



# Wine in Italy

June 2024

Table of Contents

## Wine in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Negative performance for wine in 2023  
Generational divide when it comes to wine consumption  
Non-alcoholic wine fails to develop

#### PROSPECTS AND OPPORTUNITIES

Static performance for wine over the forecast period  
Channel shift for aperitivo trend, while non-alcoholic wine is set to see growth  
Innovation likely to boost demand with focus on more natural, local and sustainable products

#### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023  
Table 2 - Sales of Wine by Category: Total Value 2018-2023  
Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023  
Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023  
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023  
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023  
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023  
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023  
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023  
Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023  
Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023  
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023  
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023  
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023  
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023  
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023  
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023  
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023  
Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023  
Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023  
Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023  
Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028  
Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028  
Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028  
Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## Alcoholic Drinks in Italy - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments

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  
Summary 1 - Number of On-trade Establishments by Type 2017-2023

## TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023  
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023  
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023  
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023  
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023  
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023  
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023  
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023  
Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023  
Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023  
Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023  
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028  
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028  
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028  
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 3 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wine-in-italy/report](http://www.euromonitor.com/wine-in-italy/report).