

## **RTD Coffee in Italy**

Market Direction | 2024-11-18 | 33 pages | Euromonitor

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### **Report description:**

Despite high prices and pressure on purchasing power, RTD coffee continued to register steady growth in off-trade volume in 2023. This was mostly due to the growing popularity of milk-based RTD coffee (a very niche category until 2021), which was driven by the dynamic growth and development of Starbucks' range of RTD coffee. In 2024, as prices stabilised, sales grew at a higher rate in off-trade volume terms than in 2023.

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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.

### **Table of Contents:**

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List Of Contents And Tables

RTD COFFEE IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee remains dynamic in 2024

Starbucks consolidates its leadership as it continues to expand across Italy

Innovation could help driver stronger growth in RTD coffee

PROSPECTS AND OPPORTUNITIES

RTD coffee set for further strong growth backed by Starbucks' ambitious expansion plans

RTD coffee yet to become a major draw for investors

Producers of RTD coffee will need to explore new opportunities to reach a wider audience

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 2 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

SOFT DRINKS IN ITALY

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Italy

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

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