

Juice in Italy

Market Direction | 2023-12-06 | 35 pages | Euromonitor

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Report description:

Juice is also seeing an off-trade volume slump in 2023, with a better performance witnessed in on-trade channels. Juice is a very mature category in Italy, which adds another challenging factor to other obstacles affecting the sales of juice (and other soft drinks). Inflationary pressures constitute a factor affecting many non-essential categories, with rising prices conflicting with consumers' tight budgets, added to which, as seen in carbonates, juice also faces competition from other soft dri...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Not from concentrate 100% juice sees success thanks to "healthier" image and higher levels of innovation

Innovation needed for brands to stand out from the crowd

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