

**Carbonated Soft Drinks in Italy**

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

**AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

**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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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?

## Table of Contents:

Table of Contents

- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Market volume
  - 1.4. Market volume forecast
  - 1.5. Geography segmentation
  - 1.6. Market share
  - 1.7. Market rivalry
  - 1.8. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
  - 3.2. Market volume
- 4 Market Segmentation
  - 4.1. Geography segmentation
  - 4.2. Market distribution
- 5 Market Outlook
  - 5.1. Market value forecast
  - 5.2. Market volume forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants
  - 6.5. Threat of substitutes
  - 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Market share
  - 7.2. Who are the leading players in the Italian carbonated soft drinks market?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

7.3. Which companies have been most successful in increasing their market shares during 2019-24?

7.4. Which companies market shares have suffered during 2019-24?

7.5. What are the most popular brands in the Italian carbonated soft drinks market?

7.6. What have been the most significant developments in the Italian carbonated soft drinks market in 2024?

8 Company Profiles

8.1. The Coca-Cola Co

8.2. PepsiCo Inc

8.3. Suntory Holdings Ltd

8.4. Nestle SA

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

**Carbonated Soft Drinks in Italy**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)