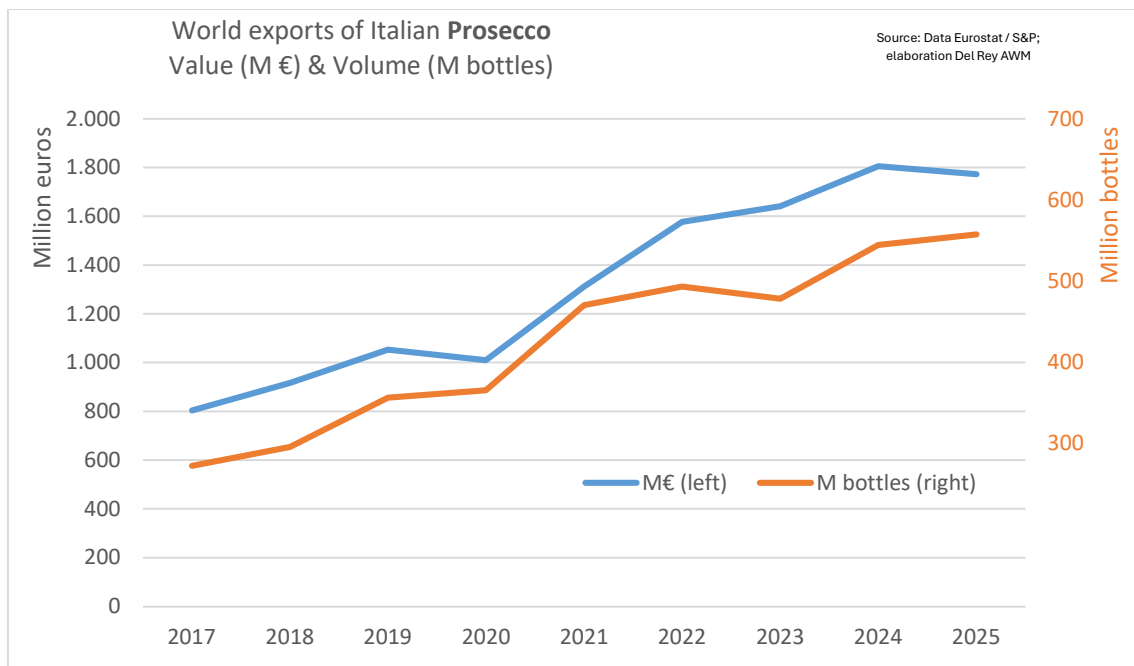


Italian exports of Sparkling Wines in 2025

Italian Prosecco gains in France what losses in the USA

April 9, 2026. In 2025, international sales of Italian Prosecco registered a modest decline in value, decreasing by 1.8% to €1.77 billion following a period of sustained growth. The average price per litre fell by 4.1%, reaching €4.24, which contributed to a slight increase in volume of 2.4% up to 557.8 million bottles, equivalent to 418.4 million litres in the year. The recent downturn in the global wine trade has consequently impacted even those segments that previously demonstrated market leadership.



According to 2025 statistics from Eurostat analysed by Del Rey AWM, a notable trend is the change in Prosecco export destinations. Sales in the United States decreased by €17 million—likely attributable to rising tariffs, increased uncertainty, and declining consumption. However, these losses were offset by heightened demand in France. Italian sparkling wine sales in Champagne’s homeland, France, rose by 15.3% in euro value, equating to €17.9 million, reaching a total of €135.3 million for the year. Volume growth was even more pronounced at 20.3%, with exports totalling 36.1 million litres. This data indicates that Prosecco was exported to France at a highly competitive average price of €3.74 per litre, which is below the global average.

A historical comparison of Champagne, Prosecco, and Cava—which will be the focus of an in-depth analysis at the 2026 Sparkling Wine Forum on May 19 in Reims¹—reveals that the remarkable surge of Italian Prosecco sales in France cannot be attributed solely to pricing. Factors such as consumer-preferred taste profiles, the popularity of cocktails like



¹ <https://www.sparkling-wine-forum.com/es>

the Aperol Spritz and other wine-based beverages, enhanced brand image, robust distribution networks, and competitive pricing collectively contribute to increased sales. These elements have become particularly significant during challenging periods facing the wine industry.

Unfortunately, decrease in Prosecco sales in other major markets such as the United Kingdom, Germany, Russia, Belgium, Switzerland, and Canada contributed to a global decline in international trade revenues for the product in 2025.

Overall, this trend demonstrates Prosecco's resilience in the global sparkling wine market, as growth in one region offsets declines elsewhere. The rising demand for Prosecco in France reflects shifting consumer preferences and emphasizes the ability of Italian producers to navigate international markets during challenging periods, highlighting the significance of market diversification.

For more information please
contact:

For close monitoring of different
markets and/or wine categories:

info@delreyAWM.com | +34 607 417 357

Top destinations for Italian Prosecco 2025 VALUE (€ million) & chg '24-'25 (M€)

Source: Data S&P Global; elaborated by Del Rey AWM

