

Cafes/Bars in Italy

Market Direction | 2023-02-14 | 30 pages | Euromonitor

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Report description:

Bubble tea continued to gain traction in Italy in 2022. While still fragmented as a category or product type, bubble tea retains strong potential for growth in the short to medium term. The spread of the healthy lifestyle trend and the related growing interest in new food trends combined with the low calorie intake of the drink are providing a boost to the popularity and development of bubble tea in Italy. At the end of the review period, bubble tea outlets were still confined to large cities an...

Euromonitor International's Cafes/Bars in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

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