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Italian Wine Exports to U.S. Plunge 28% in Summer 2025 Despite Price Cuts

New tariffs and a weaker dollar drive sharpest decline in over a decade, raising concerns for Italy’s key export sector

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Lamberto Frescobaldi

Italian wine exports to the United States saw a sharp decline in July and August 2025, dropping by 28% in value compared to the same period last year. This decrease comes despite Italian producers lowering their average prices by about 17% in an effort to offset the impact of new tariffs. The data comes from the Unione Italiana Vini (Uiv)

Observatory, which has been tracking a steady deterioration in the U.S. market since the start of the year. The downturn coincides with the introduction of new customs tariffs on Italian wine.

In the first eight months of 2025, export trends shifted significantly. While the first quarter showed a positive growth of 12.5% in value, by the end of August, the overall figure had dropped to -3%. The most significant declines were recorded during the summer months: July saw a 26% decrease compared to July 2024, and August fell by 30%. August was also the first month when the new 15% tariffs were fully applied, according to Istat data.

Preliminary estimates from the European Commission’s Directorate-General for Taxation and Customs Union (DG Taxud) suggest that September will bring another double-digit contraction in exports. The outlook for Italian wine exports to the U.S. remains weak as a result.

Lamberto Frescobaldi, president of Uiv, commented that both tariffs and a weaker dollar have weighed heavily on market performance. He noted that U.S. wine consumption is down and that a temporary increase in orders for stockpiling could not be sustained. Frescobaldi said that summer data confirm these trends and emphasized that Italian wine companies now need to focus on medium- and long-term strategies. He called for improved efficiency and management within companies, as well as stronger efforts to maintain a presence in foreign markets, especially in the United States once conditions stabilize.

Frescobaldi also stressed the importance of government support for promotion and internationalization efforts. He expressed hope that upcoming government measures would allocate new resources for promoting Italian wine through Italy’s trade agency, Ice.

The Uiv Observatory also reported that, over the first eight months of 2025, exports to non-EU countries fell by 3% in value and by 4% in volume based on customs data. Among major destinations outside the European Union, China saw a drop of 27%, Russia fell by 26%, Japan by 5%, Switzerland by 3%, and the United Kingdom by 2.5%. Canada was an exception, with exports rising by 10.5%.

The decline in Italian wine exports is being closely watched by industry leaders and policymakers as they consider how best to support one of Italy’s most important export sectors during a challenging period for global trade.