

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.

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

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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

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

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