

Coffee in Italy

Market Direction | 2022-11-15 | 26 pages | Euromonitor

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Report description:

2022 sees Italy emerging from the COVID-19 pandemic and patterns in coffee beginning to develop outside of its influence. During 2021, the lingering threat of coronavirus continued to influence work, school and social and leisure patterns in Italy. This informed the ongoing need and desire to replicate the bar coffee drinking experience in the home. Therefore, more home-centred lifestyles, thanks in large part to residual remote working and limited opening hours and capacities in foodservice est...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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COFFEE IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation and logistics crisis impact unit prices, while environmental and health trends continue to inform innovation in 2022

Pods see persistent growth thanks to current trends and penetration of pods machines

Fresh coffee beans and standard fresh ground coffee see on-trade rises and off-trade declines in 2022

PROSPECTS AND OPPORTUNITIES

Retail volume to see continued decline overall, with only fresh ground coffee pods and fresh coffee beans facing a bright future

Fresh ground coffee pods' growth to slow due to maturity and increased competition

Standard fresh ground coffee will keep on falling as e-commerce keeps on rising

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