

Carbonated Soft Drinks in Italy

Industry Report | 2025-11-20 | 47 pages | MarketLine

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Report description:

Carbonated Soft Drinks in Italy

Summary

Carbonated Soft Drinks in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Carbonated soft drinks market includes retail sales of carbonated drinks. However, the total market volume for carbonated soft drinks market excludes powder concentrates, which are included in the market value. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Italian carbonated soft drinks market recorded revenues of \$5,057.1 million in 2024, representing a compound annual growth rate (CAGR) of 6.1% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.04% between 2019-24, reaching a total of 2,255.5 million liters in 2024.
- The Italian carbonated soft drinks market registered healthy growth during 2019-24, primarily driven by the growing tourism, favorable weather patterns, and strong consumer interest in both traditional and innovative flavors.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the carbonated soft drinks market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the carbonated soft drinks

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market in Italy

- Leading company profiles reveal details of key carbonated soft drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy carbonated soft drinks market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy carbonated soft drinks market by value in 2024?
- What will be the size of the Italy carbonated soft drinks market in 2029?
- What factors are affecting the strength of competition in the Italy carbonated soft drinks market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's carbonated soft drinks market?

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