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Italian agricultural machinery exports fall sharply in 2024 with wine sector hit hardest

Major markets in Europe and the United States see double-digit declines as industry faces post-pandemic correction and reduced investment

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Italian agricultural machinery exports, with a strong focus on viticulture equipment, have experienced a sharp decline in 2024. According to data from Istat analyzed by the Unione Italiana Vini (UIV) Observatory for the upcoming Enovitis in Campo event scheduled for June 18-19 in Rosciano, Abruzzo, the export value of Italian-made agricultural machinery is expected to reach nearly 1.2 billion euros this year. The wine sector accounts for about half of this figure. However, the industry saw a 25% drop in export value compared to the previous year.

The downturn has affected Italy's main export markets. In 2024, exports to France fell by 34%, Germany by 45%, Spain by 25%, and the United States by 14%. The European Union, which represents 65% of total sales, recorded a 30% decrease, while non-EU markets dropped by 15%. The first two months of 2025 have not shown signs of recovery, with exports totaling 167.6 million euros, down 9% from the same period in 2024.

The decline is most pronounced in motorized equipment, especially tractors. This category makes up more than half of the sector's exports and saw a 32% decrease in December 2024 and an additional 11% drop at the end of February 2025. Despite these figures, some industry leaders report early signs of improvement starting in March.

Paolo Castelletti, secretary general of UIV, explained that the sector is experiencing a natural slowdown after strong growth between 2021 and 2023. He noted that the market had surged by 13% in 2023 but is now facing a physiological correction. Castelletti also pointed out that reduced investment in the wine sector, both in Italy and abroad, has contributed to the current downturn.

Enovitis in Campo, an annual event organized by UIV to showcase innovations in vineyard technology and machinery, will be held for the first time in Abruzzo this year. Castelletti emphasized that this debut aims to foster new partnerships and encourage innovation during a challenging period for the industry.

According to a study conducted by the UIV-Vinitaly Observatory in 2023, Italy's "Vineyard" segment—which includes agrochemicals, fertilizers, vineyard planting, and mechanization—generates about two billion euros in annual revenue and employs over 10,250 people across approximately 400 companies.

While some markets such as Spain (+6%), Poland (+79%), and Turkey (+32%) have shown positive trends at the start of 2025, demand from France (-29%), Germany (-32%), and the United States (-60%) remains weak. Industry experts are watching closely for further signs of recovery as the year progresses.