint-Georges charity wine auction, which took in €0.9 million[3] in March 2026.

Highest-priced wines of 2025 (commission included)

- **Lot**: 1 double magnum of Petrus 2010 which fetched €27,043.
- **Bottle**: Musigny Grand Cru 2006, Domaine Leroy which sold for €25,416.
- **Most sought-after at auction**: Domaine de la Romanée-Conti: 514 bottles (scaled to standard 75cl) went under the hammer for a total of €1.9 million.

Musigny 2006 from Domaine Leroy: the year's most expensive wine
The highest-priced bottle of the year was a 2006 Musigny from Domaine Leroy, which fetched €25,416. This result sees the estate reclaim the top position in the annual ranking of highest auction prices, ahead of wines from Domaine de la Romanée-Conti. Since 2020, these two world-renowned producers have alternated in leading the rankings, with the outcome driven by the availability of exceptionally rare bottles. In years when a Musigny from Domaine Leroy is offered—an infrequent occurrence—it has consistently achieved the highest price at auction.

Emerging trends for 2026

1. **Evolving tastes: Demand for red stabilises at auction; data reveals a growing preference for younger vintages and organic fine wine.**

Despite a reported growing preference for white wine among wine enthusiasts, auction data shows demand is stable for fine red wines. Although the share of white wine sold at auction has increased in recent years, in 2025, reds accounted for 72% of volumes sold and 71.4% of total value, while dry whites held steady at 20%.
Demand for mature wines is also strong; however, the Barometer reveals that wine lovers are becoming more open to acquiring recent vintages at auction. In 2025, 55% of wines sold were over 10 years old, compared to 69% in 2024. Certified organic wines (some of which are also certified biodynamic) accounted for 30% of volume sold and 36% of value. Natural wines represented 8.5% of lots sold in 2025, including no fewer than 11,400 bottles labelled "Vin de France" (an increase of 23% in one year).

2. **Beyond Bordeaux and Burgundy: A broadening range of regions drawing bidders' attention**

Burgundy remains the most sought-after region by value (41.3%), while Bordeaux leads by volume (34%). The combined share of the three traditional fine wine regions (Bordeaux, Burgundy and Rhône) stands at 72% of total volume sold. While these three regions are still dominant at auction, a figure that has dropped 10% in a decade.
This should not be interpreted as waning interest—absolute volumes continue to grow—but rather as a widening of focus towards other regions, which are growing rapidly at auction. Demand is increasing for wines from top producers in Beaujolais, Alsace, the South-West and Corsica.

3. **Diverse buying patterns in every major French wine region**

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- **Burgundy** is the number one region by value auctioned, second by volume, with the highest average price (€212), though sharply down (-15%). This decline should be viewed in context, as it is less pronounced at the top of auction rankings, among the 20 most sought-after estates.
- **Bordeaux**
  In Bordeaux, volume rose significantly (+23%), surpassing 105,000 bottles sold, with total hammer prices reaching €12.5 million (+19%). The average price edged down slightly (-3%, €119). The share of younger wines is increasing—there is no longer a need to wait for peak maturity for wines to appreciate in value.
- **Rhône**
  This is the third most sought-after region, in terms of value and volume, with an average price of €109 (-5%). There is strong momentum in this region (49% of wines are under 10 years old), largely defined by the success at auction of wines by Emmanuel Reynaud (4,813 bottles sold).
- **Champagne**
  Champagne is fifth in terms of volume, but fourth in terms of value. Price effects are notable: total value rose by 21%, with an average price of €201 (+16%). Prestigious houses dominate, accounting for 13 of the top 20 most traded names, while prices for grower Champagnes remain stable at high levels.
- **Jura**
  Demand for this region remains very high among discerning connoisseurs: 2025 saw a rise of 10% in volume, +7% in value, a trend that has continued for many years. The average price eased slightly (€116, -3%), the fourth highest after Burgundy, Champagne and Bordeaux.
- **Loire**
  Auction results show the Loire is fourth in terms of volume and fifth in value. A region that stands out for its stylistic diversity and strong demand for organic and natural wines.

Robust methodology to identify rising stars at auction
Each chapter in the Barometer, dedicated to each major French region as well as several fine wine regions outside France, lists key rising star winemakers and wine estates. This approach deliberately differs from that of traditional guides, which are based on tastings. Instead, iDealwine analyses bidders' behaviour and buying patterns to establish a hierarchy of wine estates appearing at auction. This ranking, encompassing more than 1,000 estates, is derived from a combination of criteria (total volume traded, frequency of lot appearances, number of bids, whether wines sell for more than the estimate). This results in an objective, evidence-based list of 'rising stars' and 'safe bets' for each region, to inform enthusiasts in their search for the bucket-list bottles of tomorrow.

The Barometer is available for purchase on iDealwine.com for €95.

[1] 297,654 bottles or 309,924 when scaled to standard 75cl bottle size.
[2] €42.4 million when buyer's premium is included.
[3] FSA figure already includes buyers' premium.

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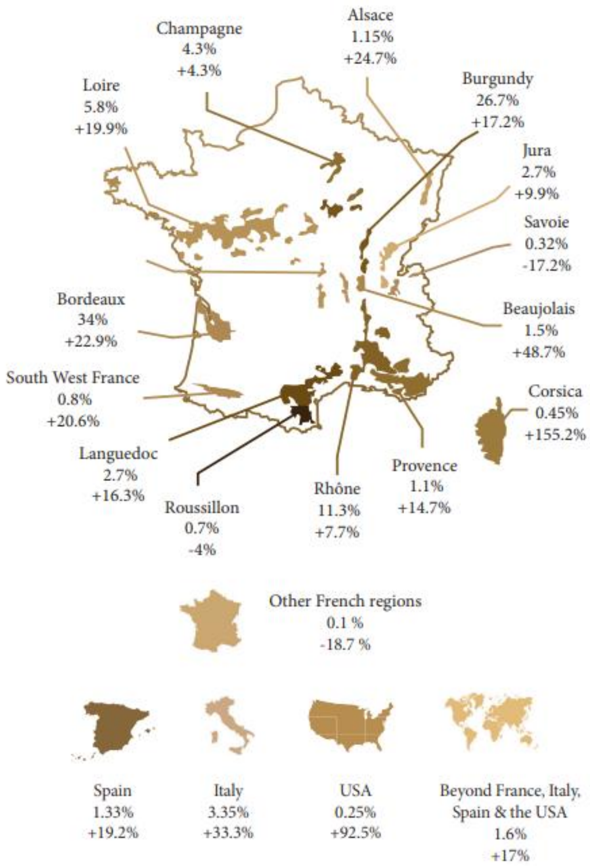
Key Figures
What to take from 2025?

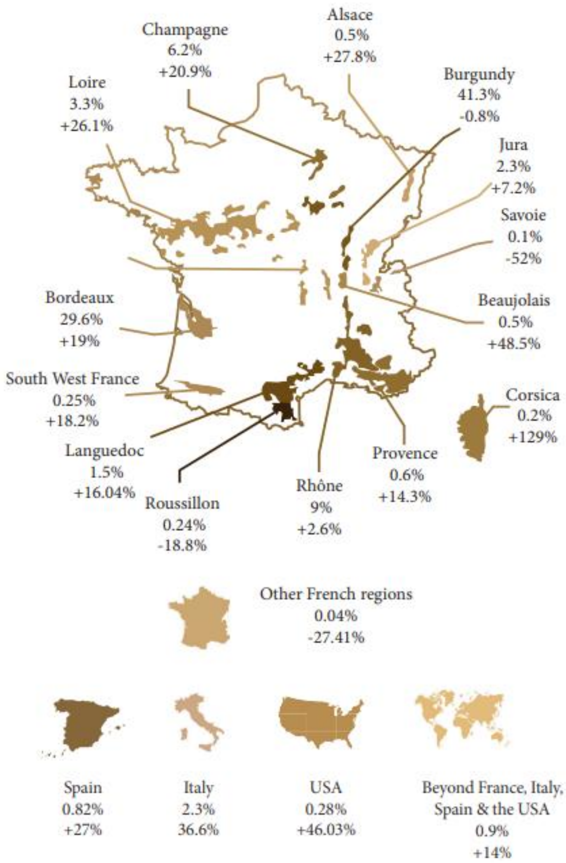
KEY FIGURES

SHARE OF SALES BY REGION
(% compared to 2024 figures)

VOLUME



VALUE



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