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Italian wine imports rose 5.9% across 13 emerging markets in the first half of 2026

Nomisma said the gains outpaced a 3.7% decline in overall wine imports, offering exporters a partial hedge against U.S. weakness

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Italian wine imports rose in value across 13 emerging markets in the first half of 2026, even as total wine imports in those countries declined, according to a Nomisma Wine Monitor analysis released on Tuesday, November 17, in Rome.

The study said imports of Italian wine in those 13 markets increased by 5.9% by value in the first six months of 2026, while overall wine imports in the same countries fell by 3.7%. The figures were presented alongside Win&, an event on Italian wine culture held on November 17 and 18 at the Horti Sallustiani and promoted by the Consorzio Italia del Vino.

The data point to a split in international demand for Italian producers. While some newer destinations are still expanding, the U.S. market, which is central for many exporters, has weakened sharply. In the first nine months of 2026, U.S. imports of wine from Italy fell 18.4% by value, broadly in line with an 18.1% drop in total wine imports into the United States.

That contrast may matter for beverage companies and wine groups looking to spread export risk. For wineries that have long depended on the United States, the emerging-market gains could offer room for diversification, although the data also show that growth is uneven across destinations and cannot fully offset weakness in a major market on its own.

Nomisma’s analysis also highlighted longer-term growth in several markets. Between 2015 and 2025, Italian wine exports rose 507% in Romania, 325% in Turkey and 264% in Vietnam, compared with a 45% increase worldwide over the same period.

Brazil was another market that outperformed the broader trend. In the first nine months of 2026, imports of Italian wine there increased 6% by value, compared with 2.1% growth for the Brazilian wine market as a whole.

The figures were released during a two-day meeting organized to examine changes in the Italian wine business and possible development opportunities for the country’s wine supply chain. The Consorzio Italia del Vino brings together 24 Italian wine companies with combined revenue of more than 1.8 billion euros. The group accounts for about 15% of Italy’s wine export sector, according to the information presented with the event.

The study also included domestic market indicators. Based on Istat data cited by Nomisma Wine Monitor, regular wine consumers accounted for 39.3% of Italy’s population in 2025. In large-scale retail channels, sales of Metodo Classico sparkling

wines rose 12.3% by volume in the first nine months of 2026 from the same period in 2025.