

# Italy Wine Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

Italy Wine Market Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Wine in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The wine market consists of the sale of still wine, sparkling wine and fortified wine. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2021 exchange rates.

The Italian wine market had total revenues of \$39,901.5m in 2021, representing a compound annual growth rate (CAGR) of 0.8% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.6% between 2016 and 2021, to reach a total of 2,304.9 million liters in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.1% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$44,325.5m by the end of 2026.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the wine market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wine market in Italy

Leading company profiles reveal details of key wine market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy wine market with five year forecasts

## REASONS TO BUY

What was the size of the Italy wine market by value in 2021?

What will be the size of the Italy wine market in 2026?

What factors are affecting the strength of competition in the Italy wine market?

How has the market performed over the last five years?

What are the main segments that make up Italy's wine market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Italian wine market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Gruppo Italiano Vini Spa

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Italy wine market value: \$ million, 2016-21
- Table 2: Italy wine market volume: million Liters, 2016-21
- Table 3: Italy wine market category segmentation: \$ million, 2021
- Table 4: Italy wine market geography segmentation: \$ million, 2021
- Table 5: Italy wine market distribution: % share, by volume, 2021
- Table 6: Italy wine market value forecast: \$ million, 2021-26
- Table 7: Italy wine market volume forecast: million Liters, 2021-26
- Table 8: Italy wine market share: % share, by volume, 2021
- Table 9: Gruppo Italiano Vini Spa: key facts
- Table 10: Gruppo Italiano Vini Spa: Key Employees
- Table 11: Italy size of population (million), 2017-21
- Table 12: Italy gdp (constant 2005 prices, \$ billion), 2017-21
- Table 13: Italy gdp (current prices, \$ billion), 2017-21
- Table 14: Italy inflation, 2017-21
- Table 15: Italy consumer price index (absolute), 2017-21
- Table 16: Italy exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

- Figure 1: Italy wine market value: \$ million, 2016-21
- Figure 2: Italy wine market volume: million Liters, 2016-21
- Figure 3: Italy wine market category segmentation: % share, by value, 2021
- Figure 4: Italy wine market geography segmentation: % share, by value, 2021
- Figure 5: Italy wine market distribution: % share, by volume, 2021
- Figure 6: Italy wine market value forecast: \$ million, 2021-26
- Figure 7: Italy wine market volume forecast: million Liters, 2021-26
- Figure 8: Forces driving competition in the wine market in Italy, 2021
- Figure 9: Drivers of buyer power in the wine market in Italy, 2021
- Figure 10: Drivers of supplier power in the wine market in Italy, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the wine market in Italy, 2021
- Figure 12: Factors influencing the threat of substitutes in the wine market in Italy, 2021
- Figure 13: Drivers of degree of rivalry in the wine market in Italy, 2021
- Figure 14: Italy wine market share: % share, by volume, 2021

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