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Italy Keeps Wine Price Increases Among Lowest in Europe Over Past Decade

Producers hold wine inflation to 7.4% from 2015 to 2025 despite rising costs and shifting consumer habits across the continent

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Over the past decade, wine prices in Italy have risen by 7.4%, one of the lowest increases among European Union countries. This data comes from Eurostat, analyzed by the American Association of Wine Economics and processed by the Federal Reserve Economic Data (Fred). The period considered is from 2015 to 2025. The increase in wine prices in Italy stands out especially when compared to other consumer goods, such as energy and food, which saw a 25% rise between 2021 and 2025 according to Istat.

The issue of inflation and declining purchasing power has become central for many sectors in Italy, including wine. Consumption has dropped, particularly in bars and restaurants where markups are higher. Industry leaders and distributors, such as Gruppo Meregalli, Cuzziol Grandivini, Sagna, Sarzi-Amadè, Pellegrini, Partesa, and Heres, have discussed these challenges. Oscar Farinetti, founder of Eataly and a wine producer in Piedmont, recently commented on the topic, noting that some wines may now be priced too high even at the winery level.

Despite these concerns, Italy’s wine price increase remains modest compared to other major European markets. In Germany, wine prices rose by 22.6% over the same period. France saw a 25.7% increase, while Spain and Belgium both recorded a 27.4% rise. Northern Europe experienced significant inflation as well: Finland’s wine prices went up by 22.6%, Sweden by 27.1%, and Norway by 30.9%. Denmark was an exception with a smaller increase of 7.8%.

Eastern Europe saw even sharper rises in wine prices. Poland recorded a 25% increase. Latvia and Slovenia both reached 33%. Croatia experienced a dramatic jump of 91%. Several countries reported increases above 40%, including Albania, Estonia, Slovakia, and Hungary. Romania, Lithuania, and Montenegro saw rises between 50% and 60%, while Bulgaria reached 67%. Turkey stands out with an extraordinary increase of 1,581%, although its wine market remains very small.

The data suggests that in many countries, rising wine prices are linked to increased imports. There is also a broader trend where wine is shifting from being an everyday product to a luxury item for many consumers. This change reflects the “premiumization” trend that has shaped the global wine market over the last ten years.

In Italy, despite inflationary pressures affecting most goods and services, wine producers have managed to keep price increases relatively low compared to their European counterparts. This restraint may be due to strong domestic competition and cultural factors that keep wine accessible for Italian consumers. However, industry experts continue to debate whether current pricing strategies are sustainable given rising production costs and changing consumer habits.

The Italian experience contrasts sharply with other European countries where inflation has pushed wine further into the luxury category. As economic conditions evolve across Europe, the relationship between price increases, consumption patterns, and cultural attitudes toward wine will remain an important topic for producers and consumers alike.