

Alcoholic Drinks in Italy

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Abstracts

Alcoholic drinks saw total volume sales decline in Italy in 2023. Price spikes and pressure on consumer purchasing power had a strongly negative impact on demand for alcoholic drinks during the year. Consumers became more conservative with their spending, driven also by a trend towards healthier lifestyles. However, it should be noted that, despite the fall seen during the year, off-trade volume sales remained higher in 2023 than in 2019 immediately before the outbreak of COVID-19. The most affe...

Euromonitor International's Alcoholic 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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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