

## **Fine Wines/Champagne and Spirits in Italy**

Market Direction | 2023-10-05 | 22 pages | Euromonitor

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### **Report description:**

Value sales of fine wines/champagne and spirits are set to grow by 12% in current terms to total EUR1.3 billion in 2023, boosted by consumers' appetite for experiences and enjoyment after the pandemic. Entertaining and socialising with friends is a priority for many consumers in Italy, with this desire being even more pronounced following the limits placed on socialising during the pandemic. The return of important celebrations, such as weddings and birthday parties, has also led to increased co...

Euromonitor International's Fine Wines/Champagne and Spirits in Italy report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Fine Wines/Champagne and Spirits 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.

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Fine wines remains the most popular category due to strong local traditions

Moët Hennessy Italia SpA continues to lead in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Positive outlook for fine wines/Champagne and spirits as consumers look for affordable indulgences

Fine wines expected to be the most dynamic category with sales benefiting from a growing focus on quality over quantity

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