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Piedmont Overtakes Tuscany After Wine Exports Rise 2.4%

First-half foreign sales reached €566.9 million, returning the northern region to second place behind Veneto

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Piedmont’s wine exports rose in the first half of 2026 even as Italy’s overall wine shipments declined, giving the northern region a stronger position in one of the country’s most important food and beverage industries.

Data cited on Monday, November 23, by the Unione Italiana Vini Observatory showed that Piedmont's foreign wine sales reached €566.9 million in the first six months of the year, up 2.4% from a year earlier. National wine exports, by contrast, fell 6.2% over the same period.

The performance lifted Piedmont back to second place in Italy by export value, ahead of Tuscany and behind only Veneto. Veneto remained the top exporting region despite an 8.4% decline, while Tuscany posted a 7.4% drop, according to the same data.

The first-quarter figures had already pointed to modest growth for Piedmont, with exports up 0.5% to €255.2 million. The region then accelerated in the second quarter and moved past Tuscany as broader Italian wine trade remained under pressure.

One of the strongest results came from Asti Spumante DOCG, which generated €73 million in export value in the first half of the year, a gain of more than 28%. More broadly, Italian sparkling wines held up better than other categories, rising 0.4%, while bottled still wines fell 8.9%.

The United States remained the main market for Piedmont's protected designation of origin red wines, absorbing nearly one-quarter of exports. That exposure matters because the U.S. market had a difficult start to the year for Italian wine overall, with the sector down 14.1% in the first half. The Unione Italiana Vini Observatory said order data in the third quarter pointed to a recovery.

Regional officials said the numbers show how important wine remains to Piedmont's wider economy. In the first half of 2026, agrifood exports from the region rose 8.9% to more than €10.2 billion. Wine was a leading contributor to that growth and continued to act as a gateway product for the broader food sector, according to the regional government.

Alberto Cirio, the president of the Piedmont region, and Paolo Bongioanni, the regional official responsible for trade, agriculture and tourism, said producers had adapted well to changes in demand and that public support for international promotion was helping open new markets. They pointed to trade and promotional activity in Hong Kong, New York and Beijing, and said the region planned to attend major expos in Haikou and

Shanghai in 2027.

The figures also carry weight beyond Piedmont. In a year when Italian wine exports have weakened overall, the region’s growth suggests that some segments of the market are proving more resilient than others. That could draw attention from importers, distributors and other beverage companies looking for categories with steadier demand, especially in sparkling wine and in premium appellations that can better resist a broader slowdown.

Piedmont’s gains do not erase the challenges facing the national industry, particularly in the U.S., which remains central to Italian wine sales abroad. But the contrast between Piedmont’s 2.4% increase and Italy’s 6.2% decline shows a region outperforming the wider market at a time when producers across the country are facing weaker trade conditions.