

Wine, Italy: despite a growing consumer base, Italy's overall wine consumption is declining

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The Italian wine industry generates a profit of 14,5 million euros per year, with exports worth 7,1 million euros (+12.4% growth in 2021) and a commercial balance of around 6,7 million euros.

A core market that includes around 30 million wine drinkers, or 50% of the adult population of Italy.

The analysis conducted by the Italian Union's Observatory using ISTAT data took into account data for the years 2011 through 2021, and the findings from this observation reveal a variety of elements.

Although 66% of wine consumers are males, women are the category that has grown the most in the last decade,

increasing by 2.3%.

Men consume less wine than women, however the reduction is concentrated in particular age groups.

Wine consumption has decreased by -2.9% between the ages of 18 and 34, but the fall is most noticeable between the ages of 33 and 45, with a -23% decrease. On the other hand, older age groups show rises in wine consumption: +11.4% for those between 55 and 64 and + 19.3% for those over 65.

Umbria is the most populous Italian region for wine consumption, accounting for 62% of the entire population. Marche comes in second with 60%, followed by Veneto, Emilia-Romagna, and Val d'Aosta with 59%. Tuscany and Piedmont are aligned with a 58% share. Sardinia and Sicily are at the bottom of the list, with 48% and 45% of the overall population drinking wine, respectively.

Lombardy accounts for about a fifth of overall wine consumption, followed by Lazio (10%) and Veneto (9%).

The number of people who drink wine every day is decreasing, falling from 14.9 million in the decade 2011-2021 to 12.4 million, a 16.8% decline, and a 31.3% drop for those who consume more than half a liter per day.

Lamberto Frescobaldi, president of the Italian Wines Union, remarked on the findings, emphasizing that consumers' relationships with wine in Italy has developed significantly. Today, **wine has attained "A cultural status"** and is a product of excellence that includes "A moderate approach that has nothing to do with overdosing, so we believe it is incorrect for the European Commission to include wine in its prevention programs alongside other drinks used for compulsive consumption".