

Bottled Water in Italy

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Report description:

Sales of bottled water declined in off-trade volume terms in 2023 which was largely due to inflationary pressures which resulted in significant price increases. Prices stabilised in 2024 which provided a boost to sales of bottled water. Additionally, the category also benefited from the lower price of bottled water compared to other soft drinks. Although inflation stabilised many consumers continued to struggle financially forcing them to look for the economical option. Added to this, bottled wa...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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