Ubiquitous yet fundamental: the Italian wine dilemma in Germany

scritto da Veronica Zin | 20 Marzo 2024



The wine market in Germany mirrors a bittersweet situation for Italian producers:

- On the one hand, according to the German Wine Institute (DWI), the wine consumption in relation to the analyzed population has lowered from 19,9 to 19,2 liters per capita during a timeframe from August 1ST 2022 to July 31st 2023
- On the other hand, the Italian wines export in Germany in the first 10 months of 2023 mark a growth of +4,8% with a total value of 980,4 million Euros.

For a comprehensive perspective, we sought the insights of **Lars Seyfri**d, operations manager at Interpartner Weinimport, operations manager at Interpartner Weinimport, a company specializing in wine and liquor imports in Norderstedt, a district in the city of Hamburg.

“Italian wines in the German market are **fundamental** – says Seyfrid yet they pose commercial challenges due to their widespread availability in specialized supermarkets in Germany and on the various e-commerce. They are also sold at convenient prices that increase the competition”.

The operations manager at Interpartner Weinimport adds that German consumers often focus their attention on labels from the most **traditional and well-known Italian regions**, such as Prosecco and Primitivo, leaving lesser-known Italian brands with little room to stand out.

“The German customer – Seyfrid continues – tends to stick with what is already established and shows little interest in exploring unknown products. However, effective communication and a strong marketing campaign could elevate lesser-known brands. In fact, given Germany’s diversity, the success of a label can **significantly vary by region**. For instance, consumers in Southern Germany have a preference for dry wines, whereas those in the North tend to favor wines with a bit of residual sugar”.

Deepening the communication topic, Seyfrid claims that it is fundamental to create a **collaboration between institutions and companies**:

“I strongly advocate for coordinated and collective communication over individual promotion. Italian institutions and industry bodies should organize tastings exclusive to trade professionals and customers, collaborating to **enhance the promotion of Italian wines**”.

Finally, it is crucial to consider the current trends:

“We anticipate a price decrease – Seyfrid says – due to the overall decline in alcohol consumption. Companies that fail to adjust their pricing strategies to this trend risk being surpassed by more affordable and economical alternatives”.