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Prosecco Doc Exports Top 82% as Production Hits 667 Million Bottles in 2025

Sparkling wine sector defies global headwinds with growth, brand campaigns in 39 countries, and new sustainability initiatives for 2026

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Prosecco Doc continues to drive the Italian wine industry forward, showing growth in 2025 despite a challenging global environment. The sparkling wine, known for its approachable style and affordability, ended the year with 667 million bottles produced, marking a 1.1% increase over 2024. Of this total, 60.3 million bottles were rosé, representing about 10% of the category. The overall value reached 3.6 billion euros, with more than 82% of production exported to 164 countries.

The Prosecco Doc Consortium, which oversees the denomination across Veneto and Friuli Venezia Giulia, attributes this resilience to strong collaboration across the supply chain. Giancarlo Guidolin, president of the Consortium, said that the sector's ability to work together—bringing together grape growers, winemakers, and sparkling wine houses—has helped it navigate a year marked by geopolitical instability, inflation, customs duties, and pressure on consumer spending.

International market data from January to September 2025 show varied trends. The United States remains the top export destination for Prosecco Doc, accounting for 23.8% of exports and growing by 8%, even as new tariffs introduced some volatility. The United Kingdom followed with a modest increase of 1.1%. France saw significant growth at 21.1%, moving into third place ahead of Germany, which posted a 3.1% rise. Other markets also showed positive results: Greece increased by 22.4%, and Mexico by 14.5%. However, some countries experienced declines due to specific economic and geopolitical factors.

In addition to commercial performance, the Consortium continued its efforts in brand protection and promotion throughout 2025. Campaigns ran in 39 countries and generated over two billion impressions worldwide. Looking ahead to 2026, Prosecco Doc will serve as the Official Sparkling Wine Sponsor for the Milan-Cortina Winter Olympic and Paralympic Games—a major opportunity to showcase Italian wine excellence on a global stage.

Guidolin emphasized that for 2026, the focus will be on consolidating Prosecco Doc's value and ensuring fair profitability across the sector. He noted that sustainability is now a strategic priority for the denomination. The Consortium is working toward certification as a Sustainable Community under ISO 37101 standards, aiming to

integrate environmental, social, and economic efforts into a unified system.

The Consortium is also advancing its Low Alcohol project (8-9% ABV), designed to meet changing consumer preferences while promoting responsible drinking habits. These initiatives reflect an ongoing commitment to adapting to market demands and maintaining Prosecco Doc’s position as a leader in Italian wine exports.