



# Italian Agri-Food Exports: record in 2025 despite US tariffs and global tensions

*Export/Italian Gastronomy*

---



## **The Paradox of Made in Italy: growing even amid tariffs and global tensions**

There is something deeply fascinating about the way Made in Italy continues to make its mark around the world.

In an era marked by tariffs, trade tensions, and geopolitical instability, Italian agri-food products not only endure — they grow.

In 2025, Italian agri-food exports reached approximately **€73 billion**, setting a new historical record.

A result that speaks to much more than mere economic performance: it reflects the cultural strength of Italian food.

## **The United States: a market that keeps choosing Italy**

The most surprising data comes from one of the most complex markets: the United States.

Despite tariffs and trade frictions, Italian exports to the US grew by **+7.2% in 2025**.

A clear signal: when a product has identity, history, and recognizable quality, price becomes secondary.

### **It's not just export. It's positioning.**

Reducing these numbers to simple growth would be limiting.

What is happening is deeper:

Italian agri-food is increasingly establishing itself as a **cultural experience before it is a product**.

DOP cheeses, artisanal cured meats, baked goods, coffee - these are not just product categories.

They are expressions of territory, memory, and ritual.

And it is precisely this intangible dimension that makes them resilient even in challenging economic contexts.

### **The value of choice**

Tariffs exist. Trade tensions exist too.

But today's global consumer makes **conscious choices** more than ever.

And more often than not, they choose authenticity, transparency, and origin.

They choose Italy.

### **Between growth and fragility**

This does not mean the system is immune to risks.

Some segments, like wine, show signs of slowing down.

Geopolitical dynamics remain unstable.

And margins can be put under pressure.

Yet it is precisely in this balance between strength and vulnerability that the future of the sector is being shaped.

## **A form of cultural resistance**

The success of Italian agri-food is not just economic.

It is, in a sense, a form of **cultural resistance**.

A way to preserve identity, territories, and knowledge in an increasingly globalized and standardized market.

Because Italian food is never just food.

It is **storytelling**.

It is **memory**.

It is **experience**.

### **Sources**

- ISMEA – Italian Agri-Food Export Report 2025
- Reuters, 2026 – Italy-US Trade Data
- Ministry of Foreign Affairs – Export Statistics 2025