

## **Wine in Italy**

Industry Report | 2025-05-15 | 34 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Wine in Italy

Summary

Wine in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### **Key Highlights**

- The wine market consists of the sale of still wine, sparkling wine, and fortified wine. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using the constant annual average 2024 exchange rates.
- The Italian Wine market recorded revenues of \$36,922.1 million in 2024, representing a negative compound annual growth rate (CAGR) of 1.8% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.5% between 2019-24, reaching a total of 2,035.6 million liters in 2024.
- The Italian wine market recorded contraction during 2019-24 due to unfavourable economic conditions, rising inflation, and a shift in consumers' purchasing behaviour, including buying less or not buying at all.

### **Scope**

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the wine market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wine market in Italy

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

- Leading company profiles reveal details of key wine market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy wine market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Italy wine market by value in 2024?
- What will be the size of the Italy wine market in 2029?
- What factors are affecting the strength of competition in the Italy wine market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's wine market?

## **Table of Contents:**

Table of Contents
1 Executive Summary
1.1. Market value
1.2. Market value forecast
1.3. Market volume
1.4. Market volume forecast
1.5. Category segmentation
1.6. Geography segmentation
1.7. Market share
1.8. Market rivalry
1.9. Competitive landscape
2 Market Overview
2.1. Market definition
2.2. Market analysis
3 Market Data
3.1. Market value
3.2. Market volume
4 Market Segmentation
4.1. Category segmentation
4.2. Geography segmentation
4.3. Market distribution
5 Market Outlook
5.1. Market value forecast
5.2. Market volume forecast
6 Five Forces Analysis
6.1. Summary
6.2. Buyer power
6.3. Supplier power
6.4. New entrants
6.5. Threat of substitutes
6.6. Degree of rivalry
7 Competitive Landscape
7.1. Market share
7.2. Who are the leading players in the Italian wine market?

7.3. Which companies have been most successful in increasing their market shares during 2019-24?

7.4. Which companies market shares have suffered over the same period?

7.5. What have been the most significant M&A deals in the Italian wine market during (2021-24)?

8 Company Profiles

8.1. CAVIRO Soc. Coop. A r. I.

8.2. Cantine Riunite & Civ Soc.coop.agr

8.3. Gruppo Italiano Vini Spa

8.4. Giacosa Fratelli Srl

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## **Wine in Italy**

Industry Report | 2025-05-15 | 34 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### **ORDER FORM:**

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)