

# Italy Wine Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/I947B0767C98EN.html>

Date: May 2023

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: I947B0767C98EN

## Abstracts

Italy Wine Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Wine in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 2022 exchange rates.

The Italian Wine market had total revenues of \$38,788.5 million in 2022, representing a compound annual growth rate (CAGR) of 2.3% between 2017 and 2022.

Market consumption volume increased with a CAGR of 1.6% between 2017 and 2022, to reach a total of 2,328.6 million liters in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 7.3% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$55,060.0 million by the end

of 2027.

## 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 2022?

What will be the size of the Italy wine market in 2027?

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 (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the Italian wine market?
- 7.6. What have been the most significant M&A deals in the Italian wine market over the last five years?

## **8 COMPANY PROFILES**

- 8.1. Caviro Distillerie Srl
- 8.2. 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, 2017-22
- Table 2: Italy wine market volume: million liters, 2017-22
- Table 3: Italy wine market category segmentation: % share, by volume, 2017-2022
- Table 4: Italy wine market category segmentation: million liters, 2017-2022
- Table 5: Italy wine market geography segmentation: \$ million, 2022
- Table 6: Italy wine market distribution: % share, by volume, 2022
- Table 7: Italy wine market value forecast: \$ million, 2022-27
- Table 8: Italy wine market volume forecast: million liters, 2022-27
- Table 9: Italy wine market share: % share, by volume, 2022
- Table 10: Caviro Distillerie Srl: key facts
- Table 11: Cantine Riunite & Civ Soc.coop.agr: key facts
- Table 12: Gruppo Italiano Vini Spa: key facts
- Table 13: Gruppo Italiano Vini Spa: Key Employees
- Table 14: Italy size of population (million), 2018-22
- Table 15: Italy gdp (constant 2005 prices, \$ billion), 2018-22
- Table 16: Italy gdp (current prices, \$ billion), 2018-22
- Table 17: Italy inflation, 2018-22
- Table 18: Italy consumer price index (absolute), 2018-22
- Table 19: Italy exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

- Figure 1: Italy wine market value: \$ million, 2017-22
- Figure 2: Italy wine market volume: million liters, 2017-22
- Figure 3: Italy wine market category segmentation: million liters, 2017-2022
- Figure 4: Italy wine market geography segmentation: % share, by value, 2022
- Figure 5: Italy wine market distribution: % share, by volume, 2022
- Figure 6: Italy wine market value forecast: \$ million, 2022-27
- Figure 7: Italy wine market volume forecast: million liters, 2022-27
- Figure 8: Forces driving competition in the wine market in Italy, 2022
- Figure 9: Drivers of buyer power in the wine market in Italy, 2022
- Figure 10: Drivers of supplier power in the wine market in Italy, 2022
- Figure 11: Factors influencing the likelihood of new entrants in the wine market in Italy, 2022
- Figure 12: Factors influencing the threat of substitutes in the wine market in Italy, 2022
- Figure 13: Drivers of degree of rivalry in the wine market in Italy, 2022
- Figure 14: Italy wine market share: % share, by volume, 2022

## I would like to order

Product name: Italy Wine Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/I947B0767C98EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I947B0767C98EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970