

## **Spirits in Italy**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Spirits in Italy  
Euromonitor International  
June 2022

### List Of Contents And Tables

#### SPIRITS IN ITALY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Discovering new consumption norms in the wake of the pandemic

Social drinking and out-of-home consumption help spirits bounce back

Innovation drives variety and creates space for regional success stories

##### PROSPECTS AND OPPORTUNITIES

Focus on ingredients and health set to inform spirits consumption

E-commerce to maintain momentum through specialised stores

Killing one bird with two stones: If maturity is the problem, modernisation and premiumisation are potential solutions

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2021

#### CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2016-2021

Table 2 Sales of Spirits by Category: Total Value 2016-2021

Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 10 Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 11 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 12 Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 13 Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 14 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 15 GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 16 NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 17 LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 18 Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 19 Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 20 Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 21 Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

#### ALCOHOLIC DRINKS IN ITALY

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

Trends

Competitive landscape

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2016-2021

## TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2021

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 22 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

## MARKET DATA

Table 23 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 24 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 25 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 26 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 31 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 32 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 33 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 34 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 35 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 36 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 37 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 4 Research Sources

## Spirits in Italy

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)