

# Better For You Beverages in Italy

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## Abstracts

Non-sugar and low-sugar carbonates varieties have performed particularly well in the last couple of years with the category seeing numerous launches of non-sugar varieties products during the pandemic. In fact, BFY reduced sugar is the leading category within BFY beverages in 2021 thanks to the increasing consumer awareness of health and wellbeing. Even though the pandemic delayed the introduction of sugar tax on the Italian soft drinks industry (postponed to 1 January 2022), brands continued to...

Euromonitor International's Better For You Beverages in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

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

## Why buy this report?

Get a detailed picture of the Better For You Beverages 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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Despite postponement of sugar tax, innovation remains focused on BFY reduced sugar beverages

BFY nectars and other non-cola carbonates see boost thanks to investment from companies seeking to avoid price hikes with the sugar tax

Rising demand for caffeinated drinks as consumers seek to boost energy levels

#### PROSPECTS AND OPPORTUNITIES

Positive sales expected for BFY beverages as health and wellness trend persists

New launches set to focus on ingredients and avoiding sugar content

Despite health claims, BFY juice and BFY reduced caffeine beverages are expected to face competition from fresh fruit and fruit/herbal tea

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