

**Juice in Italy**

Market Direction | 2024-11-18 | 37 pages | Euromonitor

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**Report description:**

Off-trade volume sales of juice continued to decline in 2024, although the rate of decline was far more stable than in the previous year. The average unit price of juice saw a sharp increase in 2023 against the backdrop of soaring inflation and spiralling production costs. This came at a time when Italy was facing a cost of living crisis and as such consumers were being forced to reduce their spending on non-essential purchases. As a result, off-trade volume sales of juice plummeted in 2023. Pri...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

**Why buy this report?**

- \* Get a detailed picture of the Juice 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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