

Spirits in Italy

Market Direction | 2024-06-18 | 35 pages | Euromonitor

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Report description:

Spirits saw volume sales decline in Italy in 2023. Strong price rises and pressure on purchasing power had dire effects on demand for spirits through both on-trade and off-trade channels during the year. Indeed, consumers became more and more conservative in their spending. However, many consumers chose to drink less rather than trade down within spirits by moving from the premium or super premium categories down towards standard or economy brands. This drove down volume sales, but helped to sup...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Table of Contents:

Spirits in Italy
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List Of Contents And Tables

SPIRITS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for spirits declines amid strong price rises

Niche offering broadens with super premium spirits

Amid big brands entering the category, non-alcoholic spirits keep developing

PROSPECTS AND OPPORTUNITIES

Slight volume growth for spirits

Premiumisation pushes demand for niche products

Mocktail and mindful drinking to drive growth for non-alcoholic spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2023

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2018-2023

Table 2 Sales of Spirits by Category: Total Value 2018-2023

Table 3 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 15 □GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 16 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 19 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 21 □Forecast Sales of Spirits 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

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 22 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 23 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 24 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 25 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 26 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 31 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 32 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 33 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 34 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 36 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 37 □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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