

Sports Drinks in Italy

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

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Report description:

Following a slump in 2020, due to conditions arising from the COVID-19 crisis, both volume and value sales of sports drinks saw healthy growth for the second consecutive year in 2022. During the pandemic, successive lockdowns and other movement restrictions, including the closure of gyms, sports clubs and fitness centres served to reduce demand for these products. However, sports drinks rebounded in 2021, a trend that continued into 2022. Demand was boosted by a return to out-of-home activities,...

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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.

Table of Contents:

Sports Drinks in Italy
Euromonitor International
November 2022

List Of Contents And Tables

SPORTS DRINKS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth for sport drinks in 2022, as consumers return to pre-pandemic lifestyles

Rising competition from other soft drinks dampens appeal of sports drinks

Energade gains share at the expense of Gatorade, which suffers from supply chain issues

PROSPECTS AND OPPORTUNITIES

Return to outdoor activities and expected hot summer weather will boost sales of sports drinks

Increased competition expected in the form of perceived healthier offerings

Global sporting events present opportunities to boost awareness and grow sales

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

SOFT DRINKS IN ITALY

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Italy

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SOURCES

Summary 1 Research Sources

Sports Drinks in Italy

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

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