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Italian Wineries Brace for a Slump in 2025

Producers are shifting toward lower-alcohol wines, online sales and new export markets as consumption weakens.

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Italian wine producers are preparing for a weaker market in 2025, with many companies shifting investment toward lower-alcohol wines, digital sales and new export markets as they try to offset a sustained drop in consumption at home and abroad.

A report from Mediobanca, based on a survey of 255 wineries, found that 66% of the companies expect consumption to fall further. The finding points to a sector under pressure from changing drinking habits, tighter household spending and slower demand in several mature markets. In response, wineries are adjusting product lines and commercial strategies rather than waiting for a recovery that may take time to arrive.

The report shows that diversification has become a priority. Many producers are investing in lighter wines and alcohol-free options, a sign that they are trying to reach consumers who are drinking less often or choosing products with lower alcohol content. The shift reflects broader changes in the beverage market, where moderation and health concerns are influencing buying decisions.

Digital channels are also drawing more capital. Wineries are putting more resources into online sales, direct-to-consumer platforms and marketing tools that can help them reach buyers without relying only on traditional distributors. For many producers, especially smaller ones, direct sales offer better margins and more control over customer relationships at a time when volumes are under pressure.

Expansion into emerging markets is another key strategy. With demand softening in parts of Europe and other established markets, Italian wineries are looking more closely at countries where wine consumption is still growing or where premium imports have room to expand. The goal is to reduce dependence on domestic sales and on markets that have become harder to predict.

The report suggests that the industry is entering a phase of adjustment rather than simple contraction. Investment decisions are being shaped by the need to defend revenue, adapt products and find new buyers. For Italian wineries, the challenge now is not only producing wine but also matching what they make with how consumers want to buy and drink it.