

Italian spumante and bubbling wines on the crest of the wave. Yearly production was 434 million bottles, with a value at the origin worth 736 million €. Growth of 9.1% in volumes. As to the sole export, even better: volumes at +11.5% and value +16%, compared to 2012.

Total consumption appraised at 421,160,000 bottles, 397,350,000 of which of Italian method and 23,810,000 of traditional method, still consumed for a 92% in Italy and excessively bound to its "regionality". 277.6 million bottles were uncorked abroad – in 78 countries – and 143.6 millions were drunk in Italy. Total turnover at consumption rated at 3,071 million/€. The value per bottle at consumption is rising of up to 18-20 % in some countries, which proves the rising appeal of the bubble wines-Italy pair in the world, with national identity focusing on the aromatic wine typology. The Prosecco world share (Valdobbiadene, Conegliano, Cartizze, Asolo, Prosecco Doc, Glera) amounts to two bottles out of three. 307 million bottles against 304: for the first time the Prosecco Pyramid beats the Champagne World.

The Italian market appears frozen, unfaithful, erratic, though not yet mature. The gap between producer and consumer is excessive: the complex difficulty of the demand requires a greater elasticity in offer methods. The national consumption is backsliding for the third year in succession: in three years an overall – 8.5 million bottles (6.2%) , including the 3.7 million imported bottles (Champagne and Cava). National bubbling wines contributed towards replacing (for price, quality and image) imported wines. Compared to 2012, the general figure relating to consumption in Italy marks a decrease of 1.9%, while value at consumption records a +0.5%. The drop in volumes in 2013 was smaller than the 2011-2012 difference, which recorded a – 2.1%, though we still cannot speak of a reversal of trend.

Over 3 years, horeca has suffered a drop in bubble wines consumption of 11%, especially where mean price labels are concerned. The best known labels with a high value are steady. In GD some stability in volumes has been observed, along with a slight drop of High Tags, the volumes of first prices are growing slightly, sales are steady or in slight rise depending on retailers. *<The home market requires a new marketing planning and long term strategy: more trade promotion and direct contact with final consumers for a growth in consumption. A backing in information and training benefits the sales mix: such actions must be more localized, personal and private, with an invitation to realize discontinuity, in a downward phase >* says Giampietro Comolli.