

## **RTD Coffee in Italy**

Market Direction | 2023-12-06 | 32 pages | Euromonitor

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### **Report description:**

RTD coffee is suffering from inflationary pressures in light of rising unit prices, as it is perceived as a rather exotic and niche product in the context of the strong coffee culture in Italy. Indeed, the traditional coffee culture in Italy has existed for the last 150 years. Fresh ground coffee remains the most popular type of coffee, with most Italians being quite conservative in terms of modern coffee innovations, preferring to stick to classic options such as espresso and cappuccino. This p...

Euromonitor International's RTD 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the RTD 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.

### **Table of Contents:**

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List Of Contents And Tables

RTD COFFEE IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD coffee suffers from inflationary pressures and niche demand

Limited retail availability and cross category competition affect RTD coffee

Innovation required in order to boost the image of RTD coffee

PROSPECTS AND OPPORTUNITIES

Recovery expected for RTD coffee volume sales, in line with economic recovery, but category will remain niche

Further innovation needed in order to attract consumer attention

On-trade and retail channel developments set. to benefit RTD coffee

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

SOFT DRINKS IN ITALY

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 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 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### APPENDIX

Fountain sales in Italy

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SOURCES

Summary 1 Research Sources

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