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Italian Wine Exports to U.S. Plunge 23% in Last Quarter Amid Tariffs and Price Cuts

Producers slash prices by 15.5 percent as industry leaders warn current strategies are unsustainable without urgent government support

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The Italian wine sector is facing a sharp downturn in exports to non-EU countries, especially the United States. Marzia Varvaglione, vice president of the Unione Italiana Vini (UIV), raised concerns during a recent conference at the Ministry of Foreign Affairs in Rome. She reported that after a strong start to 2025, with exports to the U.S. up by 12.5% in the first quarter—largely due to frontloading before new tariffs—the situation has reversed. Over the first nine months of 2025, exports dropped by 4%, and in the last quarter alone, they fell by 23%.

According to data from the UIV Observatory, the average price for Italian wines shipped overseas between July and September decreased by 15.5%. This price reduction is seen as a form of “self-taxation,” as producers try to maintain their market share despite challenging conditions. However, industry leaders warn that this strategy is not sustainable in the long term.

The decline comes amid ongoing trade tensions and new U.S. tariffs on European products, which have hit Italian wine producers hard. The drop in export value and volume is compounded by a weaker dollar and reduced purchasing power among American consumers.

In response to these challenges, UIV is calling for increased funding for internationalization and promotional projects through Italy’s national trade agency, ICE. The organization argues that extraordinary measures are needed, including closer cooperation between public agencies and private companies to develop more effective marketing strategies and target key market segments.

Varvaglione expressed hope that negotiations could eventually lead to an exemption for wine and spirits from U.S. tariffs. In the meantime, she welcomed the Italian government’s decision to allocate an additional 100 million euros per year from 2026 to 2028 for promotion and internationalization activities in its draft budget law. She emphasized that a significant portion of these funds should be directed toward the wine sector, which faces serious risks due to tariffs, currency fluctuations, and declining consumer spending.

The coming weeks will reveal whether these hopes will translate into concrete support for Italian wine exporters. UIV maintains that increasing resources for foreign promotion and launching more effective joint projects with wine companies are essential steps during this period of uncertainty. The organization sees these measures as an urgent remedy, supported by government action, to help stabilize Italy’s wine industry in global markets.