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Italian Wine Exports Hit Record €8.1 Billion in 2024, Up 5.5% From Previous Year

Younger consumers drive demand for quality and sustainability as Italy leads global wine export volumes and expands digital reach

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Italian wine exports have continued to grow in 2024, reaching a record 8.1 billion euros, according to data from ISTAT and the International Organisation of Vine and Wine (OIV). This marks a 5.5% increase compared to 2023. Italy now leads the world in wine export

volumes and ranks second in value, just behind France. These results confirm the country’s strong position in the global wine market, combining both quantity and quality.

The growth in exports comes after a year of recovery for Italian wine production, which had experienced a decline in 2023. The sector’s resilience is also reflected in the latest analysis from Nomisma Wine Monitor, which shows that domestic wine consumption is becoming more selective. Italian consumers are now more focused on quality, regional identity, and sustainability, rather than daily consumption. This shift is part of a broader trend where wine is increasingly seen as a conscious choice rather than a routine habit.

Over the past two decades, the value of Italian wine exports has risen by 188%, according to Federvini-Nomisma. In 2023, Italy accounted for 22% of global wine trade. Italian wines are now present in 46 international markets, making exports responsible for about half of the industry’s total revenue. Several factors have driven this growth, including the expansion of dynamic wine-producing regions, the country’s rich diversity of native grape varieties, and the strength of its certification system. Italy holds the European record for DOP (Protected Designation of Origin) and IGP (Protected Geographical Indication) wines, which has helped build a strong reputation abroad.

The combination of unique territories, high quality, and strong identity has also boosted wine tourism in Italy. Visits to vineyards and wineries have become an important economic and cultural asset for many regions. The experience of tasting wine on-site and learning about its origins has attracted both domestic and international tourists, further supporting local economies.

Recent consumer trends show that wine drinking in Italy is becoming more occasional and social. Younger generations, especially Gen Z and Millennials, are leading these changes. They tend to drink less frequently but are more interested in authenticity, lifestyle choices, and sustainable packaging. The focus has shifted from quantity to quality, with consumers seeking wines that tell a story about their origin and production methods.

On the supply side, 2024 has seen positive signals from Italy’s most successful wine regions, particularly those known for sparkling wines and strong export-oriented denominations. The emphasis on “drinking less but better” is shaping both production and marketing strategies. Producers are investing in sustainable practices in the vineyard and winery, as well as eco-friendly packaging. These efforts align with the values of younger consumers and enhance the perception of Italian wine quality worldwide.

Digital channels are playing an increasingly important role in the wine market. E-commerce has made it easier for consumers to discover new wines and for small and medium-sized wineries to reach global audiences. Online sales are expected to continue growing, offering new opportunities for Italian producers.

Wine is also becoming more integrated into gourmet cuisine and lifestyle choices. Pairing wine with regional or contemporary dishes is now part of a broader experience that values knowledge and curiosity. Wine tourism remains a key driver, with visits to wineries helping to build brand loyalty and transfer cultural value to the product.

The image of Italian wine abroad is that of an ambassador for quality, tradition, and innovation. The sector’s positive export trajectory is supported by its cultural heritage and ability to adapt to changing consumer preferences. To maintain its competitive edge, the Italian wine industry will need to continue investing in authentic storytelling, sustainability, and the integration of marketing with tourism and digital channels. This approach will help meet the expectations of new generations while preserving the historical depth that makes Italian wine unique.