

Press release

WINE, CONSUMPTION: ITALIANS DO NOT GO WITHOUT – NEW HABITS, OLD HABITS AND DIFFICULTIES

INCOME AND AGE DECISIVE IN RETAIL, SPARKLING WINES OVERTAKE STILL WINES AMONG CONSUMERS OUTSIDE THE HOME. APERITIFS MAIN OCCASION FOR CONSUMPTION

FAMILIES OVER 55 WITHOUT DEPENDENT CHILDREN HEADING RETAIL WINE PURCHASES (59%)

(Milan, 12 November 2024). Over 55, with no dependent children at home and, often (6 times out of 10), with an income above the national average. A universe – an analysis presented today at the Milan fair by the Unione italiana vini (Uiv) observatory and by NIQ Italia during SIMEI reveals – made up of 11.3 million Italian families that is at the same time the identikit of the home wine consumer in Italy, accounting for 59% of the total expenditure of the category in large-scale distribution in Italy. Protagonists of a wine expenditure of 1.83 billion euros per year, these Boomers (with the tail-end of the GenX), leave almost nothing to the other 2 large identified clusters: families with children (7.8 million) do not even reach 24% of the total expenditure, while families under 55 without dependent children stand at less than 18%. "We are witnessing a trend that is becoming ever more apparent – Eleonora Formisano of NIQ Italia notes -, the first group is growing significantly, while the others are struggling, especially the low-income segments. A polarisation of wine consumption based on discriminating factors that have become structural, such as age and disposable income". And it is precisely the average annual expenditure that makes the difference and highlights the difficulty facing Italians who, in general to alleviate the sense of expenditure, have increased the frequency of purchase (+3.3%) but decreased wine consumption (-2%). And in particular families with children spend on average 5 times less than couples over 55 on purchases of beverages.

OUTSIDE THE HOME: CONSUMERS OF BUBBLES EXCEED THOSE OF STILL WINES. APERITIFS MAIN OCCASION FOR CONSUMPTION

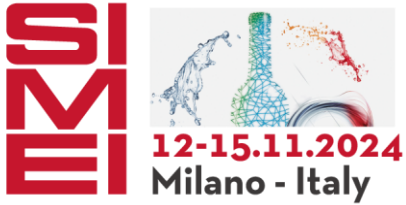
A retail area, dedicated to home consumption, is contrasted by an outside the home channel with just as many increasingly clear trends. According to the panel questioned by NIQ Italia for the Uiv's world leading exhibition for bottling technologies, today there are more sparkling wine consumers (63.4%) than still wine consumers (61%). An overtaking hitherto unthinkable, considering that still and sparkling wines have always been the backbone of the Italian vineyard accounting for about 4/5 of the production. A mirror of the times that is also reflected in the different occasions for consumption. Today, aperitifs have become – to the detriment of meals - the main moment for alcohol consumption not only for young GenZ or Millennials, and they are now the top habits even among 45-54-year-olds (aperitifs and meals both at 31%) and are getting closer and closer to winning over the sceptre among the over-55s too. A cocktail trend, finally, which is highlighted in the statement that 37% of its consumers (not only young people) choose the type based on social photogenicity. "We are witnessing – said the head of the Uiv

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Observatory, Carlo Flamini - a consumption revolution that for several reasons is experiencing a strong acceleration. We need to get involved to activate the generational change. In the next twenty years, there will be 400 million young consumers in the world, with whom wine can and must dialogue in order to share the experience, not just to be it".

The presentation of the analysis *The new Italian consumers of wine and beverages* was discussed by the president of the Italian Wine Union (Uiv), Lamberto Frescobaldi, and the managing director of the Mionetto group, Alessio Del Savio.