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Wine industry recovery predicted to begin in 2026, study finds

Experts highlight premiumization, emerging markets, and adaptability as key factors for future growth and resilience in the sector

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A recent study by the University of Bordeaux and the University of Verona suggests the wine industry could see a recovery starting in 2026. The research, which used Italian wine producer Masi as a case study, was presented in Milan this week. Professor Jean-Marie Cardebat from the University of Bordeaux and Professor Davide Gaeta from the

University of Verona led the study, titled “Resilience and preparation for the next cycle of global wine consumption. Masi: an original case study.”

Cardebat explained that economic cycles have always influenced global wine consumption. While current economic and geopolitical challenges have caused a decline in the market, he believes that controlling inflation could lead to a turning point in 2026. He also predicted that 2027 might mark the start of a recovery phase with sustained growth for the wine sector. However, he emphasized that this recovery would not replicate past market conditions. Changes in consumer behavior and new trends will shape the next phase of the industry.

Cardebat highlighted the importance of premiumization, with consumers increasingly seeking quality and high-value wines. He stressed the need for wineries to invest in brand development and enhance consumer experiences, such as wine tourism, which has grown significantly in recent years. He also noted that emerging markets might drive a renewed interest in red wine, which has seen a decline in Europe.

Professor Gaeta outlined key factors for resilient wine companies to thrive in international markets. These include having a strong organizational structure, transparent information management, and strategies to diversify product offerings. He emphasized the importance of flexibility in responding to changing demand, both in grape supply and product range. Gaeta also pointed out that segmenting distribution and maintaining a diverse presence in global markets can help mitigate risks and create growth opportunities.

Additionally, Gaeta mentioned that competitiveness in the wine industry can be strengthened through attention to corporate identity, strategic marketing, and innovation focused on sustainability. Both professors agreed that adapting to new consumer preferences and market conditions will be essential for the wine industry to navigate future challenges and opportunities.