

HW Hot Drinks in Italy

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

The COVID-19 pandemic had a significant impact on consumer purchasing behaviour when it came to hot drinks. Indeed, trends such as the increased focus on preventive health, which developed in 2020, remained quite relevant in 2022, with this being sustained in part by new innovations. This was the case in health and wellness tea, such as L'Angelica Chamomile's new Camomilla Dolce Notte range which contains melatonin to support sleep. Functional tea and medicinal tea products positioned as helping...

Euromonitor International's HW Hot Drinks in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- * Get a detailed picture of the HW Hot 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.

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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers willing to pay more for clearly defined health benefits but economic pressures limit stronger gains

Natural fresh coffee remains the key sales driver in 2022

Health conscious consumers look to reduce their intake of sugar, fat, salt and caffeine

PROSPECTS AND OPPORTUNITIES

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period

Natural claims tap into a growing desire to follow a clean and healthy lifestyle

Digestive health expected to offer growth opportunities

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HEALTH AND WELLNESS IN ITALY

EXECUTIVE SUMMARY

Overview

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