

Bordeaux 2.0: Wine Lister's 2026 Bordeaux study

Wine Lister's tenth annual Bordeaux study analyses the performance of 134 leading wines alongside insights from 74 senior trade figures. Confidence has rebounded, yet prices remain below release levels, reflecting a market in transition. The trade consensus is clear: Bordeaux's enduring strength lies in its heritage, terroir, and people - while evolving styles and experiential storytelling will be key to engaging the modern, global consumer.

Trade confidence

We asked respondents to give their confidence to key wines on a scale of 0 to 10 (0 being no confidence, 10 being exceptionally bullish).

Rank	Wine	Rating	Change
1	Petrus	9.1	+0.3
2	Cheval Blanc	8.6	+0.6
3	Latour	8.5	+1.0
4	Lafite Rothschild	8.5	+0.4
5	Margaux	8.4	+0.5
6	Les Carmes Haut-Brion	8.4	-0.1
7	Haut-Brion	8.4	+0.9
8	Lafleur	8.4	+0.3
9	Mouton Rothschild	8.4	+0.5
10	Le Pin	8.4	+0.7
11	d'Yquem	8.3	+1.0
12	Ausone	8.3	+1.5
13	Palmer	8.3	+1.0
14	Canon	8.2	+0.3
15	Montrose	8.2	-0.2

Trade confidence in Bordeaux has rebounded this year, rising to an average score of 6.4, compared with 5.9 in 2025, and above the 6.2 recorded in 2024. A majority of 117 out of 134 wines saw confidence increases, with a score increase of more than one point being achieved by 14 wines (compared to just two last year).

The stories that drive interest

According to respondents, the people behind the estate are the most important selling point (42 responses), closely followed by positioning within Bordeaux (40 responses), and estate history and continuity (39):

Some respondents point to factors beyond a château's story that resonate with consumers, with five highlighting the importance of critics' scores:

"For customers, wines need a good story - not technical information but real people."

- Specialist UK merchant / retailer

"The vintage and scores from the press are important as well."

- Top-tier Americas merchant / retailer

Classic Bordeaux qualities

53 respondents believe Bordeaux's defining attribute is its clear expression of terroir and appellation identity:

Vintage identity and consistency across vintages follow closely behind (38 and 35 responses, respectively), underscoring the importance of both individuality and coherence in the region's wines.

A further 23 and 22 respondents highlight the importance of traditional Bordeaux blend varietals and long ageing potential:

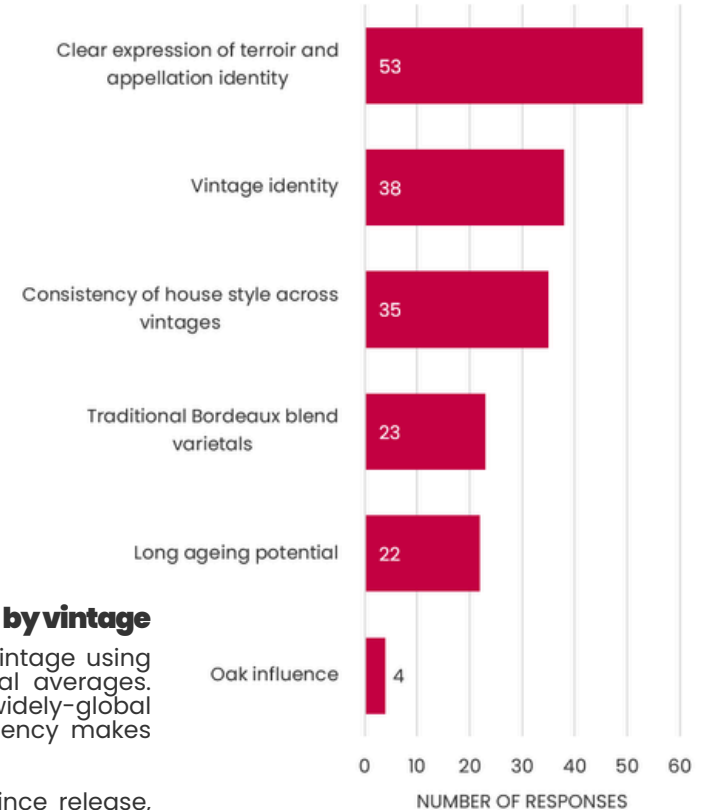
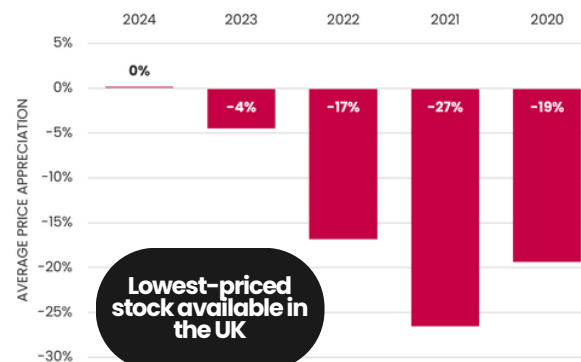
"Bordeaux varietals are core to what consumers expect. Any thought of changing this risks consumers looking away from Bordeaux forever."

- Specialist UK merchant / retailer

En primeur pricing trends post-release by vintage

We assess post-release price change by vintage using both lowest available UK prices and global averages. While prices listed worldwide vary widely-global averages sit +45% higher-greater transparency makes UK lows the clearest market baseline.

2021 remains the hardest hit, down -27% since release, with weaker global appreciation (+14%) than 2022 (+17%) and 2020 (+27%). The more recent 2023 and 2024 vintages remain closer to release levels, at -4% and 0% respectively.



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