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Italian wine exports outside the EU cut their decline to just over 2% through September

Unione Italiana Vini said summer sales revived Prosecco, but tariff uncertainty and exchange-rate pressure still threaten the rebound

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Italian wine exports to markets outside the European Union showed signs of recovery in the third quarter of 2026, easing a slump that had marked the first half of the year, according to data presented on Wednesday by Unione Italiana Vini at SIMEI 2026 in

Milan.

The industry group said official trade data analyzed by its UIV Observatory showed that the year-over-year drop in the value of exports to non-EU countries narrowed from 7.5% at the end of June to just over 2% in the cumulative total through September. The figures suggest that Italian producers regained some ground during the summer months, although the group said it was too early to call it a lasting turnaround.

Marzia Varvaglione, vice president of Unione Italiana Vini and president of the European wine committee CEEV, said the third quarter brought a visible improvement for Italian and European wine after a difficult start to the year. She said sparkling wines, and Prosecco in particular, returned to positive territory in the first nine months of 2026, with value growth of more than 4%.

The rebound also extended to the United States, which has been one of the most difficult markets for Italian wine this year. According to UIV, the decline in the value of Italian wine shipments to the U.S. market reached 14% at the end of June but narrowed to 5.5% in the cumulative January-September period.

Varvaglione said the market environment remained challenging because of uncertainty tied to tariffs and an unfavorable exchange rate. She said the summer period had provided some relief, but UIV’s analysis indicated that the coming months would show whether the recovery could continue or whether it was only a temporary improvement.

The comments were made during a discussion on the outlook for the European wine sector at Fiera Milano Rho, where SIMEI 2026 is being held. The biennial event, organized by Unione Italiana Vini, focuses on technology for the wine and beverage industries. This year’s edition brought together about 500 brands, exhibitors from 24 foreign countries and 17 Italian regions, 470 international buyers and more than 60 scheduled events, according to the organizers. It also included the debut of Bevertech, a project focused on liquid food and beverages developed with Ipack Ima.

The data matter beyond wine because Italy is one of Spain’s main competitors in export markets, and any sustained stabilization in Italian sales outside the EU could shape pricing, promotion and market share across the broader beverage trade. That is

especially true in markets such as the United States, where tariffs and currency moves can quickly affect demand for imported wine, sparkling products and other premium drinks.

For now, the figures point to a recovery that is real but not yet secure. The improvement from midyear levels was sharp, especially in the U.S. market and in sparkling wines, but the export trend through September still showed an overall decline in value for shipments to non-EU destinations. That leaves producers facing a final stretch of the year in which demand, trade policy and exchange rates will remain central to whether the rebound holds.