

Concentrates in Italy

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Report description:

Liquid concentrates manages to perform slightly better than powder concentrates, albeit off-trade volume sales remain in a slight decline, with on-trade performing better thanks to the revival of foodservice. Overall, liquid concentrates have a relatively strong tradition in Italy, especially when it comes to summer drinks. Indeed, flavours such as mint and almond represent classic Italian non-alcoholic refreshments. However, over the review period, the health and wellness trend led to a shift t...

Euromonitor International's Concentrates 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.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Table of Contents:

Concentrates in Italy
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List Of Contents And Tables

CONCENTRATES IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Liquid concentrates, whilst traditional, suffer from an old-fashioned image

Powder concentrates continue to fall out of favour and see ongoing competition from RTD tea and cold infusions

Fabbri maintains its lead and broadens its Mixybar Plus line

PROSPECTS AND OPPORTUNITIES

Liquid concentrates will continue to suffer from increasingly old-fashioned image and competition from other soft drinks categories

Powder concentrates continues to face challenges, leading to a flat ongoing performance

SodaStream to increase penetration through on-trade channels

CATEGORY DATA

Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % 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 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

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Table 18	Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 19	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 20	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 21	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 22	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 24	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 25	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 26	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 27	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 28	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 29	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 30	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 31	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 32	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 33	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 34	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 35	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 36	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 37	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 38	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 39	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 40	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 41	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 44	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 45	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 46	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 47	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 48	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 49	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 50	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 51	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 2 Research Sources

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