

## **Spirits in Italy**

Market Direction | 2022-06-29 | 37 pages | Euromonitor

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### **Report description:**

Coronavirus (COVID-19) impacted spirits very significantly, as these products are usually consumed outside of the home. Overall, the category's on-trade volume sales saw a sharp decline in 2020. The slump in on-trade sales was a result of the closure and subsequent limitations on the operations of on-trade establishments during lockdowns, which was also a factor in 2021 amid fluctuations due to new variants of COVID-19. Moreover, the slump and slow recovery of the tourism industry hit spirits sa...

Euromonitor International's Spirits in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Spirits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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