

Wine in Italy

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

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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

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- 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?

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