vinetur

Italy’s High-End Restaurants Concentrate Italy’s Premium Drinks Demand

Federvini said upscale venues drew just 5% of visits but accounted for more than 34% of wine and after-dinner consumption.

Friday, June 12, 2026



Italy’s high-end restaurant sector is holding up better than the broader market for wine, sparkling wine and after-dinner drinks, according to a new Federvini analysis based on TradeLab consumer research, offering a clearer picture of where premium beverage

demand remains more resilient as price pressure weighs on consumption elsewhere.

Federvini said on Thursday that Italy’s out-of-home consumption market closed 2025 with a value of €102 billion and a total of 9.6 billion visits. Independent restaurants led the sector, reaching about €55 billion in value, up slightly from the previous year.

Within that market, high-end dining accounted for only 5% of total out-of-home visits but concentrated more than 34% of consumption tied to wine, sparkling wine and bitters or other after-dinner products, the group said. The figures point to a strong concentration of premium beverage spending in a relatively small part of the hospitality market.

The TradeLab study for Federvini found that 55% of customers at high-end restaurants said they always consume wine or sparkling wine during the dining experience. That compares with 25% in mid-range venues and 11% in lower-end establishments.

A similar pattern appeared in after-dinner drinks. In high-end restaurants, 24% of customers said they regularly consume bitters or other post-meal products, compared with 7% in mid- to lower-range dining.

The research also showed that the premium segment has been more stable even as overall consumption has weakened. Across the market, 23% of consumers said they had reduced their consumption of wine and sparkling wine. For bitters and after-dinner drinks, the share rose to 28%. In high-end restaurants, however, consumption levels were described as broadly stable.

Consumer perception also continued to favor wine in upscale dining. Federvini said 67% of respondents reported that choosing a good wine has a significant effect on the overall quality of the restaurant experience.

The findings matter for beverage producers and distributors because they suggest that premium demand is being sustained in a narrower but more dependable part of the horeca channel. For companies managing production capacity, margins and brand positioning, high-end restaurants may remain one of the clearest outlets for wines, sparkling labels and digestifs even as broader consumer spending becomes more

cautious.

Federvini published the data as part of its research and market monitoring work on drinking trends in Italy. The source cited for the consumer analysis was TradeLab.