

Soft Drinks in Italy

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Report description:

Price spikes in 2023 had a negative effect on off-trade volume sales of soft drinks, but the category saw a slight recovery in 2024 as prices stabilised which boosted demand. Nonetheless, growth was modest with several factors contributing to the relatively stagnant performance of soft drinks both in the off- and on-trade channels. The biggest categories in soft drinks in Italy - bottled water, juice and carbonates - all struggled for growth. While bottled water saw modest growth in off-trade vo...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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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RTD COFFEE IN ITALY

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