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Italian wine exports to the United States stayed 11.6% below 2024 levels through August 2026

Industry data showed gains in July and August, yet tariffs and a weaker dollar left January through August sales down 145 million euros

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Italian wine exports to the United States rose in July and August after a long stretch of weakness, but sales in the first eight months of 2026 remained well below the levels recorded before the trade disruption of the past two years, according to data released on Wednesday, November 25, by the industry group Unione Italiana Vini.

The group said its observatory, using Istat data, found that Italian wine exports to the U.S. market were down by 145 million euros in January through August 2026 compared with the same period in 2024. That amounts to an 11.6% decline in value. Export volumes for the same period fell 6.4%.

The figures point to a market that has started to improve on a monthly basis but has not yet recovered the ground lost since tariffs were introduced and the U.S. dollar weakened against the euro. The group said the decline cannot be explained by tariffs alone and tied the damage to both trade measures and currency effects.

The recent monthly numbers were more encouraging. UIV said export shipments by value increased 9.7% in July and 21.3% in August compared with the same months in 2025. The group did not publish the monthly euro amounts for those two months, so the size of the increase in absolute terms was not available.

That means the recent rebound and the broader decline are based on different comparisons. The January-August 2026 total was measured against January-August 2024, while the July and August gains were measured against July and August 2025. The data therefore suggest an improvement in momentum, but they do not show that exports have returned to earlier levels.

UIV presented the numbers as part of a broader warning about the effect of U.S. trade policy on Italian wine. The association said more than 380 million euros in exports had already been lost compared with levels before the tariffs were introduced. That total combines the losses recorded from April through December 2025 and from January through August 2026.

For the earlier period, UIV said exports of Italian wine to the United States fell by 237 million euros from April through December 2025 compared with the same months in 2024. That represented a 16% drop in value and a 9.5% decline in volume.

Lamberto Frescobaldi, president of Unione Italiana Vini, said the U.S. remains the main foreign market for Italian wine and accounts for 24% of Italy’s total wine exports. He said the sector had already been strained by outside factors and called on the European Commission to act to avoid a new tariff escalation.

In its statement, UIV referred to newly announced U.S. duties affecting the beverage sector and said exemptions had been granted to Irish whiskey and Champagne produced in France. The association argued that even if the proposed measures were consistent with wider trade understandings, they would still weigh on Italian producers that are already dealing with a structural slowdown in American consumption.

The U.S. market is central to Italy’s wine industry because of both its size and its pricing power. A decline in the value of exports can reflect lower shipments, weaker pricing, unfavorable currency conversion, or a combination of those factors. In this case, UIV’s data show that both value and volume fell in the periods it examined, indicating that the slowdown was not only a pricing issue.

At the same time, the stronger readings in July and August suggest that demand may be stabilizing after a difficult period. Because the source released only percentage changes for those two months, it is not yet possible to determine how much of the improvement came from higher volumes, stronger prices, or changes in product mix. It is also not possible from the published figures alone to say whether the rebound marks the start of a sustained recovery.

What is clear from the data is that the U.S. market has not fully returned to the levels seen before tariffs took effect. Even with two positive summer months, the cumulative value of exports in January through August 2026 remained below the comparable 2024 period, and the volume shipped was also lower.

The numbers add to evidence that trade barriers and exchange-rate moves can have a lasting effect even after some monthly indicators begin to improve. For Italian wine producers, the challenge is especially significant because the United States has long been one of the industry’s most important destinations, and setbacks there can quickly affect the broader export picture.

UIV’s release did not offer a forecast for the rest of 2026. But the combination of a weaker year-to-date performance and a recent pickup in shipments leaves the market in a mixed position: better than it was a year earlier in midsummer, but still behind where it stood before the tariff shock and the depreciation of the dollar.