



Euromonitor
International

Spirits in Italy

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of spirits stabilise in 2024 thanks to increased price stability
Campari remains on top while non alcoholic spirits is the focus of intense competition
Supermarkets faces increasing competition from retail e-commerce

PROSPECTS AND OPPORTUNITIES

Mixology trend expected to fuel growth in spirits
Tequila on the rise while premiumisation could rejuvenate the market
Premiumisation likely to attract investment in innovation

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Italy - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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