



Winecube Monthly Market Insight

March 2026

As we move into Q2 2026, the fine wine and spirits market presents a compelling mix of reset valuations, improving liquidity, and selective opportunities. Below is Winecube monthly intelligence briefing — designed to help you navigate today's market and identify both high-conviction investment opportunities and manage long-term collection appreciation.

Market Overview: Reset Complete, Recovery Underway

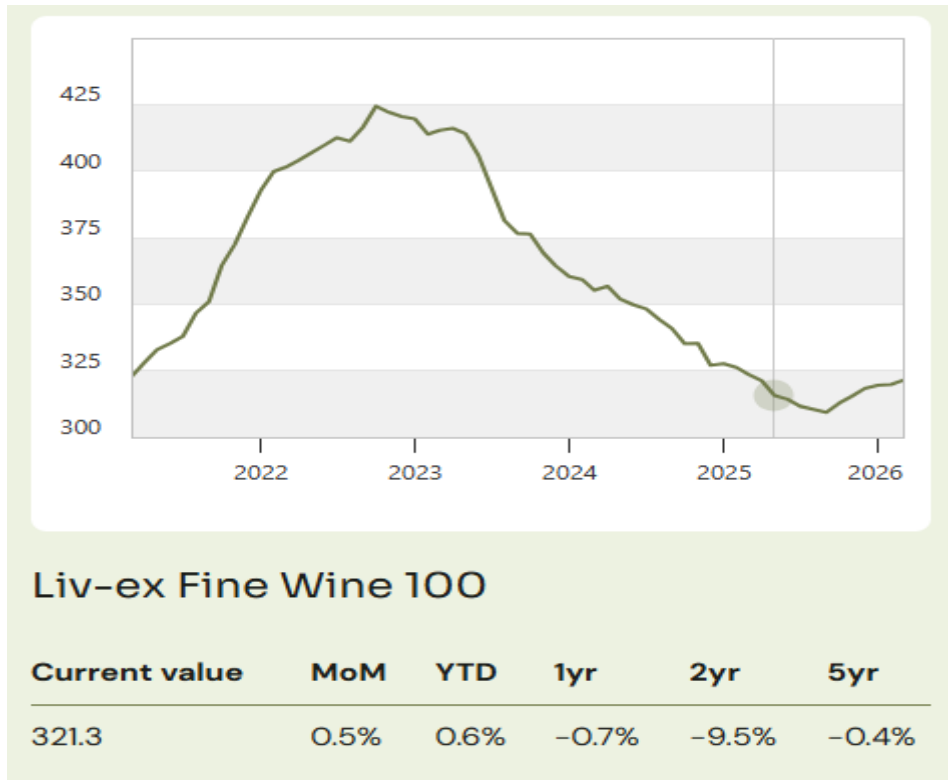
After a prolonged correction from late 2022 through mid-2025, the fine wine & spirits market is now showing early signs of recovery. Prices remain approximately 25–30% below peak levels, offering attractive pricing for ready-to-drink vintages and creating a favourable entry point for long-term collectors and investors. Market sentiment improved in late 2025, with sustained gains beginning to reappear.

Wine Market Performance (2025 – Q1 2026)

The fine wine market has clearly transitioned from decline to early recovery. Key indices have posted consecutive monthly gains into early 2026, with trading volumes increasing significantly and bid-to-offer ratios improving. Standout performers have emerged, particularly among mispriced Bordeaux wines, with some delivering double-digit short-term gains.

Key Performance Data

- Liv-ex Fine Wine 100: **5 consecutive months of gains extend into 2026**
- 6-month index return: **~3% — first sustained growth since 2022**
- Fine Wine 50 & 100: **+0.5% ytd**
- Fine Wine 1000 : **+1% last 5 months**
- January 2026 trading value: **+21.7% month-on-month**
- January 2026 volumes: **+27.9%**



Despite the recovery, many wines remain below 2022 peak levels — reinforcing the current opportunity for disciplined buyers.

The recent geopolitical turmoil could upset the emerging recovery, as uncertainty may prompt investors to hold cash and take a wait-and-see approach. However, it could also mean a re-balancing of portfolios towards long-term assets offering value — and the correction in wine and spirits prices over the last 3 years versus financial assets makes for a compelling story.

Market Dynamics & Macro Trends

The current market is highly selective. Investors are prioritising value and relative pricing rather than brand alone. Lower-priced blue-chip wines are seeing increased demand, while performance dispersion remains high. This is an environment where active selection is critical.

Global wine consumption is softening, particularly in traditional markets. However, demand is concentrating on top-tier, investment-grade wines. Premium spirits and alternative luxury assets are gaining traction, while generational shifts continue to favour premium and sparkling categories.

Regional Opportunities

Region	Outlook
Bordeaux	Value re-emerging, particularly vintages 2014–2022. Many drinkable vintages with attractive pricing are available: start enjoying!
Burgundy	Scarcity supports long-term appreciation. Prices have corrected; collectors are now more discerning with acquisitions.

Italy

Strong fundamentals and pricing discipline continue to provide attractive entry points and support the market.

Champagne

Benefiting from constant demand and widening interest in vintage cuvées.

Spirits

Increasing investor interest in rare whisky and collectible aged rum.

New Releases & En Primeur

2023 Tuscany releases found good demand, supported by reasonable pricing and critics' praise for Ornellaia and Sassicaia. This month also saw the release of the much-lauded Château Latour 2019 and Château d' Yquem 2023 — both analysed in detail below.

The primary market continues to adjust. Many Bordeaux vintages remain below their release price, highlighting the importance of selectivity. Investors are increasingly favouring back vintages with proven performance over speculative new releases. The 2025 En Primeur campaign pricing next month will be closely watched after a weak 2024 exercise.

Investment Outlook & Winecube Perspective

The market has transitioned from correction to early recovery. Pricing has reset, liquidity is improving, and investor participation is increasing — creating a strong environment for disciplined, long-term investment. Current geopolitical disruptions will have an impact on inflation, interest rates and foreign exchange. This could dampen renewed interest in fine wine and rare spirits, meaning we remain in a buyer's market.

"We believe the current market presents a rare alignment of attractive entry pricing, improving liquidity, and strong long-term fundamentals. Our focus remains on blue-chip liquid wines, undervalued vintages, and strategic diversification into exceptional spirits for long-term wealth creation."

It is a very good time to start or add to a collection — and to allocate capital.

New Release Focus



Château Latour 2019

Pauillac, 1er Grand Cru Classé | £2,790 per 6 × 75cl IB

Château Latour needs no introduction. The 2019 vintage has received wide acclaim from critics with a plethora of 100-point scores, placing it in a similar league to the landmark 2005, 2009, 2010 and 2016 vintages. What makes it particularly attractive is the release price.

Score & Pricing Comparison

Vintage	James Suckling	Wine Advocate	Neal Martin	Jeb Dunnuck	Price / 12
2019	99-100*	99+	98	100	£5,580
2016	100	100	100	100	£6,600
2010	99-100	100	100	100	£8,800
2009	100	100	98+	100	£7,750
2005	99	98+	98	98-100	£6,100
2000	100	98-100	99	99	£6,900

Winecube strongly recommends adding this release — At £2,790 per 6 × 75cl is compelling.



Château d'Yquem 2023

Sauternes, 1er Cru Supérieur | £1,560 per 6 IB

As one of the world's most famous wines and the benchmark for Sauternes, you would expect nothing less than an outstanding release. It does not disappoint — no fewer than three perfect 100-point scores from leading critics, and 99 points from Neal Martin.

It's a magnificently balanced Yquem, and at £1,560 per 6 it is well priced versus other 100-point vintages from the Wine Advocate: 2009 at £1,950 per 6, and 2001 at £2,400 per 6.

We believe the relatively good pricing makes it attractive for the collector; however, we also take into account the limited secondary market for Sauternes-

We recommend adding to your portfolio only with the objective to hold for the very long term if investing — or for future enjoyment as this is a spectacular wine.



Sassicaia 2023

Tenuta San Guido, Bolgheri | Exclusive offer: £1,200 per 6 IB

The 2023 vintage has earned double 100-point scores from Monica Lerner (Wine Advocate) and Matthew Jukes, with both critics drawing direct comparisons to the legendary 1985 — widely regarded as one of the greatest Sassicaias ever made.

"Like the legendary 1985, 2023 was a difficult and stressful vintage shaped by a cold winter, yet it stands as proof that great pressure can indeed give birth to diamonds. — Monica Lerner, Wine Advocate, 100pts"

At £1,200 per 6 IB (Winecube exclusive pricing, below the standard offer of £1,250), the 2023 is the best-value entry point into Sassicaia 100-point lineup. The trajectory of previous 100-point releases makes the investment case clearly:

100-Point Sassicaia: Price Trajectory

Vintage	Score	Price / 6 IB
2023	100	£1,200 (Winecube exclusive)
2021	100	£1,250
2016	100	£1,700
1985	100	£18,000

We have a limited number of cases available to our clients at £1,200 — below standard market price.

Get In Touch

If you would like to start a collection or add any of the wines above to your portfolio, please do get in touch as soon as possible. Availability on all three releases is limited.

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