

Fortified/Functional Beverages in Italy

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Abstracts

During the pandemic, the consumer demand for on-the-go products, especially within FF soft drinks and FF sports drinks, came to a halt as consumers were restricted to spending most of their time at home. With gyms, sports centres, and leisure facilities closed for a significant period, consumers had less need to purchase such products and less opportunity (as these venues comprise a notable proportion of FF sports drinks and FF soft drinks sales). As FF soft drinks represent most of the category...

Euromonitor International's Fortified/Functional 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: FF Hot Drinks, FF Soft 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 Fortified/Functional 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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Very positive sales for FF tea as players continue to invest in this growing category

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