

# An Italian Perspective on the Wine Market Crisis

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## *Abstract*

*Despite the fact that global consumption today is higher than it was in the mid-1990s, it has remained stagnant since 2010, coinciding with the Great Financial Crisis, and then recently declined further. From an Italian perspective, it is critical to understand the reasons that have influenced demand, what the threats and opportunities are, and when and how the wine market will rise again as the cycle recovers.*

*This study describes the recent dynamics of the Italian wine system's supply and demand and highlights the system's critical issues also in relation to the latest changes in the international wine markets. It also discusses some possible public economic policy interventions to stimulate recovery and effective actions that the Italian wine industry could implement to respond to the contraction of demand and the reduction of contribution margins on sales.*

**Keywords:** Consumption Cycles; Demand Elasticity; Italian Wine Exports; EU & National Wine Policies; Resilience Strategy of Italian Wine Enterprises; Global Markets

## 1. Market Trends

Wine consumption depends on both social and economic factors (Pimm, 1984; Anderson-Pinilla, 2007; Cardebat, 2020; Jiao, 2017; Cevik & Sedik, 2014; Sadik-Zada & Niklas, 2021; Macedo et al., 2020; Anderson & Pinilla, 2018) and is thus influenced by economic cycles regardless of wine type, consumption habits, distribution channels, or social changes.

The cyclical nature of economic activity was already identified in 1862 by Clément Juglar (Besomi, 2010), who illustrated how economic cycles explain variations in wine consumption. In recent years, multiple factors have impacted the sector's economic system. For example, the Covid-19 health emergency and its post-

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pandemic economic effects, the conflicts in Ukraine and Israel – Palestine, and recent inflation driven by rising raw material costs have collectively contributed to a loss of more than 17% in purchasing power in Italy from 2020 to 2024. Additional constraints have arisen within the wine supply chain due to increasing awareness of alcohol-related health risks, which have generally led to reduced alcohol consumption; the growing popularity of spirits, cocktails, and spritzes, particularly among Millennials; and the rapid rise in prosecco consumption, which now represents a distinct category.

For these reasons, as shown by statistics from the International Organisation of Vine and Wine (OIV), the global wine market has contracted, showing a decline beginning in 2017, with the exception of 2021 – a year of recovery – followed by continued contraction. In 2024, repercussions were still evident across multiple areas of the global wine sector. Alongside a drop in production (225.8 million hectolitres, down 4.8% from 2023), wine purchases also declined by 3.3% compared to 2023, amounting to 214.2 million hectolitres – the lowest level since 1961 (213.6 million Hl). In Italy, both the domestic and export markets were affected by the market crisis, though their trajectories over the five-year period under review diverged from global trends. In summary, the key market indicators are as follows:

*Production:* Wine production was stable at approximately 49 million Hl during 2019 – 2022, before experiencing a sharp decline in 2023 to 38.3 million Hl (a drop of 23.9% relative to the period average). In 2024, Italian wine production reached 44.1 million Hl, generating revenue of €14.5 billion.

*Concentration of Designations of Origin:* According to the 2024 Annual Report by Valoritalia, the top 20 designations of origin accounted for 83% of bottled DOC wine in Italy, contributing €7.572 billion in revenue.

*Consumption:* OIV data reveal a parabolic trend in wine consumption, beginning at 22.6 million Hl in 2019, peaking during the pandemic years 2020 – 2021 at around 24.5 million Hl, then decreasing to 22.4 million Hl in 2022 (-7.05% from 2021), and further declining to 22.3 million Hl in 2024.

*Export Rate:* Italian wine exports in value terms showed inconsistent trends over the analysis period. From €6.387 billion in 2019, exports fell to €6.233 billion in 2020 (-2.41%), rose to €6.7 billion in 2021 (+7.49%), and further increased to €7.8 billion in 2022 (+16.42%). According to the 2024 Wine Observatory Report on global wine trade by the Italian Wine Union (UIV) and ISMEA, exports declined in 2023 by 1% in volume (21.4 million Hl) and 0.8% in value, holding steady at €7.8 billion. Nonetheless, the 2019 – 2023 period saw a positive overall growth of +12.73%. In 2024, Italian wine exports hit a record €8.1 billion, a 6% increase, driven mainly by sparkling wines, which accounted for approximately 30% of total exports.

*Stocks and Inventory:* As of March 31, 2025, Italian wineries held 52.8 million hectolitres of wine in storage, 55% of which was concentrated in Northern Italy – Veneto alone held over a quarter. For wineries, high inventories affect not only storage capacity but also cash flow, as large stocks lead to slower turnover and reduced liquidity. This oversupply affects market prices and shapes expectations regarding future market trends. It also influences market positioning, placing downward pressure on prices and triggering domestic market dumping practices to support exports.

## 2. Consumption Trends

Global wine consumption continued to decline in 2024, due to both cyclical factors and underlying structural trends. The decrease in wine consumption has been linked to falling demand in key markets such as the United States, as well as rising average prices driven by low production volumes, increased costs, and general inflation: today, consumers pay on average 30% more per bottle of wine compared to the 2019 – 2020 period.

Since 2018, wine consumption has dropped by an average of 12%. In China, despite a rebound in 2021 following the acute phase of the COVID-19 pandemic, the decline has been even more significant. “Beyond cyclical economic and geopolitical factors, one must not overlook structural long-term ones,” stated the OIV, citing “the evolution of consumer tastes and lifestyles.” In Europe, which accounts for 48% of global sales, wine consumption decreased by 2.8%. Spain and Portugal are among the few European markets where consumption has increased, albeit modestly. In the United States – the world’s largest wine market – consumption fell by 5.8%, reaching 33.3 million hectoliters. Meanwhile, global wine production in 2024 dropped to its lowest level in sixty years, declining by 4.8% (225.8 million HI), partly due to the climate crisis, which brought excessive rainfall in some regions and drought in others.

The market does not appear capable of absorbing price increases, and price lists have remained mostly static, while discounting often exceeds average costs. In the short term, therefore, the market appears to be highly sensitive to actual changes in consumer income. To anticipate behavioral responses from both consumers and producers of wine, beer, and spirits, in response to changes in alcoholic beverage prices and income, it is important to distinguish between at-home and out-of-home consumption. According to the Wine Monitor Observatory by Nomisma, out-of-home wine consumption accounts for approximately 33% of the total. Overall, out-of-home consumption of alcoholic beverages is also affected by legislative changes that tighten legal limits for blood alcohol concentration while driving. Although alcohol is not among the leading causes of road accidents in Italy – which have declined since 2019 – its consumption should not be stigmatized<sup>1</sup>. Nevertheless, the heightened risk of facing more frequent and severe blood alcohol checks may prompt consumers to prefer drinking more at home. In general, it is expected that after an initial period of panic and subsequent adjustment to new penalties, consumption patterns will normalize, especially considering that the legal blood alcohol limits have not actually changed.

To outline consumption forecasts, we reference a recent study based on household-level data from the Czech Consumer Expenditure Survey, which can be considered representative of European consumer behavior and comparable to older Italian estimates (Perali, 2000; Číderová & Ščasný, 2022). This study carefully addresses data issues such as the high share of non-consumers and wide price variations due to quality differences. It finds that beer consumption is the most sensitive to changes in income and prices, while spirits are less responsive. Price elasticity of wine ranges from  $-0.6$  (on-trade) to  $-1$  (off-trade), with off-trade (at-home) consumption generally less elastic. Own-price elasticity varies from  $-1.2$  to  $-0.4$  in the off-trade market and from  $-1.5$  to  $-0.6$  in the on-trade (hospitality) market. Regarding cross-price elasticity for at-home consumption, wine and beer are substitutes, as are wine

and spirits, though the latter relationship is weaker but statistically significant. For out-of-home consumption, cross-price effects appear to be complementary but are weak and not statistically significant. This suggests that out-of-home consumers often combine lighter drinks like beer and wine with stronger alcoholic beverages.

The same authors estimate that beer consumption is most responsive to income changes, while spirits are the least. Income elasticity is consistently higher in the on-trade sector than in off-trade. For at-home consumption, beer has near-unitary income elasticity (1.04), followed by wine (0.86) and spirits (0.35). In hospitality venues such as restaurants, bars, and pubs, income elasticity is higher: 1.85 for beer, 1.46 for wine, and 1.28 for spirits.

Clements et al. (2022), analyzing the Australian market, report average price elasticities of  $-0.47$  for beer,  $-0.71$  for wine, and  $-0.78$  for spirits. However, it would be politically relevant to differentiate these figures by income brackets and consumer types (e.g., light vs. heavy drinkers). The price elasticity of premium wines and spirits should account for differences in purchase frequency and consumption. Furthermore, a distinction should be made between mass-market, ready-to-drink wines and fine wines intended for longer-term consumption – this latter market is financially more significant.

These studies do not account for substitution or complementarity effects between alcoholic and non-alcoholic versions (NoLo – “no/low alcohol” beverages), a rapidly growing market segment, nor between alcoholic drinks and other non-alcoholic beverages such as sugary soft drinks. This omission is noteworthy, as a sensible policy response in favor of mindful alcohol consumption would be to introduce a sugar tax. Such a tax is expected to be implemented in Italy this year, where average per capita consumption of sugary soft drinks is 54 liters per year, compared to 40.1 liters of wine (ISMEA, 2025). Italy also has among the highest rates of overweight and obesity in Europe. However, the tax rate is too low and not progressive, unlike in other contexts where it has shown public health benefits. Thus, similar to France – where consumption rates are low – negligible effects are expected (Capacci et al., 2019), although other studies have found a non-trivial impact on sugary drink consumption, without accounting for consumer substitution strategies.

Developed countries' markets are increasingly affected by broad public awareness campaigns on the dangers of alcohol. A major turning point came with the 2018 study by Griswold et al., published in *The Lancet*, which conducted a systematic review across 195 countries from 1990 to 2016. The researchers concluded that alcohol is harmful from the very first drop. Although controversial, this conclusion was officially adopted by the World Health Organization (WHO) and later by several national public health agencies. This marks a stark departure from the so-called “French Paradox,” which viewed wine as a culturally exceptional beverage – especially in major wine-producing countries – due to its presumed health benefits.

The WHO's position has served to justify higher alcohol taxes in some countries, such as the UK, and has bolstered the rise of a neo-prohibitionist movement that seeks to influence national fiscal policies and shape consumer consciousness, particularly in mature markets.

This neo-prohibitionist rhetoric appears partially responsible for the growing perception that alcohol harms health and well-being. According to IWSR, the leading

global provider of beverage alcohol data and insights, 64% of consumers in the ten largest markets report wanting to moderate their alcohol intake. While health concerns are the main reason cited, declining purchasing power is another major factor. According to the IWSR, it's difficult to determine the relative weight of these two drivers, but producers must adapt to growing moderation trends and the desire among Millennials and Gen Z to drink less. The IWSR study further shows that Millennials are increasingly shifting toward lower-alcohol beverages, while Gen Z tends to favor non-alcoholic alternatives.

### **3. Risk Factors and Market Vulnerabilities**

This section examines the risk factors that may influence demand and the potential vulnerabilities in the market. It focuses on challenges in the modern wine distribution system in Italy, export trends, the possible consequences of trade conflicts on tariff barriers, and the progressive reduction in profit margins per bottle due to rising costs and the market's limited capacity to absorb price increases.

#### **3.1 Sales Distribution in Large-Scale Retail, HoRe.Ca, and Direct Sales**

The years 2023 and 2024 were challenging for the distribution sector, with continuing tensions into the first half of 2025. The year 2023 was marked by widespread inflation, severely affecting household purchasing power and consumer expectations more broadly. Retailers have been unable to pass on increased input costs to final prices, forcing them to balance delicate financial constraints without severely compromising their margins.

According to the Uiv-Ismea Observatory report (August 2024), wine sales in Italian large-scale retail declined by 2.5% in volume in the first half of 2024. Still and sparkling wines dropped by 3.4%, while sparkling wines alone increased by 4.2%. The analysis shows a clear consumer preference shift toward sparkling wines, which rose 33% over the period. Still wines suffered the most, down 13.5% over the past five years. Red wines dropped by 5%, whites by 2%, and rosés by 1%, despite an average price increase of 5% for whites and rosés, signaling increased pressure on consumers.

Nomisma reports a slight value increase in GDO sales but a continued volume drop (-1.1% vs. 2023). Ismea-Qualivita 2024 data for 2023 values production as follows: €942M for Prosecco DOC, €205M for Conegliano Valdobbiadene DOCG, €177M for Delle Venezie DOC, €115M for Amarone DOCG, €110M for Valpolicella Ripasso DOC, and €99M for Veneto IGT.

High-quality wines struggle to maintain market position despite their added value. Wine consumption is increasingly polarized along structural lines such as age and income. Spending habits show families with children spend five times less on beverages than older couples. Off-trade and on-trade channels exhibit diverging trends. More people now consume sparkling (63.4%) than still wine (61%). Sparkling wines are gaining traction in aperitivo occasions, a growing consumption moment among Gen Z, Millennials, and older generations alike.

The HORECA sector was more severely hit by COVID-19 and the inflationary period from 2022 to 2024. Essential spending took priority, and inflation drove up energy and labor costs. Restaurants responded by significantly raising wine prices – sometimes 4–5 times above purchase costs – further dampening sales, especially amid stricter DUI enforcement in early 2025.

Producers are increasingly turning to direct-to-consumer models to recover margins and offset retail/HORECA declines. Cardebat (2017) estimates nearly two-thirds of wine's value is realized at the final point of sale. Strategies include expanding direct consumer touchpoints – often digitally – to avoid direct competition with traditional distributors. Wine tourism offers bundled services like tastings, on-site visits, and related merchandise. Wine tourism visitors grew by 12.7% from 2022 to 2023 and 22.6% in 2024. Average receipts rose from €92 (2022) to €129 (2024), and wine purchases per visit from €117 (8.2 bottles) to €178.8 (8.5 bottles). Wine tourism is proving not only resilient but also a central channel for direct wine sales.

### **3.2 Italian Exports and the Tariff Variable**

As previously discussed, ISMEA (2025) data show Italian wine exports reached a record €8.1B in 2024, up 5.5% in value and 3.2% in volume. Sparkling wines drove this growth, comprising about 30% of exports, with Prosecco alone making up 22%. Top export markets by value were: USA (€1.9B), Germany (€1.85B), and the UK (€850M). Volume-wise, significant growth was seen in the USA (+10.33% to 3.622M Hl), Canada (+15.3%), the Netherlands (+10.1%), and Austria (+14.4%). Smaller gains were seen in the UK (+1%) and Germany (+3.7%). Declines occurred in Switzerland (−1.9%), France (−0.9%), Belgium (−1.6%), Norway (−10.9%), and China (−10.2%). Russia surged by 45.6%, while Japan remained stable (+0.4%). China was previously a top export destination, with Hong Kong alone outperforming the UK and USA for five years. Recently, internal reforms and reduced gift-giving have sharply curtailed demand. In 2024, global instability, declining purchasing power, and tariff tensions with the U.S. worsened this picture. A proposed 20% – 50% U.S. tariff on all EU wine imports could significantly impact the 2025 market. Given that Italy exports nearly €2B worth of wine annually to the U.S., producers face considerable risk. A 20% unilateral tariff would slash 18% from EU wine export value to the U.S., amounting to \$564M (Anderson & Wittwer, 2025).

### **3.3 Declining Profit Margins on Wine Sales**

Like 2023, 2024 proved challenging across the sector – especially outside Italy. Ironically, the crisis began in France. Previously overlooked financial pressures have become critical. Low interest rates once enabled stock financing with healthy margins. But demand drops, surplus inventories, high prices, and rising interest rates now strain the sector. For many, wine became more financial asset than beverage.

According to ISMEA, energy cost increases drove up packaging prices – paper (+47%), glass (+67%) – and post-COVID shipping and service costs rose amid

inflation and geopolitical tensions. Struggles in large-scale retail and HORECA led to aggressive discounts and promotional pricing, further suppressing price lists already stagnant for years.

#### **4. Conclusions**

This concluding section offers recommendations derived from the findings presented thus far. These suggestions are intended to support both wine sector entrepreneurs and policymakers responsible for implementing effective measures to counteract the crisis and foster sustainable sector development.

#### **What does the wine industry needs?**

To weather times of crisis – of which the wine sector is no exception – innovative ideas are essential. Many companies, perhaps too many, have become enchanted by the world of luxury and finance, potentially overlooking that fine wines are not (only) financial assets. Communication is likely to play a central role in the sector's revival. Will it shift toward a less esoteric, more experience- and relationship-focused narrative? New consumers are increasingly drawn to brand authenticity and credible storytelling. At the same time, wine prices – which rose considerably post-Covid, especially in the restaurant channel – will need to become more affordable.

Another area requiring action is the organizational structure of the business itself. This includes achieving the necessary critical mass and appropriate corporate governance to sustain it (Mukhopadhyay & Khalkhali, 2010), as it influences several core dimensions of firm performance: scale and learning economies (reducing unit costs), investment and innovation capabilities (boosting long-term productivity), diversification capacity (mitigating risk and supporting mid- to long-term growth), and the ability to finance operations and build financial reserves to withstand economic downturns. In the Italian wine sector, where holdings are typically polarized between small and large operations, this strategy is increasingly relevant. While the average vineyard size is about 3 hectares, 20% of firms manage more than 20 hectares. Though not sufficient on its own, scale is a critical factor of resilience. An anti-cyclical strategy will likely lead to greater consolidation, driven in part by generational transitions and post-pandemic indebtedness.

Another strategic focus lies in product diversification, particularly in sparkling wines, whites, rosés, and No/Low alcohol segments. Though still nascent, the No/Low segment represents a noteworthy emerging trend. In uncertain times, diversifying market risk becomes vital—achievable not only through product range but also by varying distribution channels and geographic markets.

Lastly, the issue of environmental sustainability remains complex and unresolved. Environmental concerns are becoming more and more competitive factors (Palmieri & Perito, 2020). However, the current regulatory framework surrounding organic wine raises doubts among market actors. Despite the high associated costs, consumers seem unwilling to pay the price differential. There is a need for more

credible certification schemes and efforts to reduce information asymmetry, especially concerning distinctions among organic, biodynamic, and “natural” wines.

Similarly, the topic of sustainability in the wine sector is expanding, still with many difficulties, to corporate social responsibility and its governance. The main obstacle to development is the “bipolar” structure of the Italian wine business, characterized by the small family business and on the other hand by often cooperative companies. According to ISMEA data (Pomarici & Samari 2024), at the level of grape production, the vineyard companies registered in Italy were 240,000 in 2020, with an average vineyard area of 2.8 ha. On the other hand, there are only 30,000 companies that transform grapes into wine and even fewer that complete the entire supply chain cycle up to marketing. Analyzing the weight of large companies in the creation of the national wine supply, 50 companies have a turnover exceeding 50 million euros and only 27 are above 100 million euros. The “club of 27” is worth more than 5.9 billion euro in total turnover corresponding to more than 40% of the turnover of Italian wine in 2024.

In the recent period, the industry developed along different paths of growth, favored by an expansion phase of the wine market that has continued until 2022. However, the most evident increases have been determined by mergers and acquisitions favored by the difficulties encountered because of the rise in competition leading to a significant reduction in margins and the generational changes intrinsic in the Italian family business. These challenges led the owners to seek more financially solid partners often at the expenses of the control of the company. As a consequence at the top of the ranking, in terms of turnover size, there are mainly large cooperatives resulting from concentration processes: among the companies with a turnover of more than 200 million euros, we now find a greater balance between cooperatives and private companies, 3 and 5 respectively. This balance is due to the recent intervention of investment funds that enter the capital of companies in the sector (for example Argea, 449.5 million, winemaking arm of the SGR Clessidra Fund and Contri Spumanti, a sparkling wine house controlled by Hyle Capital Partners with 107.6 million and Made in Italy Fund, a private equity fund of Quadrivio & Pambianco, which invested in Prosit), as well as the rare stock market listings such as Masi Agricola and Italian Wine Brands SpA.

Will this be the trend that will characterize the future Italian wine supply? Very likely, the bipolar phenomenon will resist even if the phobia between the very small and the very large increases. Among the advantages of the concentration of companies there is the greater transparency of information and communication on the resources used in the processes (Brondoni & Bosetti 2018), which is a necessary ingredient of any future development strategy of the industry.

### **What type of sparkling wine should we serve policymakers?**

As highlighted in this study, urgent action is required from public authorities to address the sector's crisis. As is well known, already in 2008, having noted the persistent structural surplus of supply over demand, the common market organisation of wine was reformed by Council Regulation (EC) No. 479/2008. The main financial

instruments of the reform included a temporary grubbing-up scheme and the creation of five-year national support programs (NSPs), also known as ‘national financial envelopes’, under which Member States choose from 11 available measures those best suited to their situation.

For the first five-year programming period, starting in 2009, the total envelope was 5.3 billion euros. The most important measures from a financial point of view introduced by the Member States in their respective NSPs, for the first 2009-2013 programming period, were the restructuring and varietal reconversion of vineyards, promotion and investments.

On March 28, 2025, the European Commission approved the “Wine Package,” a legislative proposal including measures to ensure Europe’s wine sector remains competitive, resilient, and economically vital in the decades to come. Current measures focus on urgent production-side interventions, such as surplus prevention through authorized vine grubbing and green harvesting, aiming to curb overproduction, stabilize the market, and shield producers from financial strain. However, vine grubbing remains a controversial tool, with questions about its real efficacy in restoring demand-supply balance. As is known, the proposals for reducing vineyard areas and blocking plantings are measures that can be adopted in response to situations of overproduction or saturated market, in order to rebalance the supply and maintain the quality of the wine. In this context, the proposals that the community and national policy are examining are the reduction of vineyard areas through the removal (grubbing up) of existing vineyards or through the renunciation of new plantings, with the aim of decreasing the overall production.

Despite the timeliness of the EU legislator's reaction, which is rare and praiseworthy, these are measures that do not include positive changes to the budget of resources allocated to the sector and therefore risk being pure placebos. The critical state of producers is also highlighted by the failure to use all the funds made available by the above-mentioned Sectoral Intervention of the National Support Plan (NSPs) primarily those for restructuring and reconversion, promotion and Investments (Gaeta & Corsinovi 2014, Alston & Gaeta 2021). The use of authorizations for new vineyards, made available every year within the limit of 1%, has also begun to slow down. These are signs of a certain caution on the part of entrepreneurs that also requires national administrations to meet the evident needs of producers to rethink the organization of the supply.

The weakest point of the European wine economic policy has been its insistence on controlling supply with evident contradictions. On the one hand, it has proposed the reduction of the areas under vines, while on the other hand, it has financed the restructuring of the vineyards which have increased yields and therefore volumes. Demand incentives, which should have been the linchpin of the sectoral policy has been confined to the promotion in Third Countries consisting in supporting information and promotion measures for Community wines implemented in third countries, aimed at improving their competitiveness. This measure, although useful, has many limitations. It is heavily bureaucratic and, therefore, administratively very costly, especially for medium-small wine-making businesses. It also asks for a co-financing quota by the wine company of at least 60% that in the present conditions

of sales crisis and increasing liquidity difficulties induces many companies to give up access to community funds.

Such marketing measure towards third countries, the only real form of financing to encourage consumption, was as the result of a compromise for the block of non-wine producing Northern European countries interested in blocking any measure promoting alcohol consumption within the European Union. Yet, it is precisely the European Internal Market that should have been stimulated to consciously consume wine, especially the wine with designated origin and quality, representing for most Italian companies the main sales market at sustainable commercial costs. Alcohol consumption is still an unsolved problem of European politics that is today even more exacerbated by the health debate sometimes specious and often fueled by self-interested lobbies.

The debate around alcohol taxation revolves around concerns over negative externalities from excessive consumption. At the same time, it seeks to recalibrate tax burdens across alcoholic and non-alcoholic beverages – especially sugary drinks (Tiboldo et al., 2024). Care must be taken not to overburden moderate drinkers (Anderson, 2025). It would be unfair for them to bear the fiscal cost generated by heavy drinkers. Ideally, wine sector taxes should not merely serve as state revenue instruments but rather as policy tools that balance social and economic goals – providing targeted incentives to help businesses recover swiftly from the crisis.

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## Notes

<sup>1</sup> To enhance road safety and reduce the number of alcohol-related traffic accidents, the new traffic code on alcohol introduces stricter penalties for driving under the influence, effective from January 2025. According to Article 186 of the Italian Highway Code, blood alcohol concentration thresholds carry escalating sanctions: administrative fines and license suspension for levels between 0.5 and 0.8 g/l; higher fines, longer suspension periods, and potential arrest for levels between 0.8 and 1.5 g/l; and criminal penalties, license revocation, and vehicle confiscation for levels exceeding 1.5 g/l. For newly licensed drivers, the legal limit remains zero, with even more stringent measures for violations. The 2025 reform also mandates the use of alcolock devices – breathalyzer-based ignition interlocks –for individuals with prior offenses, as regulated under Articles 9-ter and 9-quater. Penalties for driving under the influence include substantial fines, license suspension or revocation, and imprisonment, with harsher consequences in the event of an accident.