

Fine Wines/Champagne and Spirits in Italy

October 2023

Table of Contents

Fine Wines/Champagne and Spirits in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines remains the most popular category due to strong local traditions

Moët Hennessy Italia SpA continues to lead in 2022

PROSPECTS AND OPPORTUNITIES

Positive outlook for fine wines/Champagne and spirits as consumers look for affordable indulgences

Fine wines expected to be the most dynamic category with sales benefiting from a growing focus on quality over quantity

Producers of fine wines likely to focus on producing “healthier” and more sustainable products

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 4 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 5 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

Luxury Goods in Italy - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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