vinetur

Italy's wine exports soar to $15 billion in 2022

Zoppas, president of Ice Agenzia, reveals wine industry figures

Wednesday, September 20, 2023



Italy's wine sector is shining brighter than ever, marking a commendable international turnover of €14 billion ($14.98 billion) in 2022. Amid the bustling city of Milan, at an event organized by the Franciacorta Consortium, Matteo Zoppas, the President of Ice Agenzia, shed light on the importance of Italy's food and wine legacy, emphasizing the wine industry's pivotal role.

In 2022, Italy's total exports soared to €624 billion ($667.68 billion), with food and wine making up a staggering €60 billion ($64.2 billion) of that total. From this hefty figure, the wine sector alone contributed a remarkable €14 billion ($14.98 billion). This makes Italy one of the global leaders in wine exports, second only to France. Such immense success is a testament to the expertise and commitment of Italian wineries, including those from Franciacorta, where the event took place.

Recognition on the Global Stage

Zoppas cited the United States, Germany, France, Spain, and the United Kingdom as major destination markets. "These numbers confirm and tell a story rich in culture, tradition, and innovation," said Zoppas, indicating that Italian wine's worldwide acceptance is deeply rooted in the nation's history and the continuous innovations in the industry.

Moreover, the designation of Italian cuisine as a UNESCO intangible heritage plays a significant role in endorsing Italian wine as a symbol of fine dining and a beacon of sustainable food culture. This global acknowledgment is further strengthened by the sheer skill of Italian chefs, the "perfect ambassadors" of Italy's gastronomy and viticulture.

Preserving Authenticity in a Global Marketplace

To further enhance Italy's presence on the world stage, Ice Agenzia is devoted to projects that bolster the international outreach of Italian businesses and promote Italian cuisine worldwide. A noteworthy objective for Agenzia Ice is to combat "Italian Sounding," an initiative that aims to protect the genuineness of Italian products in global markets. One such effort is the TrackIT blockchain, designed to safeguard Italian brands against counterfeiting and to emphasize the distinctiveness and history of Italian craftsmanship.

With the drive to preserve the integrity of Italian products and the ambition to push boundaries, Italy's wine sector is positioned to ascend even higher. The nation, rich in history and flavors, stands poised to make even more significant strides in the global wine industry in the years to come.