

Wine in Italy

Market Direction | 2023-06-22 | 37 pages | Euromonitor

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Report description:

Wine registered a slight decline in total volume terms in 2022, albeit with contrasting fortunes for the on-trade and off-trade channels. On one hand, the complete lifting of COVID-19 restrictions supported a strong recovery of sales through on-trade. With restrictions lifted and COVID-19 fears subsiding consumers returned to restaurants, cafes and bars in greater numbers, with consumers once again keen to share wine with family and friends. Additionally, with pandemic restrictions lifted there...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Euromonitor International
June 2023

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Highly polarised performance for wine in 2022

Changing consumption patterns impact still light grape wine

Non-alcoholic wine finally showing signs of promise while smaller pack sizes find favour

PROSPECTS AND OPPORTUNITIES

Inflation crisis likely to impact demand for wine, but increase in tourism should boost sales

Aperitivo trend to continue to shape demand for still light grape wine while those aged over 30 likely to become the key target audience

Innovation likely to boost demand with focus on more natural, local and sustainable products

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