

## **Coffee in Italy**

Market Direction | 2023-12-06 | 25 pages | Euromonitor

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### **Report description:**

Coffee sales continue to be suppressed in retail volume terms in 2023, due to ongoing inflationary pressures pushing up unit prices. As such, this supports value sales over volume sales. That said, volume has improved from the sharper dips seen in 2022 and 2021, although this is expected to now remain at a static level.

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- \* Get a detailed picture of the Coffee 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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### COFFEE IN ITALY

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#### 2023 DEVELOPMENTS

Inflationary pressures support value over volume sales in coffee

Maturity and downtrading affect the performance of pods, with competition from other subcategories

Caffe Borbone is a rising brand of note, while Lavazza maintains its overall lead

#### PROSPECTS AND OPPORTUNITIES

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