

MARKET WATCH

Italy's Sparkling Star

Once popular only in its domestic market, Prosecco has taken the U.S. market by storm.

DECEMBER 17TH, 2019 / [Carol Ward](#)

It's unusual in the drinks business for double-digit growth to somehow feel like a letdown. While Prosecco is continuing its remarkable trajectory in the U.S., marketers and retailers are split on whether a tapering-off is at hand. "2018 was a bit soft, but still nice because we were up 15%," says Enore Ceola, CEO and president of Freixenet Mionetto USA, whose Mionetto label is the U.S. market's second-largest Prosecco brand behind E. & J. Gallo-owned La Marca. "But compared to previous years, when we hit 20%-25%, it felt soft." This year, Ceola adds, growth is around 16%-18%—not bad considering that shipments of all Proseccos in the U.S. have ballooned to around 7 million cases.



As the Prosecco market expands, producers like Marsuret (Guia Valdobbiadene vineyards pictured) are investing in upscale products with DOCG designations...

Consorzio di Tutela



PROSECCO SUPERIORE
DAL 1876

“The approachability of Prosecco both in style and price have helped to expand usage occasions beyond traditional ‘sparkling’ moments of celebration.

JULIE ROSSMAN, VICE PRESIDENT OF BRAND MARKETING FOR CONSTELLATION BRANDS



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