

## **Energy Drinks in Italy**

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

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### **Report description:**

Energy drinks is the big winner in 2023, with healthy off-trade volume sales - despite the inflationary pressures which are causing downwards dynamics across much of soft drinks as a whole. This positive performance is being driven by several factors, one key aspect of which is consumer demand for energy-boosting (and functional) benefits over those of simply hydration, thus posing greater competition to sports drinks. Innovation is also strong in energy drinks, with new flavours and formulation...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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Energy drinks is the bigger winner in 2023, thanks to overall popularity and stable prices from category leader Red Bull

Both regular and reduced sugar variants see robust growth, due to flavour being an important factor in energy drinks

Scope remains for smaller players to win shares in energy drinks, despite the Red Bull and Monster Energy consolidation

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