

Italy

Country Profile

September 2009

1. AREA UNDER VINES

Italy's area under vines has remained relatively stable since 2004. It is estimated that the planted vineyard area amounted to 842 000 hectares in 2007.

| Year | Area under vines (Hectares) |
|-------|--------------------------------|
| 1994 | 956 000 |
| 1995 | 927 000 |
| 1996 | 917 000 |
| 1997 | 910 000 |
| 1998 | 899 000 |
| 1999 | 909 000 |
| 2000 | 908 000 |
| 2001 | 892 000 |
| 2002 | 872 000 |
| 2003 | 862 000 |
| 2004 | 849 000 |
| 2005 | 842 000 |
| 2006* | 843 000 |
| 2007* | 842 000 |

**Estimate
Source: OIV*

2. WINE PRODUCTION

Classification of Italian wines:

- DOCG - controlled and guaranteed origin designation
- DOC - controlled origin designation
DOCG and DOC is the highest classification
- IGT - specific geographical indication (The term IGT refers to the use of the geographical name of an area to indicate that the wine was produced there.)

Between 25 and 30 per cent of Italy's wine production is Controlled Appellation, concentrated in the north of the country; while the bulk of wine from the south is table wine. Wine production is estimated at 4 590 million litres for 2007, this represents a 14% decrease on the 2006 production level.

| Year | Wine production (litres) |
|-------|-----------------------------|
| 1994 | 5 927 600 000 |
| 1995 | 5 570 200 000 |
| 1996 | 5 877 200 000 |
| 1997 | 5 089 400 000 |
| 1998 | 5 418 800 000 |
| 1999 | 5 645 400 000 |
| 2000 | 5 162 000 000 |
| 2001 | 5 229 300 000 |
| 2002 | 4 460 400 000 |
| 2003 | 4 484 800 000 |
| 2004 | 5 318 100 000 |
| 2005 | 5 402 100 000 |
| 2006* | 5 346 200 000 |
| 2007* | 4 590 000 000 |

**Estimate*

Source: OIV

3. CONSUMPTION

Italian consumers have exhibited an increasing preference for mineral water and soft drinks. The strong increase in retail prices of supposed quality wines, moreover, has encouraged many traditional consumers to either buy cheaper table wines or switch beverages. In 2007, total wine consumption is estimated to have decreased by 2.3% to reach 2 670 million litres.

3.1 Total wine consumption

| Year | Wine consumption (litres) |
|-------|------------------------------|
| 1994 | 3 302 500 000 |
| 1995 | 3 562 300 000 |
| 1996 | 3 469 300 000 |
| 1997 | 3 085 500 000 |
| 1998 | 3 184 000 000 |
| 1999 | 3 156 300 000 |
| 2000 | 3 080 000 000 |
| 2001 | 3 015 000 000 |
| 2002 | 2 770 900 000 |
| 2003 | 2 934 300 000 |
| 2004 | 2 830 000 000 |
| 2005 | 2 701 600 000 |
| 2006* | 2 733 200 000 |
| 2007* | 2 670 000 000 |

**Estimate*

Source: OIV

3.2 Per capita consumption

| Year | Wine | Beer | Spirits | Total alcohol |
|------|--------|------|---------|---------------|
| | Litres | | LAA | |
| 1996 | 54.5 | 24.0 | 1.4 | 8.9 |
| 1997 | 53.8 | 25.4 | 1.4 | 8.9 |
| 1998 | 55.4 | 26.9 | 1.4 | 9.1 |
| 1999 | 54.9 | 27.1 | 1.3 | 9.0 |
| 2000 | 53.5 | 28.1 | 1.2 | 8.7 |
| 2001 | 52.4 | 28.9 | 1.1 | 8.5 |
| 2002 | 51.0 | 28.2 | 0.9 | 8.1 |
| 2003 | 51.1 | 30.1 | 0.8 | 8.1 |
| 2004 | 49.1 | 29.4 | 0.8 | 7.9 |
| 2005 | 47.8 | 30.9 | 0.7 | 7.7 |
| 2006 | 47.2 | 31.4 | 0.7 | 7.6 |

Source: The Global Wine Statistical Compendium 1961-2006

Please Note: Due to the Copyright and Licence Agreement between SAWIS and Euromonitor, access to the following Euromonitor statistics will only be available by emailing Lizelle Arendse, Information Officer at SAWIS (lizelle@sawis.co.za). Only South African Wine Industry role-players will gain access to these statistics. These statistics will be available in electronic - and hard copy.

4 CONSUMER EXPENDITURE ON ALCOHOLIC DRINKS

5 ALCOHOLIC DRINKS

5.1 Sales of alcoholic drinks by sector - total volume

5.2 Sales of alcoholic drinks by sector - total value

5.3 Forecast sales on alcoholic drinks by sector - total volume

5.4 Forecast sales on alcoholic drinks by sector - total value

6 SALES OF WINE BY SUBSECTOR

6.1 Total volume

6.2 Total value

7 FORECAST SALES OF WINE BY SUBSECTOR

7.1 Total volume

7.2 Total value

8 SALES OF WINE BY PRICE SEGMENT

8.1 Red wine

8.2 White wine

8.3 Rosé wine

9 SALES OF WINE BY QUALITY CLASSIFICATION

9.1 Red wine

9.2 White wine

9.3 Rosé wine

10 DISTRIBUTION

10.1 On-trade vs Off-trade sales of wine - total volume

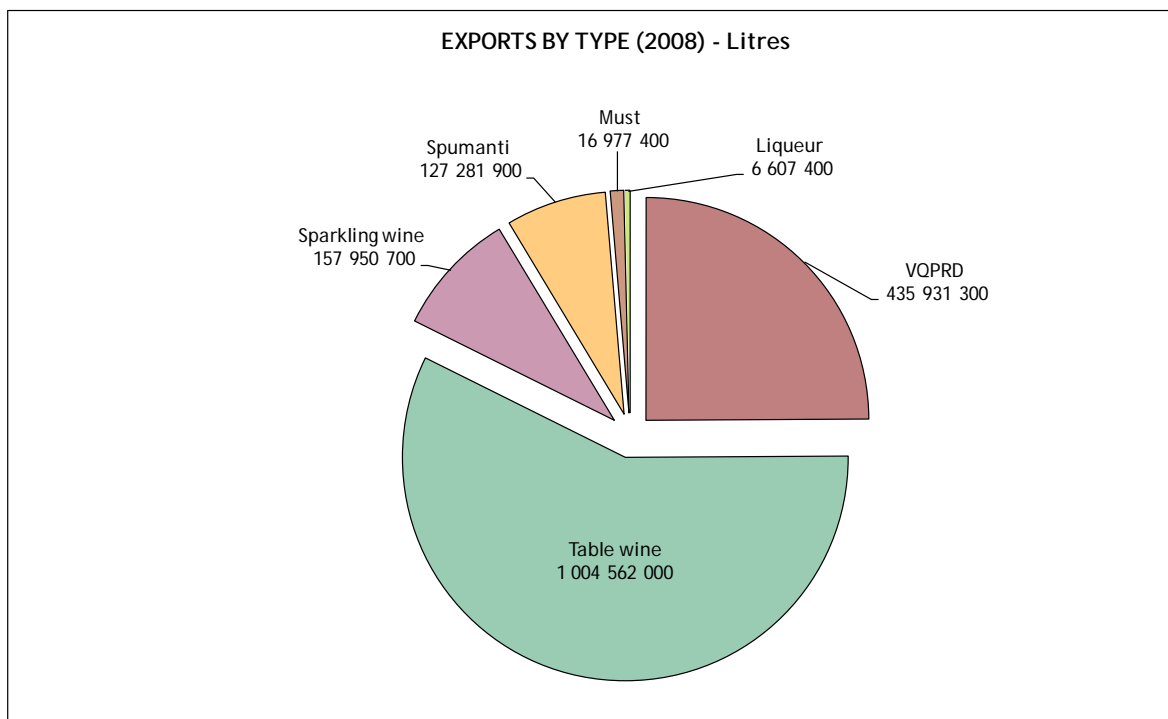
10.2 On-trade vs Off-trade sales of wine - total value

10.3 Off-trade sales of wine by distribution format: % analysis

11. INTERNATIONAL TRADE

11.1 Exports by type

Italy is the world's leading exporter in terms of export volumes. In 2008, total exports amounted to 1 749 million litres, of which table wines constituted 57.4%.



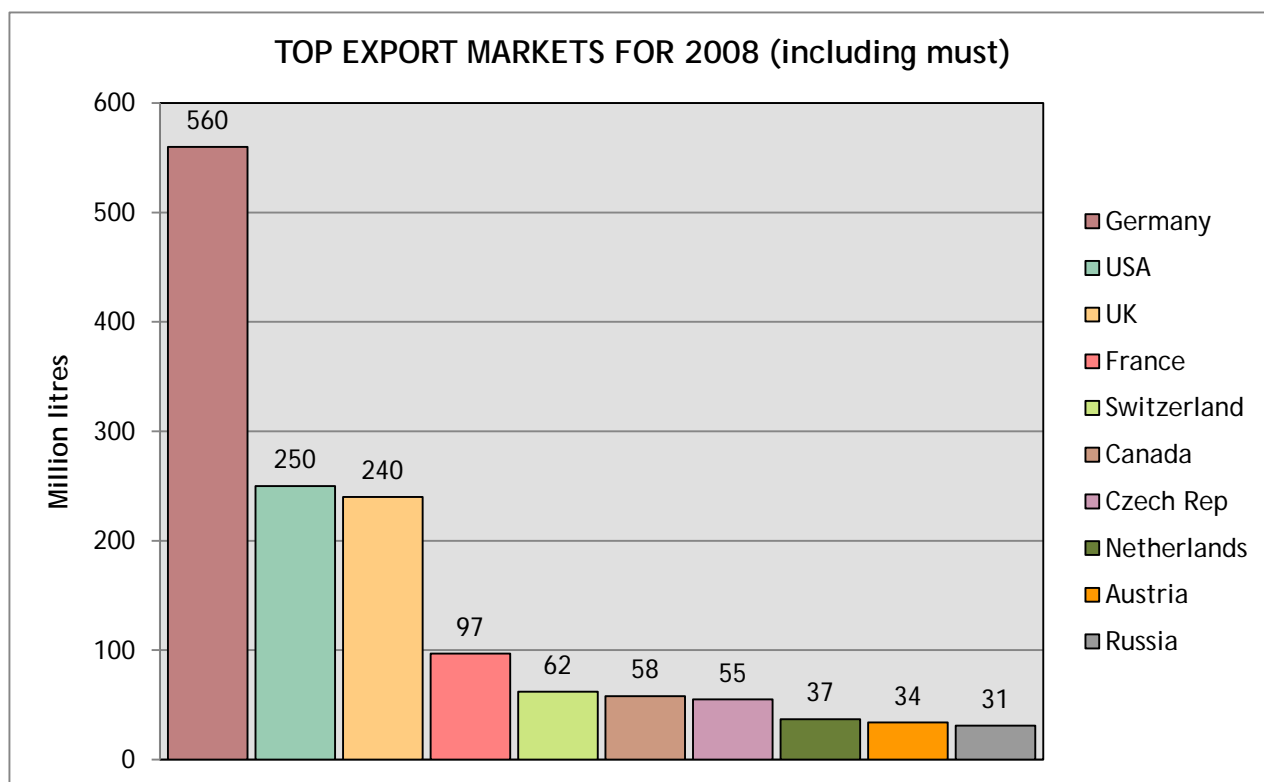
Source: <http://www.federvini.it/>

11.2 Exports of natural wine

| Year | Quantity (Litres) | Value (Million Euros) |
|------|-------------------|-----------------------|
| 2001 | 1 345 700 000 | 2 178 |
| 2002 | 1 313 600 000 | 2 319 |
| 2003 | 1 076 500 000 | 2 206 |
| 2004 | 1 172 300 000 | 2 360 |
| 2005 | 1 350 700 000 | 2 472 |
| 2006 | 1 560 000 000 | 2 656 |
| 2007 | 1 563 000 000 | 2 830 |
| 2008 | 1 440 500 000 | 2 852 |

Source: <http://www.federvini.it/>

11.3 Primary wine export markets



Source: <http://www.federvini.it/>

| Country | Volume | | | | Value | | | |
|-------------|------------------|-------|-------|-------|-----------------|------|------|-------|
| | '000 Hectolitres | | | | (Million Euros) | | | |
| | 2003 | 2004 | 2005 | 2006 | 2003 | 2004 | 2005 | 2006 |
| Germany | 4 577 | 5 058 | 5 594 | 6 297 | 678 | 708 | 874 | 880 |
| USA | 2 035 | 2 088 | 2 235 | 2 351 | 710 | 739 | 956 | 1 017 |
| U.K. | 1 323 | 1 506 | 2 033 | 2 044 | 280 | 311 | 459 | 482 |
| France | 976 | 1 023 | 1 203 | 1 401 | 73 | 78 | 105 | 105 |
| Switzerland | 536 | 606 | 598 | 596 | 174 | 191 | 229 | 248 |
| Canada | 447 | 489 | 482 | 559 | 113 | 144 | 183 | 240 |
| Japan | 305 | 291 | 271 | 285 | 110 | 104 | 117 | 125 |
| Denmark | 214 | 235 | 268 | 278 | 57 | 71 | 100 | 113 |

Source: USDA

11.4 Imports

Italy has among the lowest penetration levels of imported wine in the world. Champagne accounts for a large proportion of imports. Total imports increased by 12.8%, reaching 183 million litres in 2005.

| Year | Volume (Litres) |
|------|--------------------|
| 1995 | 17 800 000 |
| 1996 | 17 000 000 |
| 1997 | 64 400 000 |
| 1998 | 86 300 000 |
| 1999 | 45 600 000 |
| 2000 | 56 500 000 |
| 2001 | 68 000 000 |
| 2002 | 82 200 000 |
| 2003 | 144 700 000 |
| 2004 | 162 500 000 |
| 2005 | 183 300 000 |

Source: OIV