

## **Spirits in Italy**

Market Direction | 2023-06-22 | 35 pages | Euromonitor

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### **Report description:**

Spirits was the category to suffer the most from Italy's COVID-19 related restrictions. Indeed, unlike wine and beer, a significant share of on-trade sales of spirits traditionally concern non-dining establishments such as nightclubs. These establishments continued to face restrictions in 2021 which prevented a more significant recovery. However, in 2022 such restrictions were fully lifted and the consumptions of spirits through the on-trade registered dynamic growth in volume terms.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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Spirits in Italy  
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##### 2022 DEVELOPMENTS

Strong on-trade recovery for spirits as restrictions are fully lifted, while off-trade sales suffer from economic pressures

Popularity of cocktails and aperitifs boosts sales

Innovation continues to be seen in spirits as consumers favour local products

##### PROSPECTS AND OPPORTUNITIES

Inflation set to continue impacting spirits over the forecast period

Mixology and innovation to drive demand for spirits over the forecast period

Non-alcoholic spirits to keep developing

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