

Sports Drinks in Italy

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

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Report description:

Sales of sports drinks dropped sharply in off-trade volume in 2023 as price rises combined with Italy's cost of living crisis put severe pressure on sales. The category also suffered due to a lack of innovation and some concerns around the healthiness of these products due to their often high sugar content. The category saw a reversal of fortunes in 2024 as sales of sports drinks saw a return to growth in off-trade volume terms. This was in part due to price stabilisation and a general improve...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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.

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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Prime Hydration explodes onto the Italian market

Gatorade loses shares

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