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Italian Dop Economy Hits €20.7 Billion in 2024, Exports Reach Record €12.3 Billion

Protected food and wine products now make up 19% of Italy’s agri-food revenue, with cheese and olive oil leading growth.

Thursday, November 27, 2025



The Italian Dop Economy, which includes products with Protected Designation of Origin (DOP) and Protected Geographical Indication (IGP), reached a production value of 20.7 billion euros in 2024. This figure marks a 3.5% increase compared to the previous year and a 25% rise since 2020, according to the latest Ismea-Qualivita Report presented in Rome. The report, now in its 23rd edition, analyzes the economic and production values of Italy’s DOP and IGP food, wine, and—new this year—spirits sectors.

The DOP and IGP sector now accounts for 19% of Italy’s total agri-food revenue. The food segment grew for the fourth consecutive year, up 7.7% to over 9.6 billion euros. Bottled wine remained stable at 11 billion euros. Exports of DOP and IGP products also set new records in 2024, reaching 12.3 billion euros, an increase of 8.2%. For the first time, food exports surpassed 5 billion euros, while wine exports exceeded 7 billion euros.

Much of this growth is driven by two iconic cheeses: Grana Padano DOP and Parmigiano Reggiano DOP. Grana Padano reached a value of 2.1 billion euros, up 23.3%, while Parmigiano Reggiano hit 1.7 billion euros, up 10.1%. Together, these cheeses represent nearly one-fifth of the entire Dop Economy.

The number of consortia authorized by the Ministry of Agriculture rose to 328 in 2024, coordinating the work of about 184,000 operators across food, wine, and spirits sectors. However, the number of producers and processors fell by 5.6% compared to last year. Employment in the sector increased slightly to an estimated 864,441 workers, up 1.6%.

A new analysis by Istat shows that companies in the Dop Economy are often led by younger entrepreneurs with more specialized training and a greater focus on innovation and multifunctionality than the national average. These factors contribute to higher economic performance: their average standard production is more than three times that of other Italian agricultural businesses.

In terms of regional performance, growth was recorded in 14 out of Italy’s 20 regions in 2024. The Northeast remains the powerhouse with an aggregate value of over 11 billion euros—Veneto alone is close to five billion euros, Emilia-Romagna is near four billion (up 3%), and Friuli-Venezia Giulia grew by over eight percent to reach 1.3 billion euros. The Northwest also performed well with a seven percent increase, led by Lombardy’s fourth consecutive year of growth to nearly three billion euros.

Southern Italy and the islands saw a combined annual increase of over three percent, with strong performances from Campania, Puglia (up more than twelve percent), Sicily, Abruzzo, and Calabria. The Central region experienced a slight decline after last year’s drop but saw some recovery in Tuscany and Umbria.

Among provinces, Treviso leads with a production value of over two billion euros, followed by Parma, Verona, and Brescia—all above one billion euros each. Mantua, Modena, Treviso, and Brescia posted the largest absolute gains this year.

Exports continue to be a key driver for the sector. Both food and wine exports grew within the European Union (up nearly six percent) and even more outside it (up over ten percent). The United States remains the top export market for Italian DOP and IGP products, accounting for more than one-fifth of total exports.

Despite positive export trends overall, nearly half of supply chains reported negative effects from U.S. tariffs as of October 2025. In response, over sixty percent of consortia have started diversifying their markets; however, only one-third expect tariffs to have a significant long-term impact.

In retail distribution across Italy in 2024, spending on DOP and IGP products rose by just over one percent to reach 6.2 billion euros—4.3 billion for food products and nearly two billion for wine. Discount stores showed the highest growth rates among retail channels; geographically, Southern Italy saw the largest increase in sales.

Looking at product categories within DOP/IGP/STG foods (including traditional specialties), cheese led growth with a ten percent increase in value; pasta was up eleven percent; olive oil surged almost fifty percent; fresh meats rose four percent; fruit and vegetables grew six percent; balsamic vinegar was up nearly eight percent; while bakery products remained stable.

The wine sector stabilized after last year’s slowdown: bottled DOP/IGP wines held steady at eleven billion euros in value despite mixed results among individual denominations and regions. Seven out of fifteen leading denominations posted gains—including Prosecco DOP (up half a percent), Delle Venezie DOP (up nine percent), Puglia IGP (up almost twenty percent), Alto Adige DOP (up less than one percent), Chianti Classico DOP (up two percent), Chianti DOP (up two percent), and Terre Siciliane IGP (up ten percent). Eight denominations saw declines.

Regionally for wine production value: Veneto leads with over four billion euros; followed by Piemonte at just over one billion; Tuscany at just under that mark; Friuli Venezia Giulia at nearly nine hundred million; Trentino-Alto Adige at almost seven hundred million; Puglia at six hundred million; Lombardy at just under five hundred million; Emilia-Romagna at nearly five hundred million; Sicily at four hundred forty million; Abruzzo at almost three hundred million.

Minister of Agriculture Francesco Lollobrigida said these results confirm the strength and uniqueness of Italy’s agri-food system based on geographical indications that protect know-how and guarantee authenticity worldwide.

Among individual products by value: Grana Padano DOP leads all foods at over two billion euros; Parmigiano Reggiano follows closely behind; Prosciutto di Parma is third despite a decline this year; Mozzarella di Bufala Campana holds steady above half a billion euros; Gorgonzola grew seven percent; Prosciutto di San Daniele rose eight percent; Aceto Balsamico di Modena increased almost eight percent; Mortadella Bologna edged up one percent; Pecorino Romano fell twelve percent; Pasta di Gragnano jumped eleven percent; Bresaola della Valtellina rose twelve percent; Asiago dropped slightly; Speck Alto Adige climbed thirteen percent; Mela Alto Adige increased thirteen percent; Terra di Bari olive oil soared eighty-nine percent.

The Italian Dop Economy continues to play a central role not only in agriculture but also as an engine for employment, exports, regional development and tourism throughout Italy’s diverse territories.