

RTD Coffee in Italy

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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.

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