

## **Wine in Italy**

Market Direction | 2022-06-29 | 40 pages | Euromonitor

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### **Report description:**

The performance of wine continued to be affected by Coronavirus (COVID-19), as the emergence of new variants characterised the year, leading, for example, to renewed restrictions in early 2021. This continued to favour home consumption, with COVID-19 habits solidifying among Italian consumers. Price dynamics also evolved as increased awareness and thoughtful consumption saw consumers look for more than simply wines to consume. In this way, the purchase of wine became an experience and voyage of...

Euromonitor International's Wine in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wine market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Shifting consumer habits with variety the key for consumers

Competition with other alcoholic drinks slows on-trade recovery

Quantity over quality boosts sales of smaller wine bottles and organic wine

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Older consumers set drive wine consumption

Wine faces competition for consumption occasions from beer and spirits

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