

Beer in Italy

Market Direction | 2024-06-18 | 33 pages | Euromonitor

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Report description:

Beer saw total volume sales fall in Italy in 2023. The growth dynamics of the pandemic changed for beer over the 2022-2023 period. Following consecutive years of off-trade growth (2020 and 2021), demand for beer in the off-trade declined in 2022. However, this was mostly due to channel shifts, as consumer spending in 2022 moved towards the on-trade. In 2023, though, demand for beer in both the on-trade and off-trade channels registered decline. This was mostly due to the negative effects of the...

Euromonitor International's Beer 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

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

Beer in Italy
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List Of Contents And Tables

BEER IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for beer declines in both off-trade and on-trade in 2023

High rate of inflation drives trading down in beer

Mindful drinking pushes demand for non/low alcohol beer

PROSPECTS AND OPPORTUNITIES

Positive performance expected for beer in both off-trade and on-trade channels

Premium, craft beers (within lager and ale) to drive growth

Non-alcoholic beer to become more popular, amid innovation and mindful drinking trend

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2023

Table 1 Number of Breweries 2018-2023

CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2018-2023

Table 3 Sales of Beer by Category: Total Value 2018-2023

Table 4 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 Sales of Beer by Craft vs Standard 2018-2023

Table 11 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13 LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14 Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15 Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN ITALY

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 18 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 19 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 22 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 27 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 28 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 29 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 4 Research Sources

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