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Italian Wine Imports Hit 449 Million Canadian Dollars, Capturing Over 25% of Canada’s Market

Premium selections and sparkling wines drive growth as Italian labels dominate restaurant lists and adapt to changing consumer preferences

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Italian wine continues to strengthen its leadership in the Canadian market, as recent data and industry reports show a steady rise in both import values and consumer demand for premium products. According to an analysis by the Italian Trade Agency

(ICE) office in Toronto, published in the February 2026 issue of Il Corriere Vinicolo, imports of Italian wine into Canada reached 449 million Canadian dollars during the first eight months of 2025. This figure represents more than 25 percent of the total value of wine imports into the country.

The Canadian wine market is recognized for its structured and sophisticated approach to imported wines. Consumers are increasingly seeking quality, sustainability, and premium experiences. While red wines remain the most imported category from Italy, white wines, rosé, and especially sparkling wines have shown the fastest growth rates. The popularity of Prosecco has played a significant role in driving this trend.

The impact of these preferences is visible in the restaurant sector. The Wine On-Premise Canada 2025 report indicates that Italian wines are now the most featured on restaurant wine lists across Canada. This presence is particularly strong in mid-to-high-end establishments, reinforcing Italy’s position as a leader in premium wine offerings. Regional segmentation within the market also reveals a growing interest in indigenous grape varieties and wines with fresh, distinctive profiles, reflecting evolving Canadian consumer tastes.

Distribution channels for wine in Canada are also changing. The introduction of wine sales in Ontario supermarkets and the expansion of e-commerce platforms have broadened access for consumers and created new opportunities for Italian producers. These developments support integrated promotional strategies that reach a wider audience.

The ICE Agency plays a central role in supporting Italian wine’s presence in Canada through partnerships with retailers and restaurants, as well as organizing masterclasses and dedicated events. These initiatives help maintain visibility and educate both trade professionals and consumers about the diversity and quality of Italian wines.

The current landscape shows a competitive market undergoing transformation, where Italian wine remains a benchmark for quality and regional diversity. There is still significant potential for growth, especially in premium, fresh, and sustainable categories. The combination of consumer interest, evolving distribution channels, and ongoing promotional efforts positions Italian wine to continue its leadership in Canada’s

dynamic wine sector.