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Italy’s wine industry says U.S. tariffs have cut exports by more than €380 million

The trade group said a weaker dollar deepened the losses, leaving producers exposed in their most important foreign market

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Italy’s wine industry has already lost more than €380 million in exports to the United States since new U.S. tariffs and the depreciation of the dollar began to weigh on shipments, according to Unione Italiana Vini, the country’s main wine trade association.

In a statement released on Wednesday, November 25, the group said the losses were measured against export levels before the tariffs were introduced. It urged the European Commission to prevent a further escalation in the trade dispute, saying additional duties would add pressure to a sector that is already facing weaker demand in the U.S.

The association said the new measures announced by the U.S. administration include exemptions in the beverage sector for Irish whiskey and Champagne made in France. That, it said, leaves Italian wine producers exposed at a time when the American market remains their most important foreign destination.

Lamberto Frescobaldi, president of Unione Italiana Vini, said tariffs have proved to be damaging across the board, affecting exporting countries, distributors and American consumers. He said the cost for Italian wine has already become heavy once the impact of both tariffs and the weaker dollar is taken into account.

The group’s analysis, based on data from Italy’s national statistics agency Istat, showed that from April through December 2025, exports of Italian wine to the United States fell by €237 million from the same period in 2024. That amounted to a 16% drop in value, while volumes declined 9.5%.

In the first eight months of 2026, Italian wine sales in the U.S. market fell by another €145 million compared with the same period in 2024, a decline of 11.6% in value, according to the association. Volumes were down 6.4%.

The trade group said there were signs of a partial rebound in the summer. Shipments by value rose 9.7% in July and 21.3% in August compared with the same months in 2025. Even so, those gains were not enough to offset the broader losses recorded since the tariff measures began to hit trade flows.

Frescobaldi said the United States accounts for 24% of Italy’s total wine exports, making it the leading market for the industry. That exposure means any new trade barrier could have wider effects across the beverage business, from producers and exporters to importers and retail channels, because so much of Italy’s overseas wine trade depends on U.S. demand.

He also said the industry is contending with largely external pressures and called for a firm response from Brussels. Even if the proposed U.S. measures were found to be compatible with the so-called Turnberry alignment, he said, they would still deal a serious blow to Italian companies already facing a structural slowdown in wine consumption across the Atlantic.