

Osservatorio FIPE-UIV "Vino & Ristorazione"

Verona 13 Aprile 2026



Indice

- **La carta dei vini**
- **Il valore del vino**
 - **Il servizio**
- **I trend di consumo**

Il settore ristorazione in Italia



Le imprese

324.436



L'occupazione

1,5 mln. di addetti



I consumi

100 mld. di euro

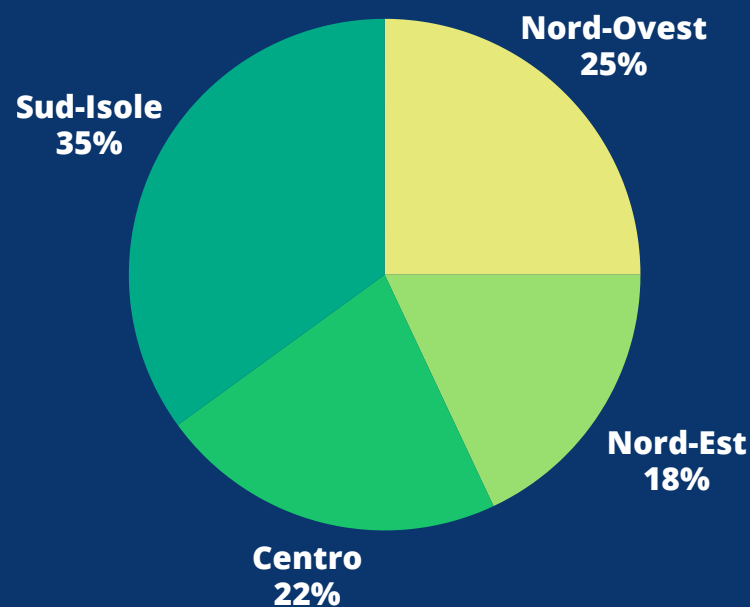
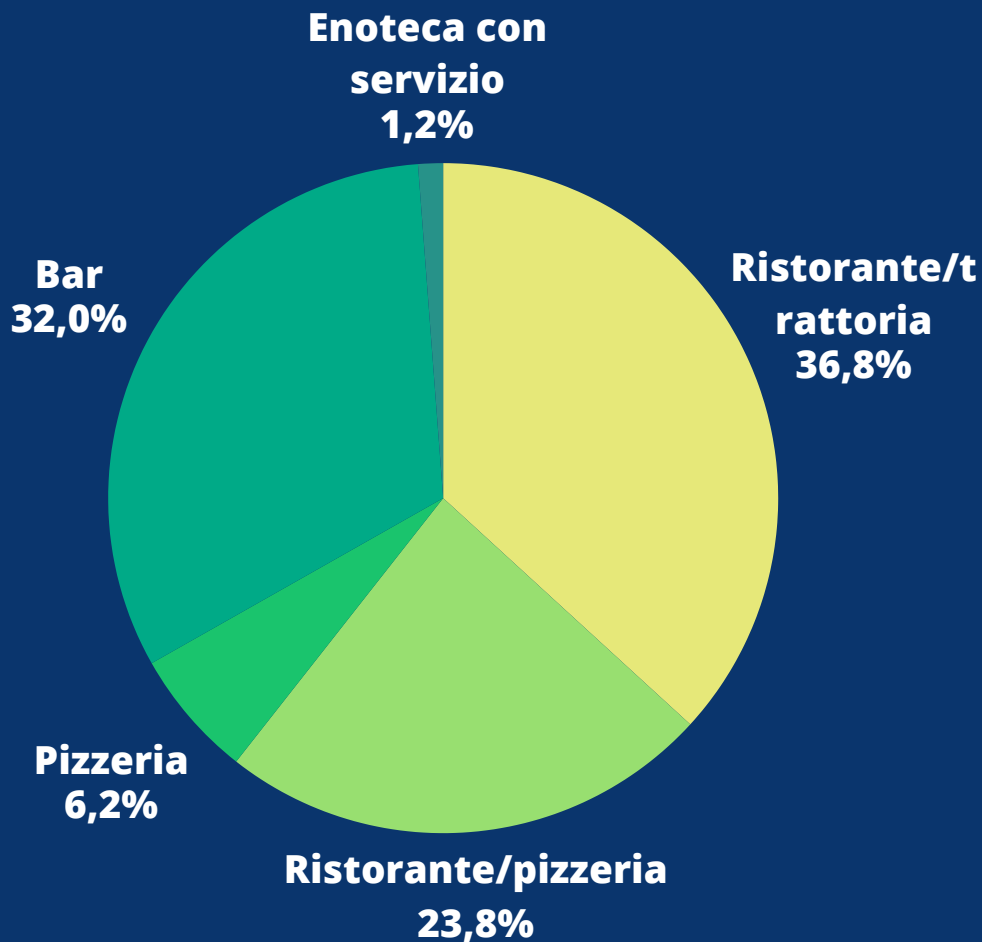


Valore aggiunto

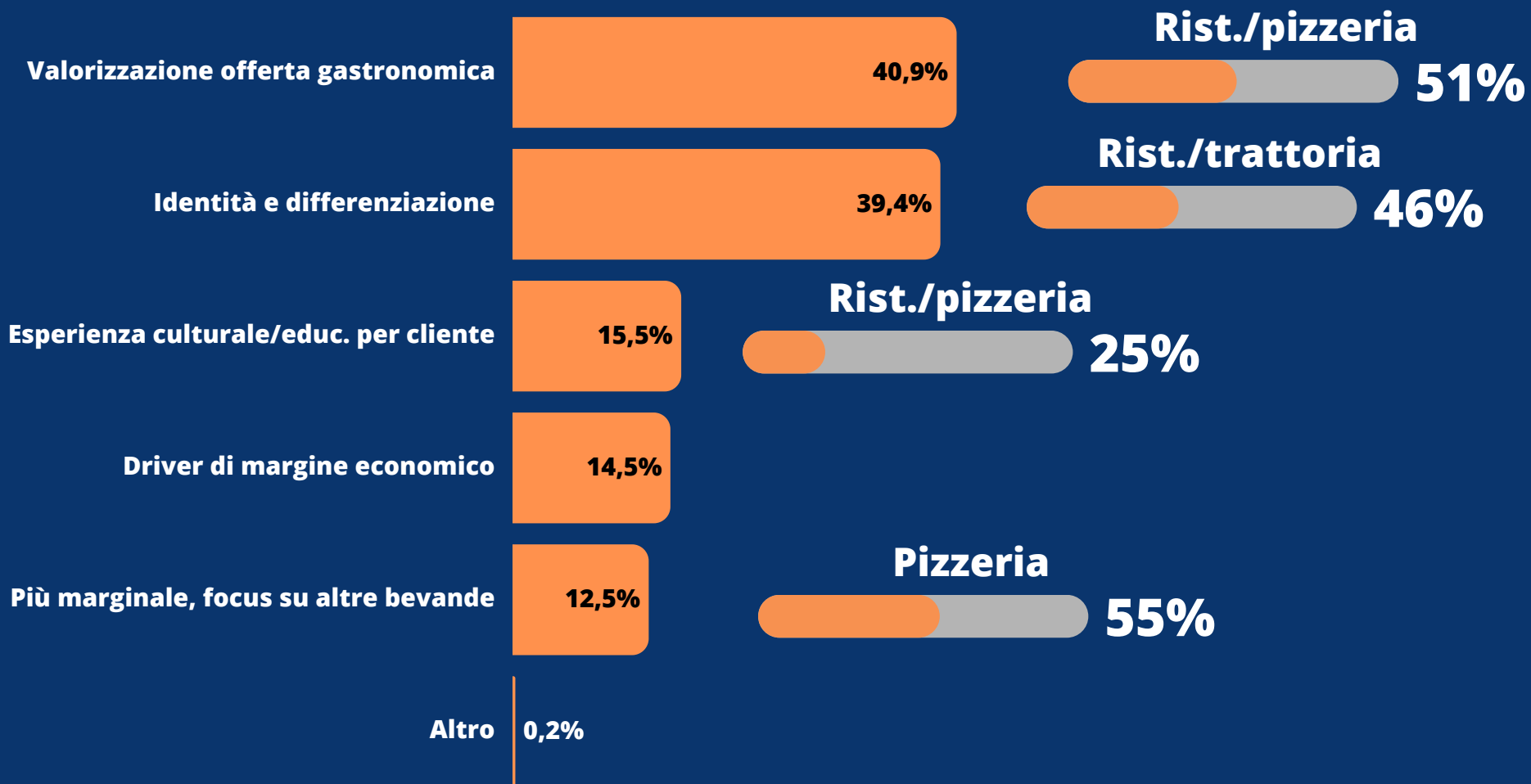
59,3 mld. di euro

Il campione dell'indagine

Base campione: 500 imprese



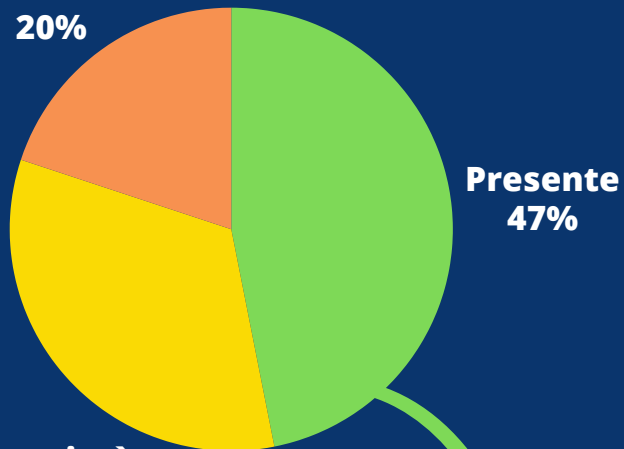
Il vino è...



La carta dei vini

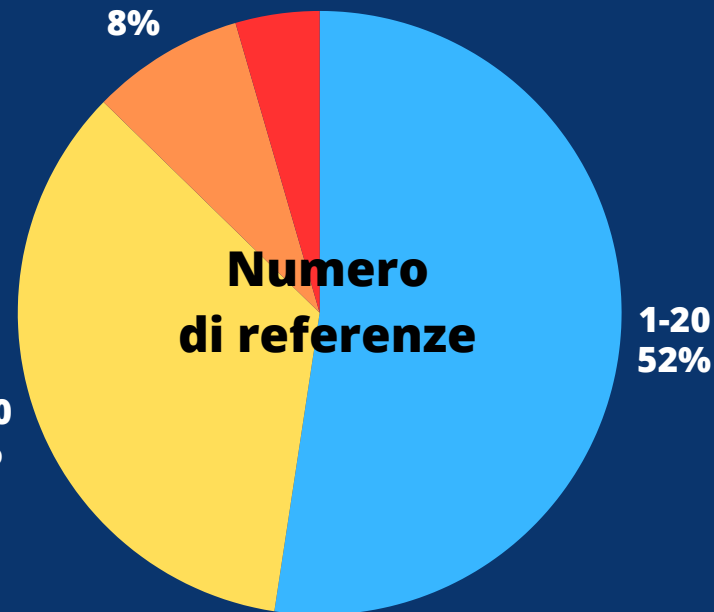
La carta dei vini

Poche ref., solo per cocktail
20%



No, ma buona varietà
33%

100+
5%
51-100
8%



Numero di referenze

21-50
35%

1-20
52%

Enoteca 83%

Rist./trattoria 74%

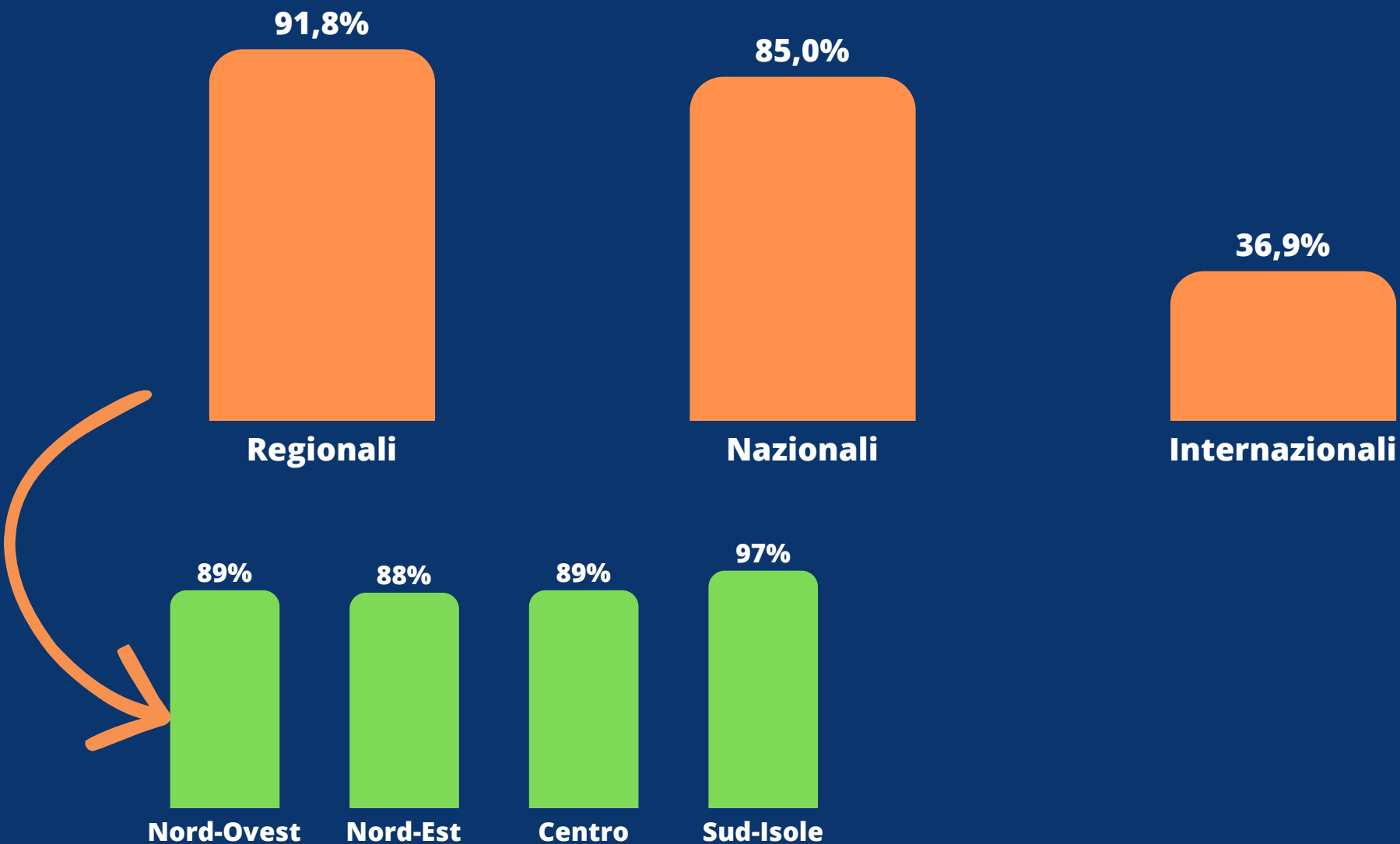
Rist./pizzeria 49%

Pizzeria 23%

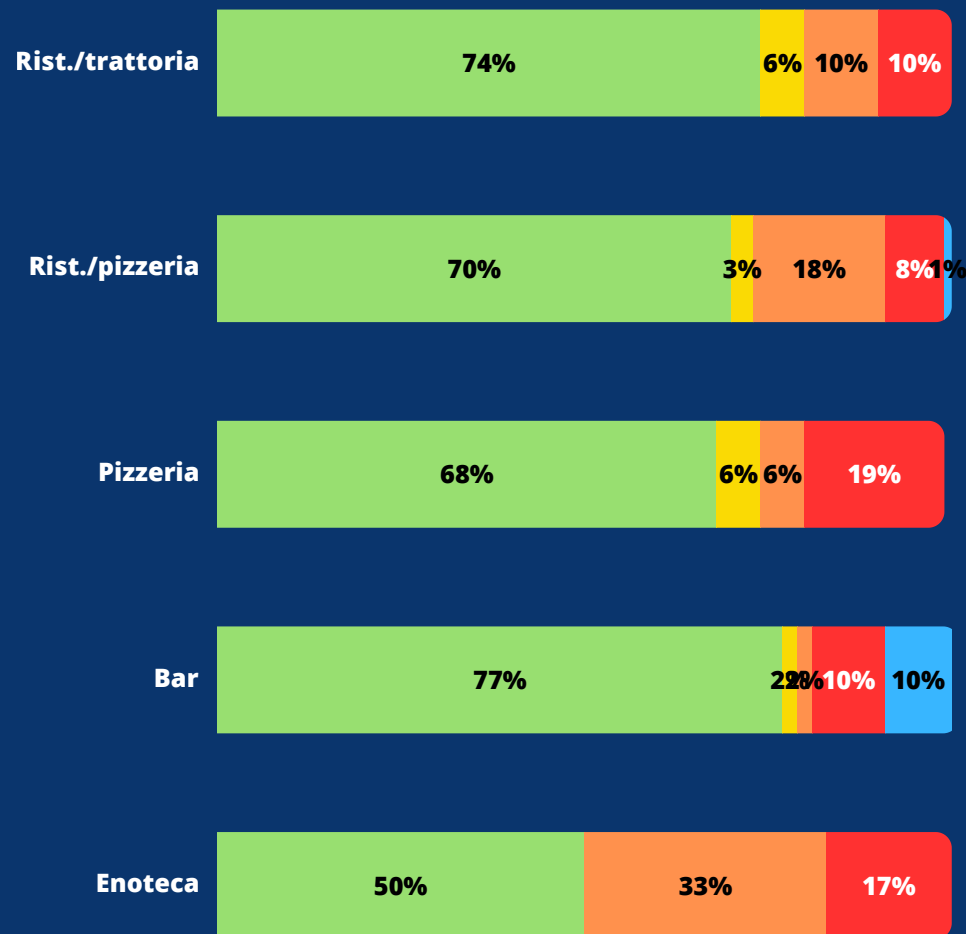
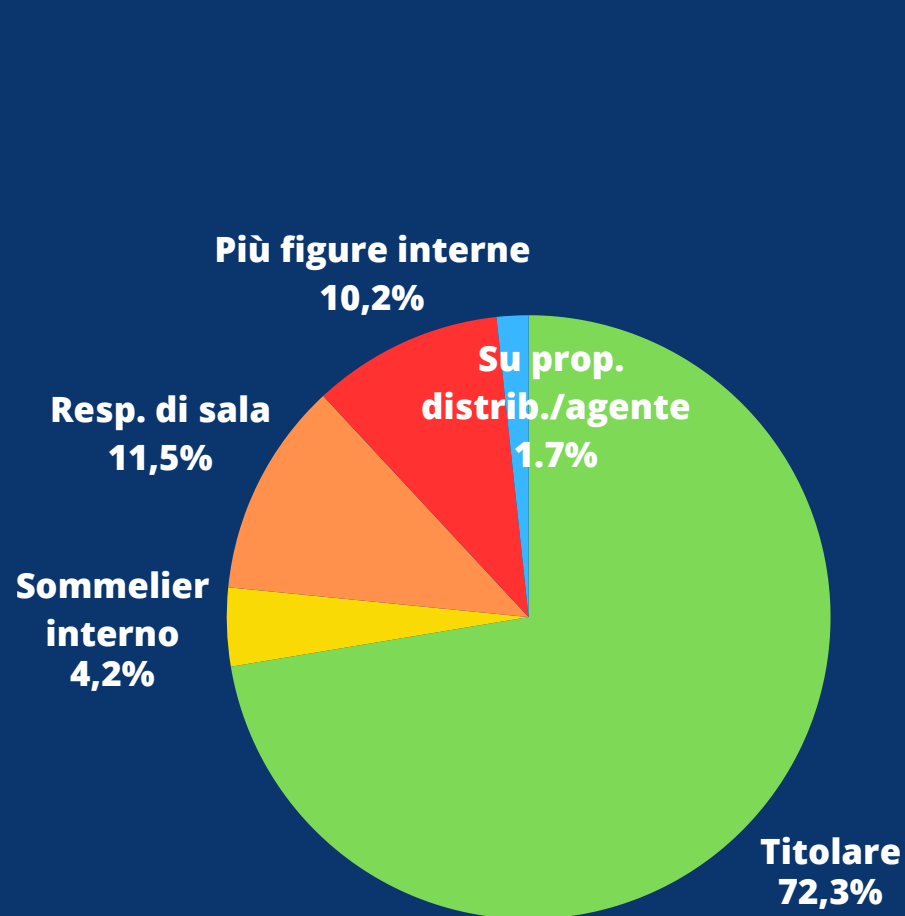
Bar 17%

Provenienza dei vini

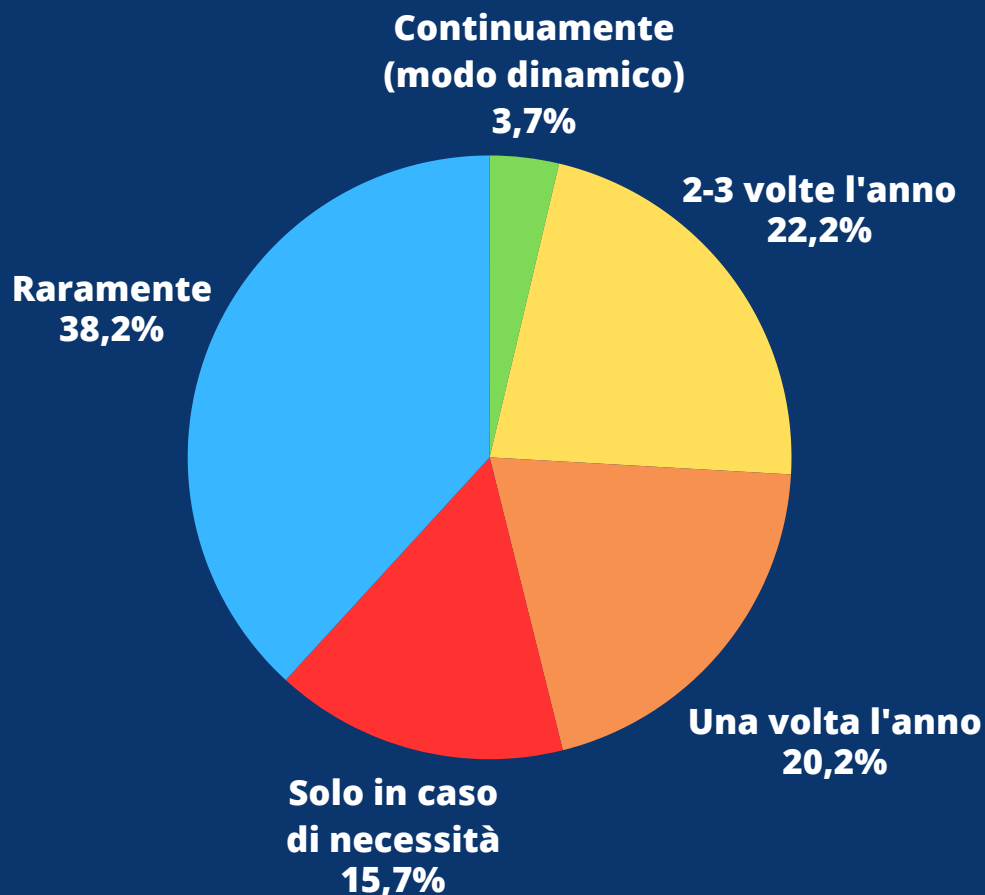
● Risposte multiple



Chi seleziona il vino



L'aggiornamento della carta vini

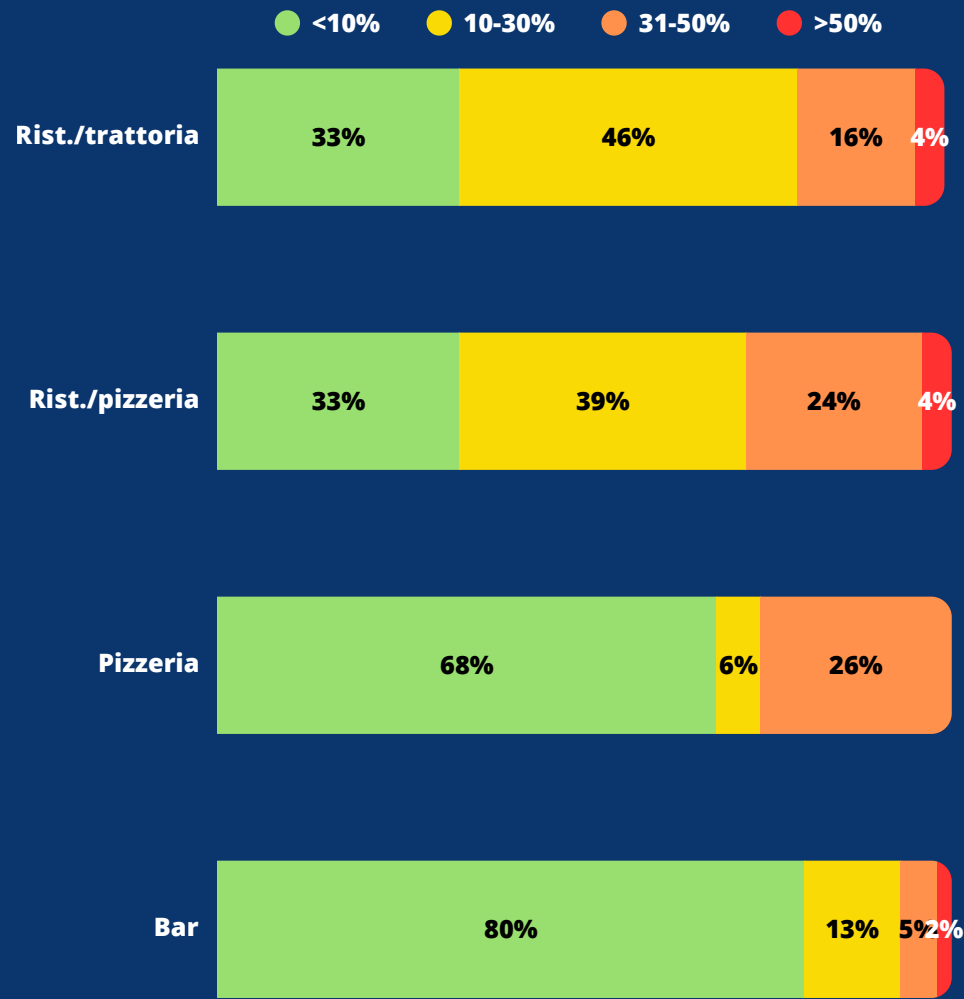
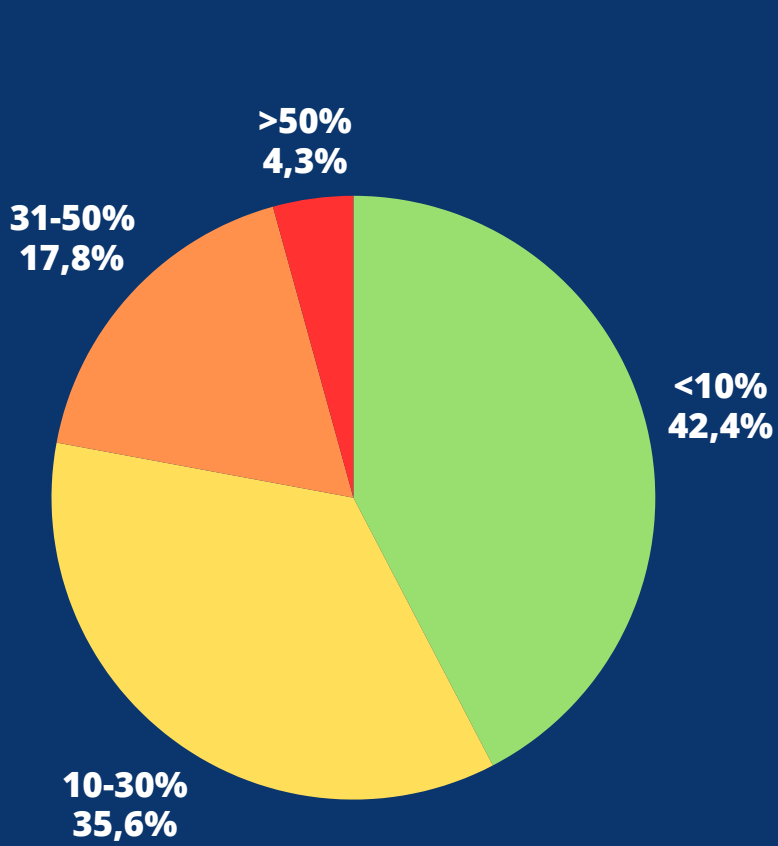


Criteria di inserimento



Il valore del vino

Il peso del vino sul fatturato

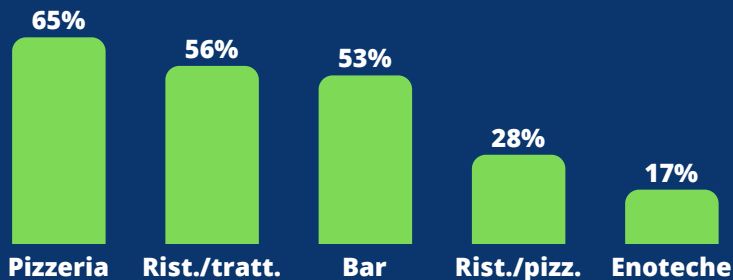
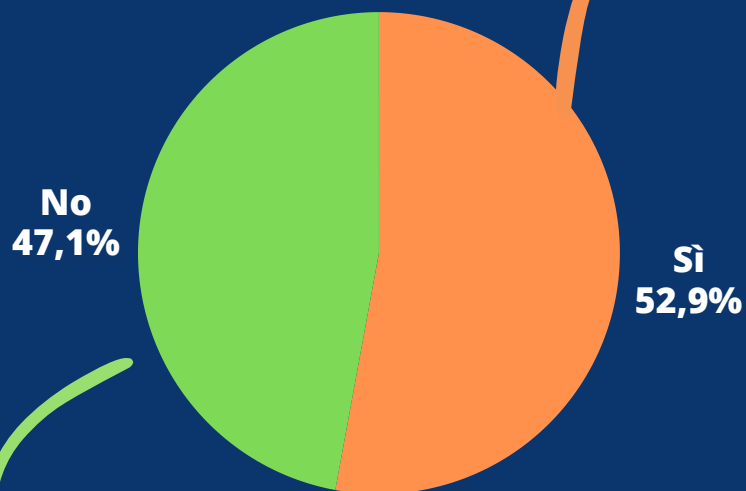


Quale valore viene dato al settore vino

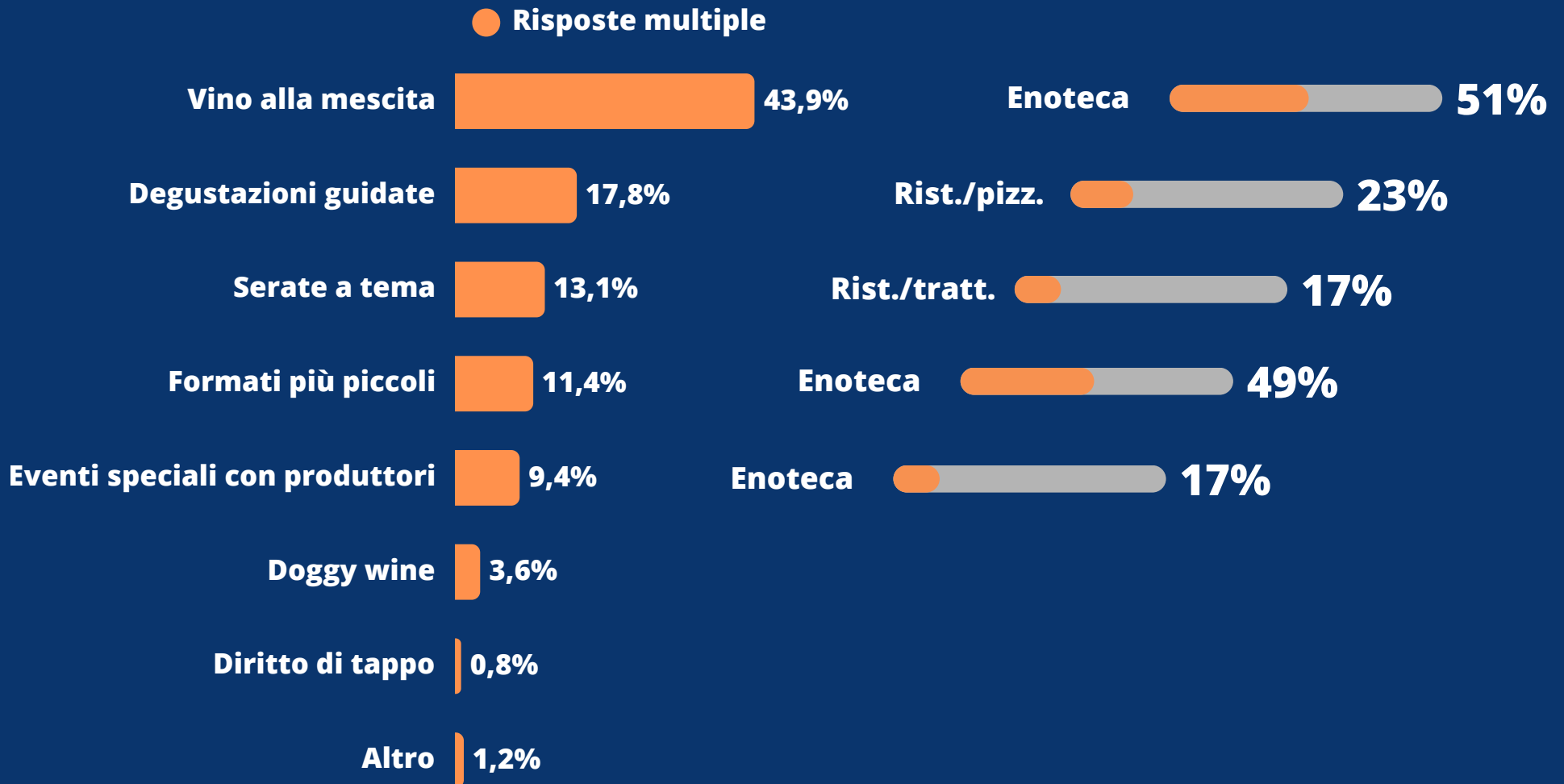


Il servizio

Criticità nella gestione del vino



Servizi aggiuntivi

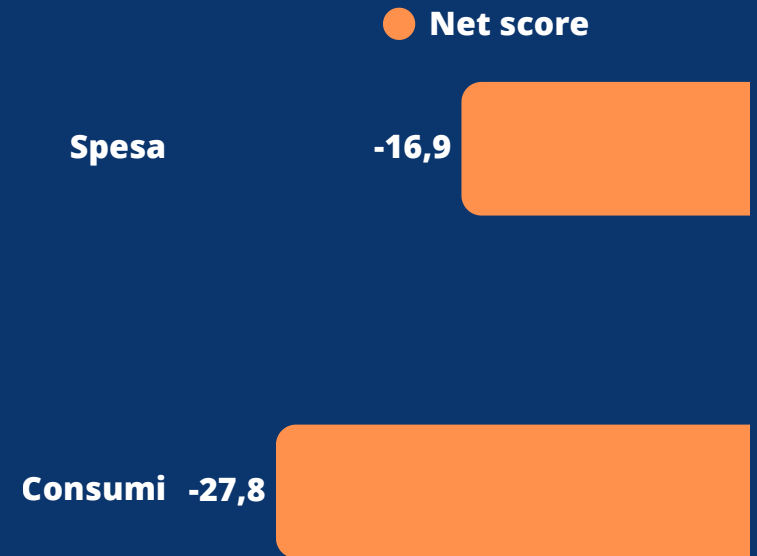
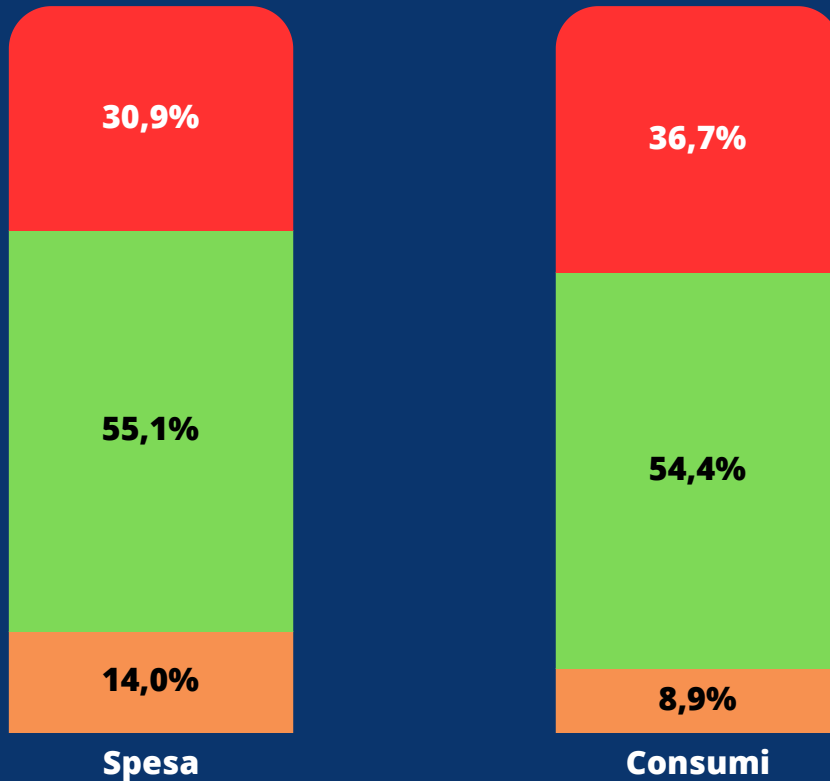


I trend

La spesa e i consumi

Variazioni rispetto al biennio 2021/22

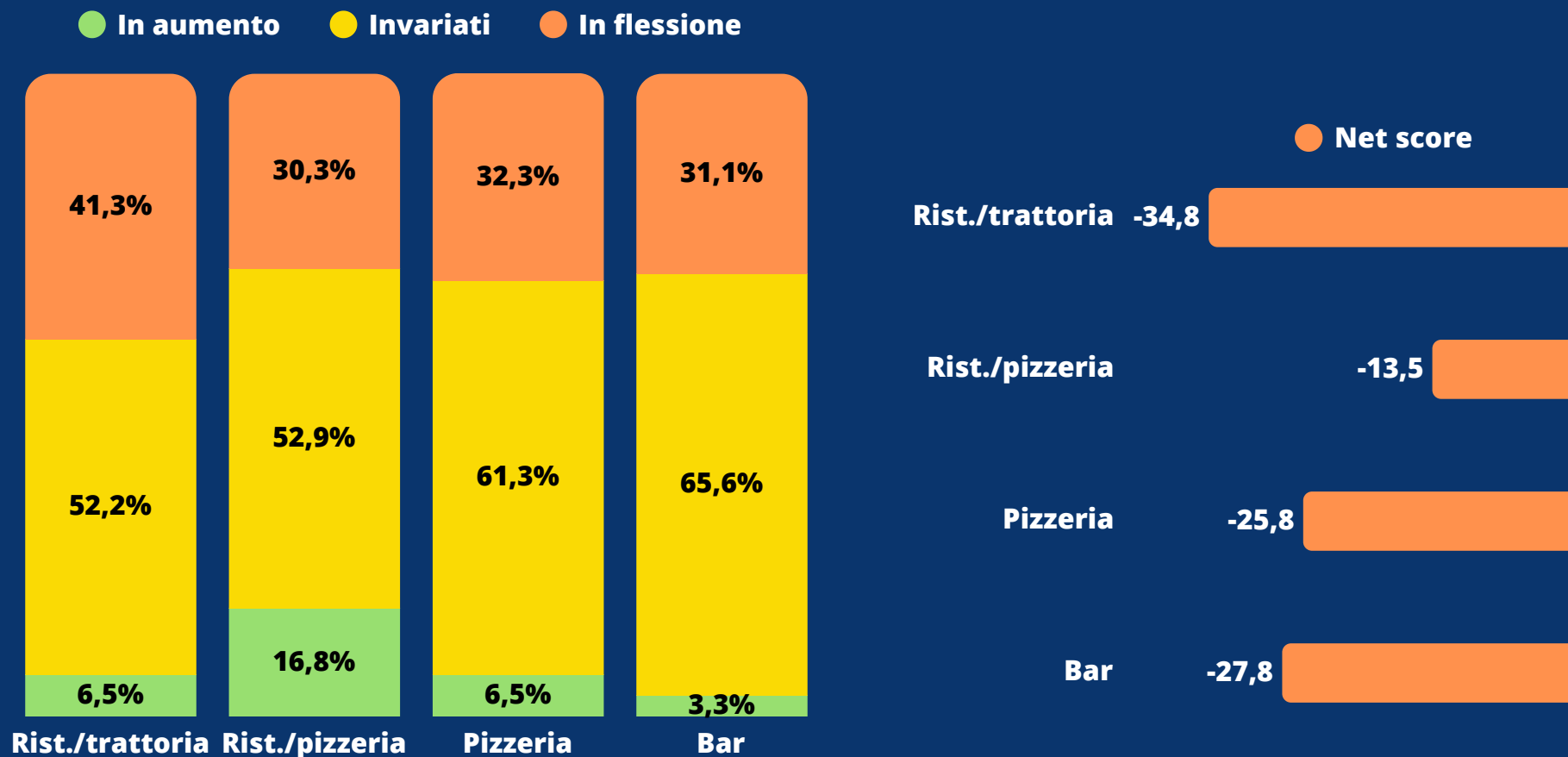
● In aumento ● Invariati ● In flessione



Net score: saldo tra flessione (-) e aumento (+)

Elaborazioni Osservatorio FIPE-UIV "Vino & Ristorazione"

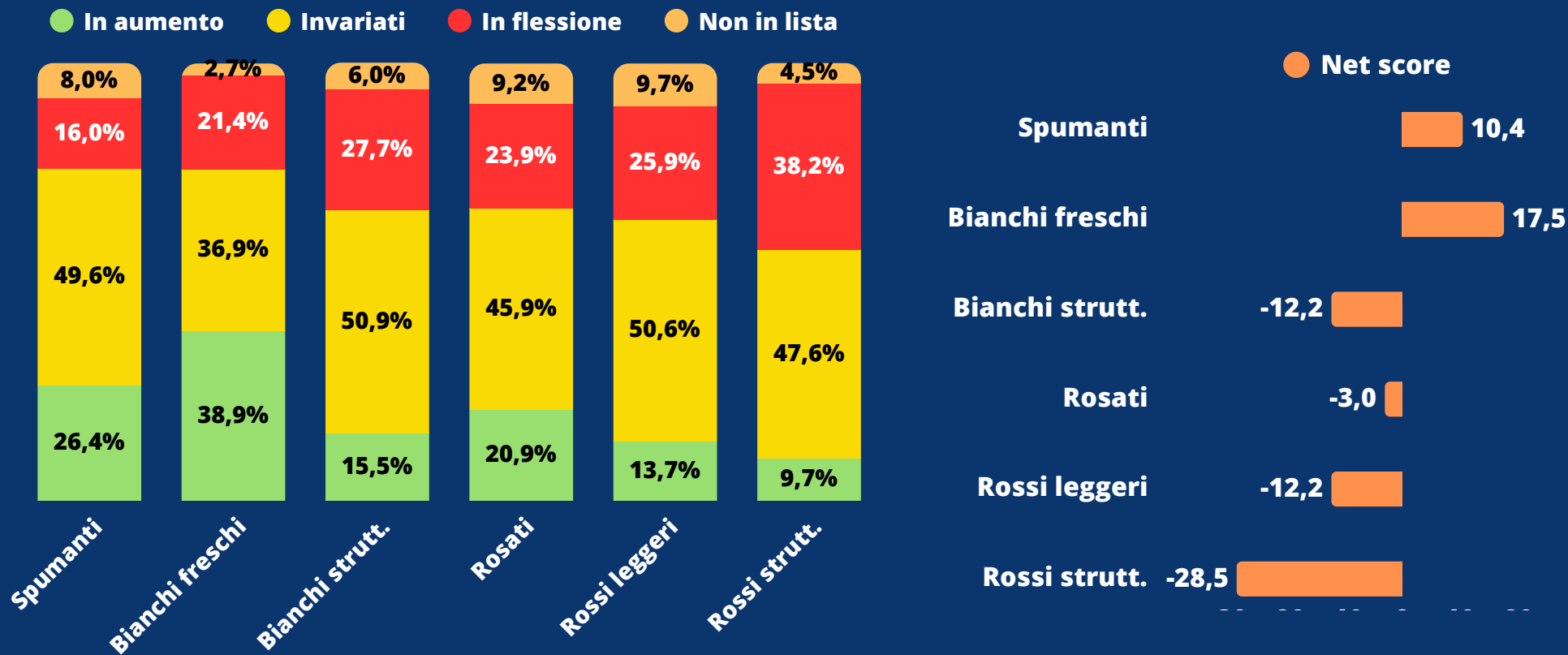
Dove crescono e diminuiscono i consumi



Net score: saldo tra flessione (-) e aumento (+)

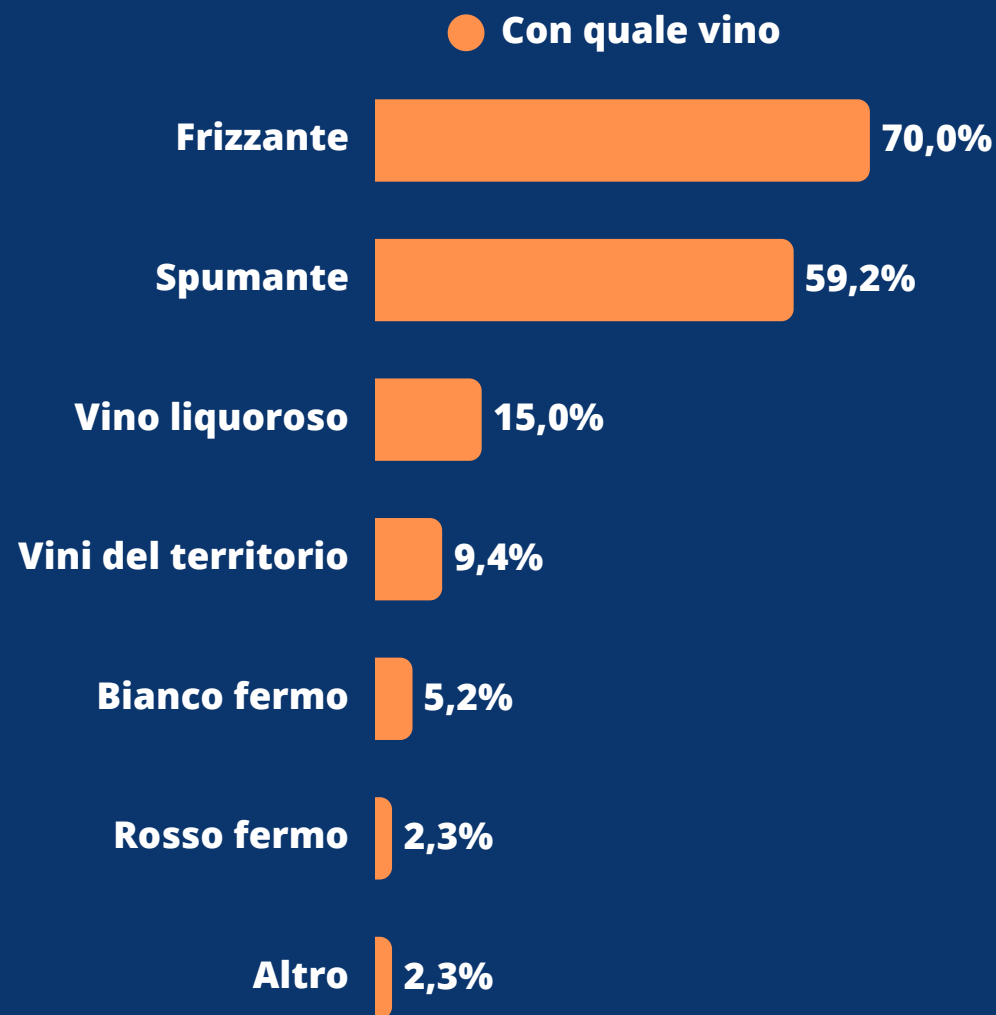
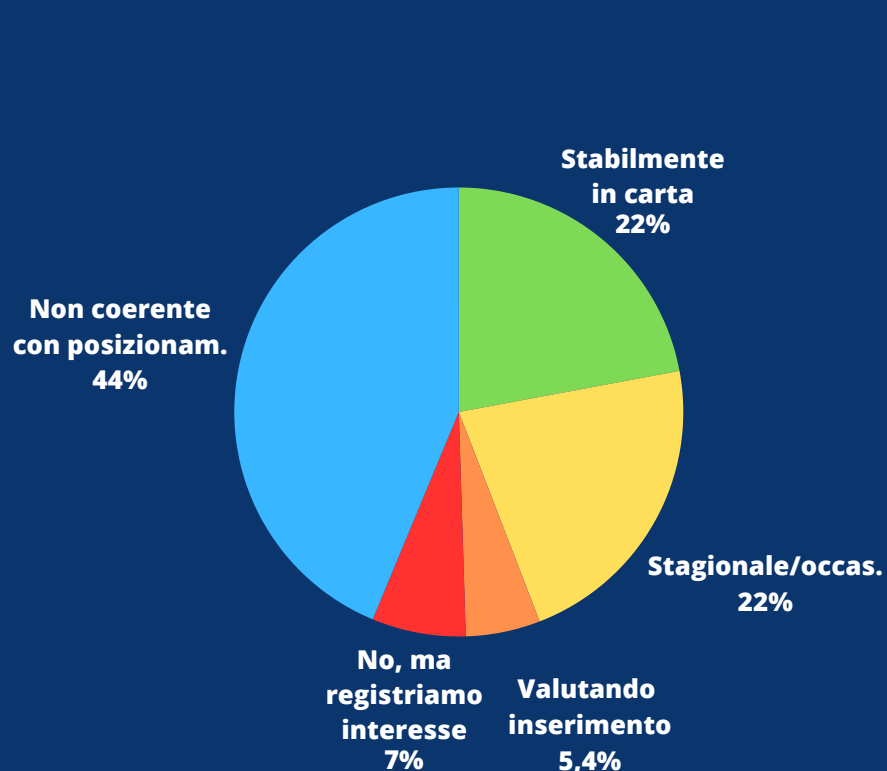
Elaborazioni Osservatorio FIPE-UIV "Vino & Ristorazione"

Quali vini crescono e quali no



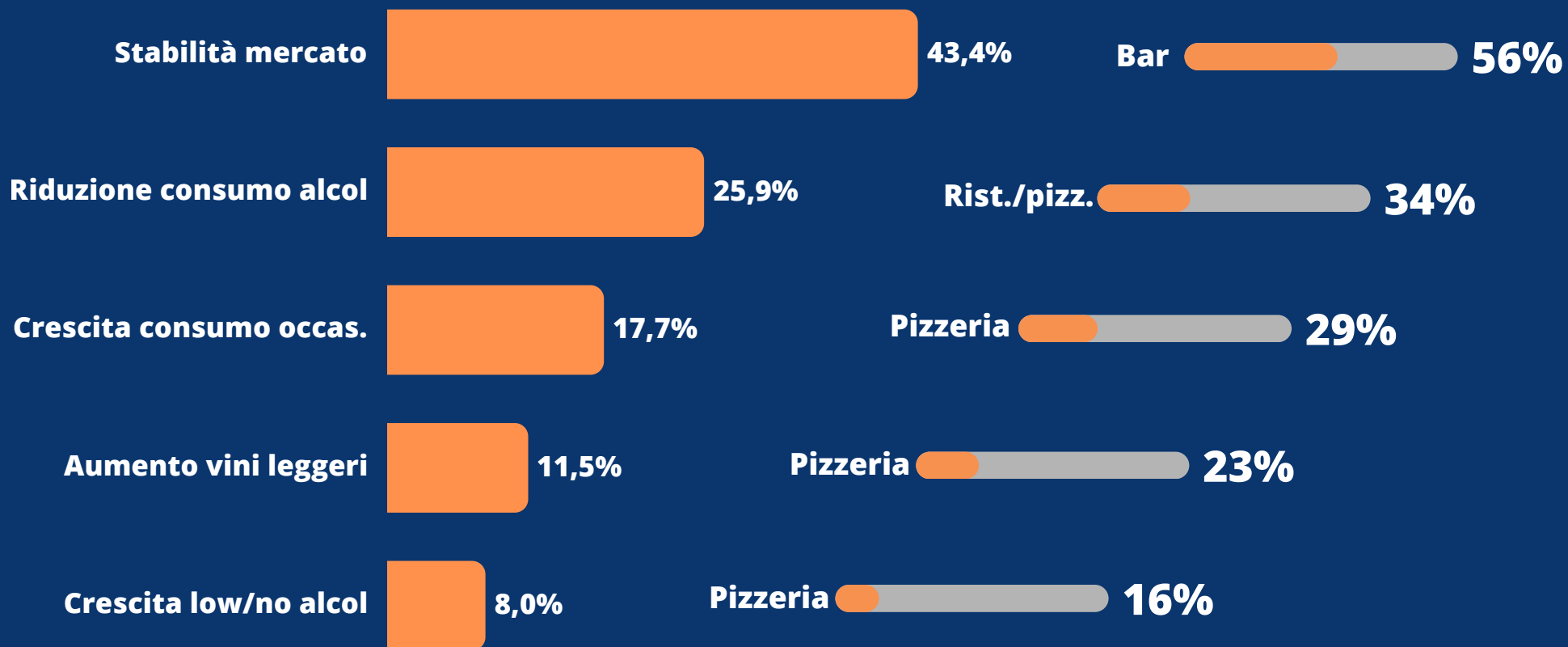
Net score: saldo tra flessione (-) e aumento (+)

La presenza dei cocktail



I consumi di vino nei prossimi anni

● Risposte multiple



L'aggiornamento sul mondo del vino

