

Press release

UIV OBSERVATORY ON AGRICULTURAL MACHINERY: IN 2025, ITALIAN EXPORTS STOOD AT 1.27 BILLION (+7.2%), HALF FOR THE WINE SECTOR. EU DRIVES DEMAND

17-18 JUNE - AN EVENT FOR THE ENTIRE SUPPLY CHAIN IN NOZZOLE (FOLONARI) WITH

ENOVITIS IN CAMPO

(Rome, 10 June 2026) Exports of Italian agricultural machinery amount to 1.27 billion, marking a 7.2% growth in 2025 compared to 2024. According to ISTAT data processed by the Uiv Observatory on the occasion of the upcoming edition of Enovitis in campo (17-18 June, Tenuta di Nozzole, Greve in Chianti - FI), the performance of the Italian sector, in which the wine sector accounts for about half, was primarily driven by European demand, which closed the year at + 13.7%, while non-EU demand floundered (-5%). In particular, countries in the central-eastern area such as Poland (which leapt into 3rd position with +46%), Slovenia (+164%, in sixth place) and Bulgaria (+86%, in eighth place), while the first and second markets, France and Germany (-0.4% and +1% respectively), and Spain (-1.8%, fourth place) remained stable or declined only slightly. The overall non-EU market is in negative territory, with the US dropping from fourth to ninth place in the list of destinations, as total sales fell by more than half (-55%). Among the exceptions, though, Turkey (+16%) and the United Kingdom (+27%).

"Despite the challenging economic climate facing the wine world, Italy's winegrowing machinery and technology sector remains a global benchmark," said Paolo Castelletti, Secretary General of the Unione Italiana vini (Uiv), which organises the annual live-demonstration fair. This is why it is important to support innovation and growth through technical events such as Enovitis in campo, a real live showcase on the state of the art and an opportunity for discussion and reflection for the entire sector".

In terms of product categories, motorised equipment accounted for over 60% of exports. Following strong momentum in 2025 (+15%), it maintained a solid growth trend (+7%) during the first two months of this year. Yet, the overall result for the sector took a downward turn (-1.7%), with international sales totalling 165 million euros in January and February, despite a recovery in orders from the United States.

According to the survey on the wine supply chain in Italy carried out by the Uiv-Vinitaly Observatory, the "Vineyard" segment (crop protection products, fertilisers, vineyard planting and mechanisation) in Italy generates an annual turnover of around 2 billion euros, with a workforce of over 10,250 across approximately 400 companies.

The 20th edition of Enovitis in campo will be held on 17 and 18 June in Tuscany among the vineyards of the Tenuta di Nozzole (Greve in Chianti - FI) belonging to the Folonari family. In the heart of Chianti Classico, the fair is a showcase for the most interesting solutions from robotics to electrification, from correct soil and foliage management to organic, up to crop protection products, biostimulants and vineyard planting materials.

Segreteria Generale

Unione Italiana Vini soc. coop.
Via San Vittore al Teatro 3, 20123 Milano
Tel. +39 02 72222825/26/28 - Fax +39 02 866575
www.enovitisincampo.it - info@enovitis.it

Organized by


UNIONE ITALIANA VINI



On the programme, live shows of machinery and equipment and thematic training meetings designed for winemakers, oenologists, agronomists, technicians and winemakers interested in the most modern solutions for agronomic operations. The program features live demonstrations of machinery and equipment, alongside thematic training sessions designed for wineries, oenologists, agronomists, technicians, and vine growers interested in the most modern solutions for agronomic operations.

For information and the updated programme: <http://www.enovitisincampo.it/>

[Link to photos from past editions](#)

Segreteria Generale

Unione Italiana Vini soc. coop.
Via San Vittore al Teatro 3, 20123 Milano
Tel. +39 02 72222825/26/28 - Fax +39 02 866575
www.enovitisincampo.it - info@enovitis.it

Organized by

UNIONE ITALIANA VINI