

# Civiltà del bere

THE  
ITALIAN  
Wine  
CHRONICLE

Italian Wine Chronicle is Civiltà del bere's international newsletter in English, created to share news and insights on Italian wine around the world. This special edition is dedicated to:

*Prosecco on the rise and Champagne under pressure: a new balance for sparkling wines*

*Le Manzane: The Five Souls of Springo*



LE MANZANE®  
*to be happy*



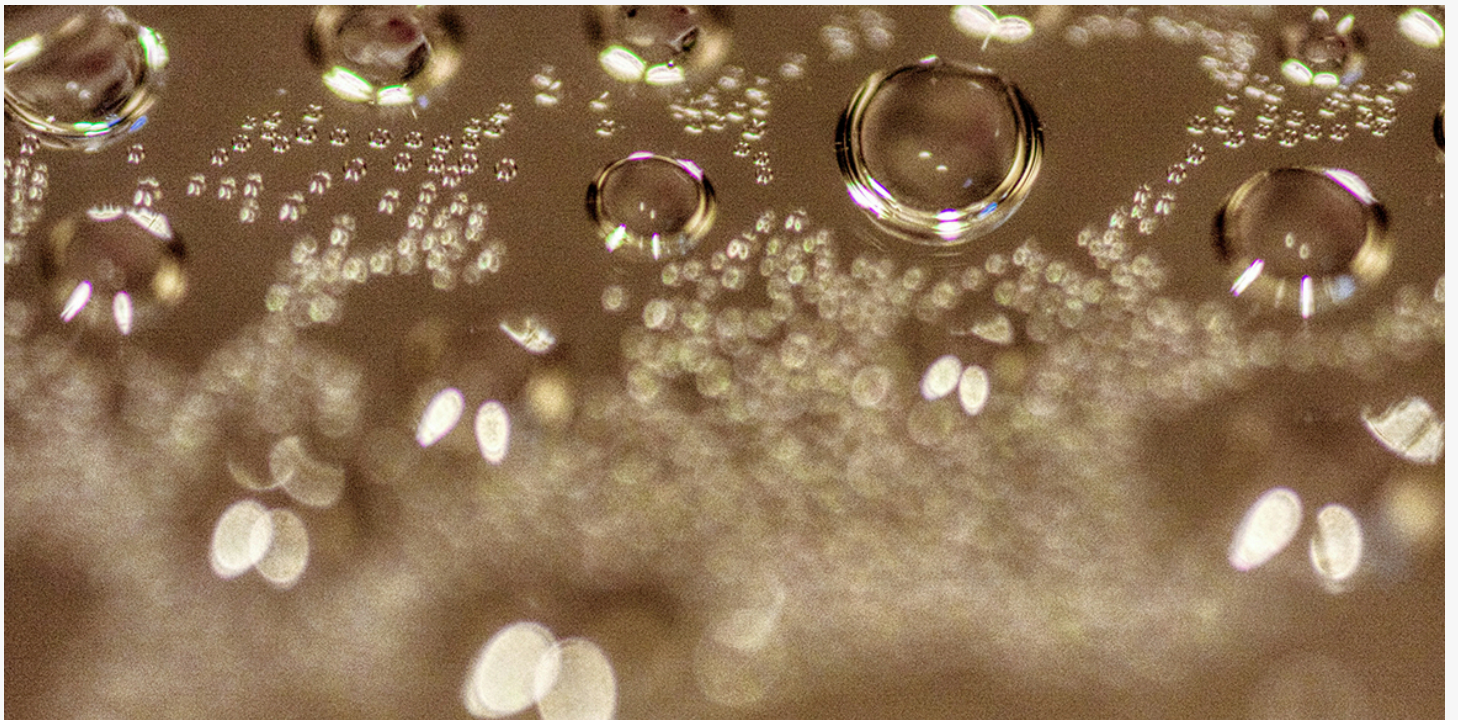
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MINISTERO DELL'AGRICOLTURA  
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## Prosecco on the rise and Champagne under pressure: a new balance for sparkling wines



***In an increasingly complex and segmented global sparkling wine market, Prosecco DOC consolidates its expansion in world markets, with +1.1% in volume. Meanwhile, Champagne records -2%, continuing its decline after the post-pandemic peak. Even in unexpected markets such as France.***

2025 marked a historic transition in the global sparkling wine market. While **Prosecco DOC** consolidated its international expansion, **Champagne** recorded its third consecutive year of decline. This is not simply a cyclical fluctuation, but a reflection of profound changes in consumption patterns, perceptions of value, and the occasions on which sparkling wines are uncorked.

### **Prosecco adapts, Champagne loses appeal**

In a press release issued at the beginning of the year, the **Prosecco DOC Consortium** confirmed its status as the most consumed Italian sparkling wine in the world. The figures for 2025 speak for themselves: 667 million bottles sold, up +1.1% compared to 2024, for a total value of €3.6 billion, unchanged from the previous year. Over 82% of production is destined for export, with a presence in 164 countries.

In contrast, according to figures released by the **Comité Champagne**—the body that protects the values and interests of winegrowers and Champagne Houses—French sparkling wines recorded a decline in volume of around -2% compared to 271.4 million bottles sold in 2024. Sales amounted to €5.7 billion, down 1.7%, despite a slight increase in the average price per bottle from €21.35 to €21.43. These contrasting trends show that while **Champagne is losing appeal**, despite its premium positioning and higher average value, **Prosecco boasts greater elasticity** and adaptability to markets.

### **A decline between inflation and post-pandemic**

The Comité Champagne attributes this contraction to several factors. The first is inflation, with **rising prices** curbing global demand, and the second is **geopolitical instability**. The third factor, however, relates to the **post-Covid correction**. Champagne sales peaked in 2022 with 326 million bottles sold, followed by a gradual return to pre-pandemic levels: 299 million in 2023, 271 in 2024, and 266 in 2025 ([Robb Report](#)).

### **Symbolic overtaking in France**

The most emblematic data concerns **France**. Home of Champagne and historically a market with more traditional and domestic consumption, in **2025** the French became the third largest consumer of Prosecco DOC worldwide after the US and the UK. **Prosecco** exports across the Alps have grown by **+21% in volume** and **+18% in value** compared to 2024. Since 2019, growth has exceeded +100%. At the same time, the French domestic market for **Champagne** fell to 114 million bottles, compared to 118.2 million in 2024 (**-3.7%**), while remaining the reference market for Champagne. “France is a showcase for our appellation and we must strengthen it. We have all the necessary resources: wines of excellence, unique savoir-faire, and the strength of a collective dimension,” said Maxime Toubart, co-chairman of the Comité Champagne, in a press release.

### **Why the French choose Prosecco**

- 76% of French people aged between 18 and 65 are familiar with Prosecco.
- 49% of consumers choose it for its taste.
- 69% consume it mainly at home.
- 53% of Prosecco consumed outside the home is used in cocktails.

Source: *Nomisma (FranceConsumerSurvey)*; data reported by [Wine Industry Advisor](#)

### **The US and UK are the drivers of growth**

The **United States** remains the leading market for Prosecco, accounting for 23.8% of total exports and **+8% volume growth in 2025**, despite tariff pressures. The **United Kingdom** is the second largest global market, with an

increase of +1.1%, also supported by the popularity of Spritz. At the same time, **Champagne** shipments to the United Kingdom in 2024 fell by **-5.7% in volume** and by more than **-12% in value** compared to the previous year. Meanwhile, the geography of Italian sparkling wines is expanding. Alongside mature markets such as those mentioned above and Germany, which ranks fourth, new destinations are emerging such as Mexico and Greece, both of which are experiencing rapid growth in 2025: +22.4% and +14.5% respectively ([DrinksRetailing](#)).

### **Prosecco: unity in the supply chain and sustainability**

**Giancarlo Guidolin, president of the Prosecco DOC Consortium**, emphasized how unity in the supply chain and a focus on sustainability have allowed the industry to maintain its strong position, facing even the most complex international scenarios with balance and foresight. “In a complex global context, sustainability, consumer protection, and value remain our priorities” ([The Drinks Business](#)).

### **Daily consumption**

**Andreas Brokemper, CEO of Henkell Freixenet**, the German group that owns [Prosecco Mionetto](#), explained how 2025 was a “rather challenging year, with the sole exception of **Prosecco**,” thanks to which the sparkling wine sector is opening up to more everyday consumption occasions. “It is no longer uncorked only for special occasions, but mainly as an **aperitif** and as an ingredient in cocktails. This global trend has made sparkling wine part of everyday life” ([Meininger's International](#)). This favors categories with greater **flexibility in price and style**. And one of the advantages of Prosecco is precisely its greater accessibility. **Champagne**, on the other hand, remains linked to **special occasions** and a prestigious experience. Its symbolic value remains intact, but it does not follow changes in consumption habits.

### **Complementarity rather than competition**

But **Prosecco does not replace Champagne**. It fits in through differentiation as an offering of versatility, stylistic clarity, and quality for an increasingly wider audience. “With deep respect for the prestigious French tradition of sparkling wines and Champagne, this result shows how Prosecco DOC has found a complementary place, appreciated for its distinctive identity. A fresh, immediate, and delicately aromatic expression that embodies a modern and refined lifestyle,” said Guidolin ([Wine Industry Advisor](#)).

### **An evolving system**

It is therefore incorrect to contrast the two products, because **the two wines act on different levers**. The former dominates in volume and dynamism; the latter maintains its leadership in value. In this scenario, France importing Prosecco does not represent a defeat for Champagne, but proof that the global sparkling wine market is increasingly complex and segmented and, in some ways, also evolving. It is the story of a broader picture and a new balance that allows us to face 2026 with contrasting prospects, but also with confidence in new consumption patterns ([Meininger's International](#)).

# **Le Manzane: The Five Souls of Springo**



Nature awakens, the days grow longer, and the sun makes the climate milder. To celebrate spring, the **Le Manzane winery** in San Pietro di Feletto (Treviso) has chosen the name **Springo**—from the English word “spring”—for its collection of sparkling wines that interpret **Prosecco Conegliano Valdobbiadene Superiore DOCG** in a fresh, modern, and convivial way, enhancing the terroir and ancient local traditions. “The term Springo evokes energy, lightness, and liveliness, all characteristics that are fully reflected in the glass,” explains **Ernesto Balbinot**, who runs the company with his wife Silvana and their children Anna and Marco (pictured together). Le Manzane has been a family business for three generations and, over four decades, has established itself both in Italy and internationally, producing 1 million bottles per year, 65% of which are exported. “Springo is our premium line and includes five references, including three Rive,” continues the producer. Each Springo sparkling wine is associated with a metal and/or color—Bronze, Blue, Black, Green, and Gold—which summarizes its personality and style. Refined, essential packaging has been chosen for all of them, and each bottle is wrapped in tissue paper that adds a touch of mystery. “This aesthetic choice reflects the manual skill and patient, meticulous, and complex work we carry out in the vineyard. Just as the grapes are grown on steep slopes, each bottle is ‘dressed’ and sealed by hand with a special sticker bearing its serial number, emphasizing its exclusivity,” explains the owner. **Springo Bronze Rive di Manzana Dry** is a refined and harmonious sparkling wine, to be enjoyed from aperitif to dessert. Bouquet of yellow fruit, peach, apple, and wisteria flowers, with a finish of bread crust and a rich, creamy flavor. **Springo Blue Rive di Formeniga Extra Brut** is the youngest and most lively expression of the range, with hints of green apple, lily of the valley, sage, thyme, and cedar. **Springo Black Rive di Rua Brut** stands out for its decisive, vertical soul, with notes of white flowers, nuances of bread, and a mineral finish. **Springo Green Sui Lieviti Brut Nature** is a bottle-fermented sparkling wine created in honor of Osvaldo, Ernesto's father, with an elegant fruity intensity, hints of yellow peach, and pastries. Finally, **Springo Gold Cartizze Dry** is the most exclusive offering in the line, with a rich bouquet of white flowers, peach, apricot, and green apple. Elegant, enveloping, harmonious: for a sensory experience to remember.

*Ernesto and Silvana Balbinot with their sons Anna and Marco*



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