

RTD Coffee in Italy

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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.

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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

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Further innovation needed in order to attract consumer attention

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