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Italian wine imports rose 5.9% in 13 emerging markets despite a broader market decline

Nomisma said total wine imports in those countries fell 3.7% by value in the first half of 2026

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Italian wine gained ground in a group of 13 emerging markets in the first half of 2026, even as overall wine imports in those countries declined, according to an analysis by Nomisma Wine Monitor released Tuesday, November 17, in Rome.

The study found that imports of Italian wine into the 13 markets rose 5.9% in value during the first six months of 2026. Over the same period, total wine imports in those same countries fell 3.7% in value. The figures point to a stronger performance for Italian suppliers than for the market as a whole in those destinations.

The analysis was presented during Win& - Mostra della Cultura del Vino Italiano, an event promoted by the Consorzio Italia del Vino and held Tuesday, November 17, and Wednesday, November 18, at the Horti Sallustiani in Rome. Organizers said the two-day event was designed as a forum for companies, institutions, universities and researchers to discuss changes in the wine sector and the growth prospects for Italy’s wine supply chain.

The Consorzio Italia del Vino said it brings together 24 Italian wine businesses with combined revenue of more than 1.8 billion euros and accounts for about 15% of Italy’s wine exports.

The data released with the event did not list the 13 emerging markets covered in the first-half comparison, and it gave results only in value terms, not in volumes. That means the figures show how import spending changed, but they do not on their own separate the effects of prices, product mix or exchange rates.

Nomisma’s analysis also pointed to strong gains for Italian wine over a longer period in several individual markets. Between 2015 and 2025, Italian wine exports increased 507% in Romania, 325% in Turkey and 264% in Vietnam, according to the study. Over the same period, global wine trade grew 45%, the analysis said.

The report also highlighted a much weaker picture in the United States, one of Italy’s most important overseas markets. In the first nine months of 2026, U.S. imports of Italian wine fell 18.4% in value, broadly in line with an 18.1% decline in overall U.S. wine imports, according to Nomisma.

In Brazil, by contrast, Italian wine outperformed the broader market. During the first nine months of 2026, imports of Italian wine into Brazil rose 6% in value, while the Brazilian wine import market as a whole increased 2.1%, the analysis said.

The data released in Rome also included signs of resilience in domestic consumption. According to Nomisma Wine Monitor, using Istat data, regular wine consumers accounted for 39.3% of Italy’s population in 2025. In the first nine months of 2026, sales of traditional-method sparkling wines in large-scale retail rose 12.3% in volume compared with the same period of 2025.

The figures were released at a time when Italian producers are looking more closely at diversification outside their largest traditional export outlets. The contrast between growth in the 13 emerging markets and the decline in the United States suggests that producers are finding pockets of demand in newer destinations even as some major markets weaken.

Nomisma presented the results as part of a broader discussion about how the Italian wine industry is adapting to changes in trade flows, consumer behavior and international competition. The numbers suggest that while the sector continues to face pressure in some mature markets, Italian wine has been able to improve its position in several countries where import demand overall has been softer.

The release did not provide absolute values for imports or exports in the markets cited, and it did not include a detailed methodology for the emerging-market grouping. Even so, the first-half comparison showed a 9.6-point gap between the rise in imports of Italian wine and the decline in total wine imports across those countries, underscoring Italy’s relative strength in that set of markets.