

## **Beer in Italy**

Market Direction | 2023-06-22 | 33 pages | Euromonitor

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### **Report description:**

Following the trend seen across alcoholic drinks in 2022, the performance of beer was highly polarised. Indeed, following two consecutive years of strong growth through the off-trade channel, off-trade sales declined in 2022. This was mostly due to a shift in sales towards the on-trade channel which continued to see a strong recovery as COVID-19 restrictions were lifted. Sales were especially strong through the on-trade during the spring and summer, with beer consumption soaring and almost fully...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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#### 2022 DEVELOPMENTS

Strong growth in on-trade sales of beer, while off-trade volume sales decline

Beer culture growing but high inflation limits growth of craft beer in 2022

Non/low alcohol beer keeps developing

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