



# WINE INDUSTRY EXPERTISE

*Our experience, our potential*

2023- 2024



# The Italian Market

The Italian wine market is intricately linked to broader economic conditions. As one of the **world's leading wine producers and exporters**, Italy is home to a remarkable diversity of indigenous grape varieties, contributing to the richness and complexity of its wines. Varietals such as **Sangiovese, Lambrusco, Barbera, Montepulciano**, and **Trebbiano** are just a few examples of the numerous grapes cultivated across the country.

Italy has a well-established system of wine classification, which includes various quality designations such as **Denominazione di Origine Controllata e Garantita (DOCG)**, **Denominazione di Origine Controllata (DOC)**, and **Indicazione Geografica Tipica (IGT)**. These designations indicate the geographical origin, grape varieties, and production methods of Italian wines, ensuring quality and authenticity.

+ 47million  
hectoliters of wine  
produced in Italy  
in 2020

*The wine market is worth more than \$300 billion, and with growth of 23.9 percent per year over the next four years, it is estimated to touch \$412.9 billion in 2027.*

*Today the sector in Italy is worth more than \$10 billion, 17 percent of the world's wine production. Lombardy is the region where the most wine is drunk (17% of total wine drinkers) but Emilia-Romagna has the highest consumer penetration rate compared to its population (62%).*

*Wine tourism contributes nearly 20 percent of the sector's total turnover in Italy, with the main customers being the U.S. (22.9 percent), Germans (11.7 percent) and Dutch (10.5 percent).*

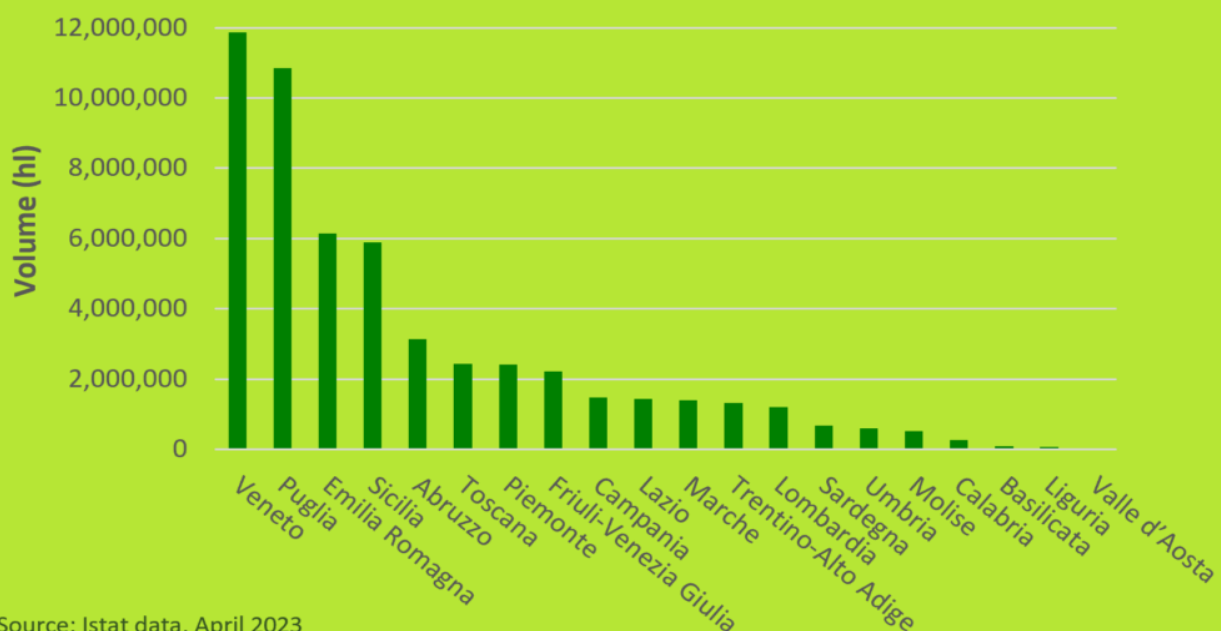
## “4A” sector of Made in Italy excellence

The Italian wine market is worth more than \$10 billion (FederDoc, March 2023), and accounts for 17 percent of world wine production. Developed by more than 530 companies and 870,000 employees, the identikit of a strategic sector for the entire made in Italy, always flaunted, but which, at times, does not get the consideration it deserves.

From the analysis of more than 40 sectors representative of the so-called “4As”, wine, with **7.4 billion euros** of net exports, ranks first in 2022 in terms of the level of the trade balance, leaving behind other champions of Made in Italy in the world, both the fashion system and instrumental mechanics. A climb, that of the most sought-after Italian agricultural product in the world, which started from fourth place in 2011 up to today’s performance, with the overtaking of other iconic sectors of the Italian lifestyle such as jewelry/ costume jewelry (+6.8 billion euros), leather goods (+6.7 billion euros) and clothing (+6.4 billion euros).

Source: Analysis Uiv/Vinitaly Observatory and Prometeia

### Wine Production by Region, 2022



Source: Istat data, April 2023

# Market Trends

## Environment and quality

There's a notable surge in the popularity of **organic and biodynamic** wines. This shift is driven by consumers' increasing health and environmental consciousness, with a preference for products produced sustainably and naturally. Additionally, there's a growing appetite for **premium and luxury wines**, as discerning consumers seek out exclusive, high-quality offerings to enhance their wine experiences.

## Tech and AI

The automation of storage and warehousing processes through **robotics** will increasingly represent a lever to optimize the work of distributors, better manage customer service (both B2C and B2B), as assortment variety and speed of supply remain critical success factors for distribution. The relevance of online should also be considered; globally, dedicated **e-commerce** accounts for 4 percent of total sales.

The role of technology and the incorporation of robotics and AI, useful, for example, for **translating labels** and **profiling customers**, but also blockchain, should be further emphasized.

**Vinitaly** is one of the largest and most prestigious wine exhibitions in the world. It takes place annually in **Verona, Italy**, with different "spin-offs" around the globe. Founded in 1967, Vinitaly serves as a platform for wine producers, distributors, buyers, and enthusiasts to come together to showcase and discover Italian wines.

The event typically lasts several days and attracts thousands of exhibitors and visitors from around the globe, making it a significant event in the wine industry calendar.



+ 674,000 hectares of vineyards

## Wine Map of Italy

The highest maximum quotations for Italian vineyards were seen in the province of **Bolzano**, the **Barolo** and Barbaresco area, the hills of Conegliano and Valdobbiadene, and in Montalcino. It ranges from 300-500,000 euros per hectare for the Trento Doc, Valpolicella, **Bolgheri** and Franciacorta production areas.

Over the last 15 years, according to surveys analysed by CREA, the vast majority of denominations have increased their peak value: ranging from Montalcino (+63%) to Valdobbiadene (+16%), areas around Bolzano such as Caldaro (+75%) or Canelli in the Asti zone (+58%), not to mention Collio (+50%), Etna (+57%) and the mountain vineyards in Valle d'Aosta (+114%).

Source: Vinaly.com



## Wineries and cooperatives

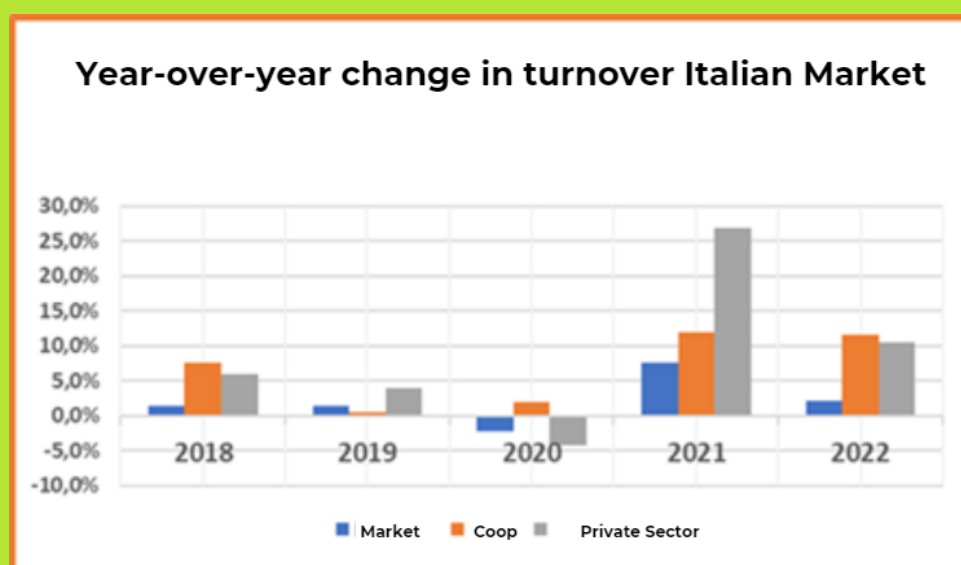
In the ranking of the main Italian wineries by turnover, presented in April 2024 by Confcooperative FedagriPesca, there are a remarkable **40 cooperatives** (out of a total of 117), which generate €3.7 billion in revenue, representing a **42% share** of the total turnover of the sample. In detail, cooperatives hold 34% of the revenue generated from exports, a figure that rises to 52% when considering the turnover in the domestic market of the Top100 wineries.

The evolution of the turnover of cooperative wineries over the last 5 years - demonstrates the ability of cooperation to cushion possible setbacks, supporting its members in the face of even unfavorable economic scenarios. In 2021 the private market managed to grow by 26.8% and the cooperative sector did not exceed 12%, which is still an important result and superior by 5 points to the average of the Italian market. In 2022 it was the cooperatives that **outperformed the private sector** by one point (11.5% compared to 10.5% growth compared to the previous year). And in 2020, the cooperative wineries in the ranking managed to achieve an increase in turnover of 1.9%, against a decline of over 4% suffered by the private sector.

*The 40 cooperatives in the ranking bring **1 billion and 186 million bottles to the market**, a figure that has recorded a constant growth trend over the past five years, amounting to +20.8% overall.*

Source: Confcooperative FedagriPesca - Cooperative.it

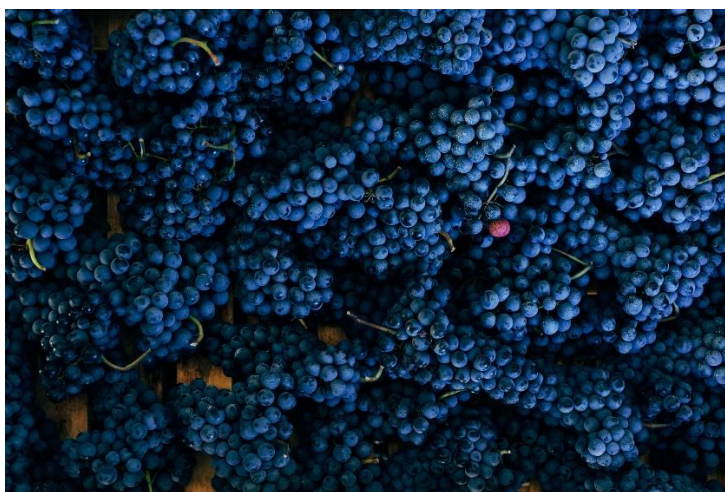
Uniaudit has been specializing in serving small and medium-sized enterprises (SMEs) and the cooperative sector since 1984.



# Uniaudit Capabilities

## Financial Audit

- ❖ Conducting a thorough examination of the vineyard company's financial statements to ensure accuracy, completeness, and compliance with accounting standards.
- ❖ Identifying any financial irregularities, discrepancies, or areas of concern and providing recommendations for improvement.
- ❖ Offering assurance to stakeholders, including investors, lenders, and regulatory authorities, regarding the reliability of the financial information presented by the vineyard company.



## ESG Advisory Services

- ❖ Assessing the vineyard company's environmental impact and sustainability practices, including its use of natural resources, waste management, energy efficiency, and carbon footprint.
- ❖ Developing ESG strategies and frameworks tailored to the vineyard company's operations and objectives, aligning with industry best practices and stakeholder expectations.
- ❖ Conducting ESG risk assessments to identify potential environmental, social, and governance risks and opportunities that may impact the vineyard.

company's reputation, operations, and long-term viability.

- ❖ Providing guidance on ESG reporting and disclosure requirements, helping the vineyard company communicate its sustainability efforts and performance to stakeholders, including investors, customers, and regulatory authorities.
- ❖ Assisting with the integration of ESG considerations into the vineyard company's decision-making processes, governance structures, and corporate culture, fostering a culture of sustainability and responsible business practices.



### Business Advisory and Consulting

- ❖ Offering strategic advice and insights to help the vineyard company achieve its growth and profitability objectives.
- ❖ Conducting feasibility studies and financial analysis for expansion projects, acquisitions, or diversification into new markets.
- ❖ Assisting with business planning, budgeting, and forecasting to support informed decision-making and resource allocation.

### Risk Management and Compliance Services

- ❖ Assessing and mitigating various risks faced by the vineyard company, including operational, financial, regulatory, and environmental risks.
- ❖ Developing risk management frameworks and policies tailored to the specific needs and circumstances of the vineyard company.
- ❖ Providing guidance on compliance with industry regulations,



environmental standards, and health and safety requirements.

### Performance Improvement and Efficiency Reviews

- ❖ Conducting operational reviews and process assessments to identify opportunities for cost savings, productivity improvements, and operational efficiencies within the vineyard company.
- ❖ Recommending strategies and initiatives to streamline operations, optimize resource utilization, and enhance overall performance.

### Technology and Digital Transformation Services

- ❖ Assessing the vineyard company's technology infrastructure and digital capabilities to identify areas for improvement and innovation.
- ❖ Advising on the implementation of digital tools and technologies, such as data analytics, automation, and cloud-based solutions, to drive efficiency, agility, and competitiveness.



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