

Energy Drinks in Italy

Market Direction | 2022-11-15 | 35 pages | Euromonitor

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Report description:

Following a gradual return to pre-pandemic behaviours, on-trade sales of energy drinks registered strong volume and current value growth for the second consecutive year in 2022. As busy consumers, not least professionals, millennials and Generation Z, returned to their hectic lifestyles, they looked for functional energy-boosting drinks to improve their stamina and help them to stay focused on their work, studies and other daily activities. This was in sharp contrast to the substantial drop in d...

Euromonitor International's Energy Drinks 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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Reduced sugar variants tap into health trends

New players enter energy drinks to tap into the category's growth potential

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