**WINE, VINITALY.USA: THE PROSECCO BOOM IN THE U.S., FROM ZERO TO $500 MILLION IN 15 YEARS**

**ENJOYED SOLO OR IN MIXES, IT SURPASSES CHAMPAGNE IN VALUE CONSUMPTION**

**IN CHICAGO (OCTOBER 5–6), THE LEADING TRADE FAIR DEDICATED TO ITALIAN WINE IN THE U.S.**

***Verona, October 1, 2025* –** Prosecco now accounts for 31% of the total value of Italian wines sold in the U.S., with remarkably high penetration across all age groups, starting with Millennials (27%) and women (6 out of 10 consumers). It has also become the ultimate symbol of Italian mixed-wine culture. The love affair between Americans and Prosecco shows no signs of slowing: 15 years after the reorganization of its production pyramid (Conegliano Valdobbiadene Prosecco Superiore Docg, Asolo Docg, and Prosecco Doc), the value of the “new” denomination has soared from zero to over $500 million. That’s a 178% increase in just the last seven years, quadruple the growth rate of Italian wines overall in the U.S., according to new data from the Uiv–Vinitaly Observatory, released today on the occasion of Vinitaly.USA (Chicago, October 5–6), the leading B2B event for Italian wine in America.

“It would be wrong to say the past years have been without challenges for the industry – from Covid to declining purchasing power and rising competition from other beverages,” said Adolfo Rebughini, General Manager of Veronafiere. “But Prosecco has shown an extraordinary resilience, strengthening thanks to a consistent value strategy and increasingly effective promotional investments. The strong showing in Chicago by the Veneto region and many leading producers from all three Prosecco denominations proves it. With this spirit, Prosecco – and more broadly, all Made in Italy wine companies at Vinitaly.USA – are ready to face even the challenge of tariffs. It shows that when Italy combines quality with promotion, it can assert itself as a global leader – the same goal we pursue with Vinitaly.USA for all of our wine excellence.”

According to analysis by Vinitaly and Unione Italiana Vini, Prosecco’s share of the U.S. wine market is above the average for Italian wine (27% vs. 24%), with a total value reaching $531 million in 2024. An all-time record, renewed every year except for a brief dip in 2020, followed by a four-year rebound that added another +90% growth. Today, Prosecco is a pop icon of conviviality and accessible drinking, worth an estimated $2.9 billion annually at retail, with average prices just under $18 per 0.75l bottle (Uiv–Vinitaly Observatory).

“In just a few years, Prosecco has become the Italian wine with the highest awareness, at 40%,” said Carlo Flamini, head of the Observatory. “That’s remarkable given how young the product is, and it is closing in on Champagne, which leads at 52%. But where Veneto’s sparkling wine has already surpassed the French rival is in conversion to purchase, with 31% compared to Champagne’s 24%.”

Confirmation of this overtaking comes at retail: according to SipSource, Prosecco has pulled ahead not only in volume but also in value among sparkling wines sold in the U.S. In the first seven months of 2025, Italian sparkling held a 30% market share, compared to Champagne’s 28%. Looking at U.S. divisions, growth potential remains strong in the West and East North Central regions, while user density is already high along the East Coast – from New England to the Mid and South Atlantic – where over half of total consumption is concentrated. Prosecco represents 87% of the value of Italian sparkling wine sales in the U.S., and 25% of all Italian wine. At the same time, it has become a star of the mixology trend, featuring prominently in cocktails. According to IWSR, in addition to being served by the glass, it is increasingly present in formats from ready-to-drink spritz to freshly mixed cocktails with fruit juice – particularly popular with women and Gen Z.

The current challenge, beyond tariffs, is reaching a more diverse consumer base. The Uiv–Vinitaly Observatory, based on IWSR data, notes that while Prosecco still has a strong foothold among traditional White American consumers, the key goal is to expand penetration into increasingly significant multicultural communities across the U.S.

At Vinitaly.USA (Chicago, October 5–6), 250 exhibitors – wineries and consortia representing an aggregate turnover of more than €7.2 billion – will showcase Italy’s finest wine production. Attendance of importers and buyers is expected to be in line with the successful 2024 edition, further confirming the appeal and continuity of the event for Italian wine in the U.S. market. Running in parallel will be the wine2wine Vinitaly Business Forum, the training courses of the Vinitaly International Academy (VIA), as well as dedicated sessions of Vinitaly Tourism and the SOLExpo Oil Bar.

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