vinetur

Italy’s wine exports rose 5.1% in August, narrowing the 2026 decline

Shipments to the United States jumped 21.1%, helping year-to-date exports improve to a 3% decline from 5.3% through July

Tuesday, November 17, 2026



Italy’s wine exports showed a further improvement in August, narrowing their decline for 2026 even as sales for the year remained below 2025 levels.

According to the latest Istat export data published Monday, November 16, Italian wine exports totaled €4.85 billion from January through August 2026. That was down 3% from the same period a year earlier, but it marked a clear improvement from the 5.3% drop recorded through the first seven months of the year and the 6.2% decline reported for the first half.

The improvement was driven largely by August. Export value for the month reached €506.8 million, up 5.1% from August 2025. The figures cover export value only. Volume data had not yet been released.

The strongest signal came from the United States, which remained the top foreign market for Italian wine. In August alone, Italian wine shipments to the U.S. rose 21.1% year over year, climbing to €112.1 million from €92.5 million in August 2025. That increase helped reduce the cumulative decline in the U.S. market. For the first eight months of 2026, exports to the United States reached €1.1 billion, down 8.3% from the same period of 2025. Through July, the decline had been 11.2%.

The U.S. rebound is especially important for drinks companies because Italy is one of the world’s largest wine suppliers, and changes in its export performance can offer a useful signal about international demand, pricing strength and the pace of recovery in one of the most important beverage markets.

In Europe, the picture was mixed but generally more stable than earlier in the year. Germany remained Italy’s biggest continental market, with exports of €701.4 million in the first eight months of 2026, down 5.5% from a year earlier. The United Kingdom posted the same 5.5% decline, with shipments worth €479.1 million, an improvement from the 6.3% drop recorded through July.

Exports to France fell 3% to €203.3 million, while sales to the Netherlands declined 2.3% to €159.2 million. Sweden was broadly flat, with a slight increase that brought exports to €126.5 million.

Outside Europe and the United States, results varied by market. Exports to Canada fell 6.1% to €265.8 million. Japan was close to last year’s level, slipping 1.2% to €120.8 million.

China was one of the strongest growth markets. Italian wine exports there rose 21.7% in the January-to-August period, moving above €51 million. The increase was driven in large part by stronger sales of Italian sparkling wines. Russia also posted a sharp gain, with exports up 24.2% to €140.6 million.

The August improvement suggests that Italian producers are regaining some ground after a weak start to the year. The narrowing decline across total exports and the strong monthly rise in the U.S. point to better momentum heading into the final months of 2026, even though aggregate sales still trailed 2025 levels through August.

That trend will be closely watched across the broader beverage industry, especially by wine producers, importers and distributors that use Italian export data to gauge consumer demand in major markets. A sustained recovery in the U.S., together with firmer orders in Germany and the U.K., could affect expectations for inventory, pricing and sales across premium wines, sparkling wines and related drinks categories during the year-end trading period.

For now, the data show a market that remains under pressure but is recovering gradually. The gap with 2025 has narrowed, August returned to growth, and several key destinations posted stronger readings than they had earlier in the year, even as weakness persisted in markets such as Canada and parts of Western Europe.