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Campari Group Delivers 2.4% Organic Sales Growth Despite Market Headwinds

Company boosts profitability and gains global market share as investments in brand building drive strong 2025 results

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Campari Group reported strong financial results for 2025, overcoming the ongoing challenges in the alcoholic beverage market. The company achieved sales of €3.05 billion, marking a 2.4% organic increase compared to the previous year. Adjusted EBITDA reached €784 million, up 7.6% organically, with a margin of 25.7%. These results come despite a difficult operating environment marked by declining consumption, economic uncertainty, and growing health consciousness among consumers.

The group saw organic growth in 24 markets across all geographic regions and brand houses. Excluding the impact of a hurricane in Jamaica, organic growth would have reached 3%. Campari Group also outperformed competitors in sell-out data, gaining market share in nearly all business segments, especially in aperitifs and tequila.

Profitability improved due to a higher gross margin and the ongoing implementation of cost containment measures. This allowed Campari Group to strengthen investments in brand building, particularly through increased spending on advertising and promotion. These efforts align with the company’s new portfolio strategy.

The aperitif segment, which includes brands such as Aperol, Campari, and Crodino and represents 44% of total sales, grew by 2% in 2025. The Cognac and Champagne division, accounting for 10% of sales, posted a notable 14% increase, driven by strong performance from Lallier Champagne. Sparkling wines and vermouths also grew by 2%, mainly supported by Riccadonna.

Campari Group’s CEO Simon Hunt commented that the company faced the year’s complexities with resilience and achieved robust organic growth in both sales and profitability. He highlighted that Campari brands outperformed competitors and gained market share globally, with growth recorded in 24 countries and across all brand houses.

The company also reported solid cash generation, which enabled it to reduce financial leverage faster than expected. This improvement allowed Campari Group to increase its dividend payout ahead of schedule while maintaining financial flexibility.

Looking ahead to 2026, Campari Group expects continued organic sales growth and further improvements in profitability. The company plans to focus on new consumption formats, strategic brands, and accelerated geographic expansion while maintaining strict financial discipline. Management remains confident in Campari Group’s ability to deliver long-term growth that increases margins and generates cash flow for shareholders.