

Wine in Italy

June 2023

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2022 DEVELOPMENTS

Highly polarised performance for wine in 2022

Changing consumption patterns impact still light grape wine

Non-alcoholic wine finally showing signs of promise while smaller pack sizes find favour

PROSPECTS AND OPPORTUNITIES

Inflation crisis likely to impact demand for wine, but increase in tourism should boost sales

Aperitivo trend to continue to shape demand for still light grape wine while those aged over 30 likely to become the key target audience

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