

# Fine Wines/Champagne and Spirits in Italy

October 2023

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## Fine Wines/Champagne and Spirits in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines remains the most popular category due to strong local traditions

Moët Hennessy Italia SpA continues to lead in 2022

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for fine wines/Champagne and spirits as consumers look for affordable indulgences

Fine wines expected to be the most dynamic category with sales benefiting from a growing focus on quality over quantity

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