

LA DOLCE VITA

A GUIDE TO EXPORTING TO ITALY –
EUROPE'S 4TH LARGEST ECONOMY



ITALY'S ECONOMY BY SECTOR

SERVICES 73.9%

INDUSTRY 24%

AGRICULTURE 2.1%¹



TOP IMPORT OPPORTUNITIES IN ITALY²

ELECTRONICS

Italian businesses are making efforts to upgrade and enhance their computer systems and digital capabilities. From smartphones to integrated circuits, demand is strong.



VEHICLES

Demand for imported consumer cars and commercial vehicles is increasing, although the global consumer vehicles market can be volatile. Truck imports were up 8% in 2017.



FOOD

Seeds, grains and fruit imports were up 18% between 2015 and 2016, while other food categories are also rising. Online, the food and personal care category grew 12.3% in 2017.



IMPORTS LOOKING UP

The Italian economy has struggled in the wake of the 2008 crash. Imports between 2012 and 2016 fell by 5%, but recent figures look much healthier. Imports to Italy are up 11.8% from 2016 to 2017.³

A PORTRAIT OF THE ITALIAN ECONOMY

HIGH UNEMPLOYMENT

Italy is a major global economy, the 9th largest in the world and the 4th largest in the EU. But its economy is facing a number of challenges.⁴

In the EU, only Greece and Spain have a higher unemployment rate (although Italy's is falling), while Italy's debt-to-GDP percentage of 133% is one of the highest in the world.⁵

ITALY IS 46TH

Out of 190 nations, the World Bank's Ease of Doing Business league table ranks Italy as the 46th easiest country to trade with. This leaves Italy below neighboring EU countries like France (31st), Spain (28th), Poland (27th), the UK (8th) and Germany (20th).⁶

**HIGH UNEMPLOYMENT,
STAGNANT WAGE GROWTH
AND HIGHER TAXES MEAN
CONSUMER DEMAND IS WEAK.**

NORTH-SOUTH DIVIDE

Economically, Italy is a country divided. The wealthy, urban northern region is in contrast to the more rural and often poorer South. The financial centre, Milan, is in the North, while the centrally located capital city Rome marks the approximate dividing line.⁷



ITALY'S E-COMMERCE RENAISSANCE⁸

ITALIAN E-COMMERCE GROWING AT 14%

Italy lags behind in internet adoption and e-commerce use, but it's catching up with its EU neighbors. E-commerce growth has slowed slightly in recent years, but remains strong.

Italian internet
usage 2018

31.6%

Usage in 2022

35%
(predicted)

Strongest e-commerce
age group

35-44

Italians prefer to pay online
using PayPal, accounting
for 47% of users compared
to 31% paying with debit or
credit card.

E-COMMERCE BY CATEGORY

FOOD AND PERSONAL CARE

2018-2022 GROWTH RATE: 12.3%



FURNITURE AND APPLIANCES

2018-2022 GROWTH
RATE: 12.1%



FASHION

2018-2022 GROWTH RATE: 8.9%



ELECTRONICS AND MEDIA

2018-2022 GROWTH RATE: 7.7%



TOYS, HOBBIES AND DIY

2018-2022 GROWTH RATE: 4.7%



TRADE REGULATIONS AND CUSTOMS INFORMATION

4.2%

Average customs duty. Italian customs duty varies from 0% to 17.3%, with preferential rates for importers from within the EU or from countries with trade agreements with the EU.

€150

Customs threshold. Tariffs apply to goods above this value.⁹

22% VAT

A reduced rate of 10% applies to certain products.¹⁰

TRY TAS

For an estimate of landed costs for shipments going to Italy use the free DHL Express Trade Automation Services (TAS) tool: tas.dhl.com

KEY CONTACTS

Italian Customs Agency

EU import/export guidelines

EU TARIC tariffs database



ITALY IS FOURTH LARGEST MARKET FOR LUXURY GOODS IN THE WORLD.¹¹

I'M READY FOR CROSS-BORDER TRADE WITH ITALY. WHAT NEXT?

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