

Naturally Healthy Beverages in Italy

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Abstracts

NH beverages is the biggest category within health and wellness beverages, thanks to the significant number of sales of NH natural mineral water in the country (even with the latter's slight declines in 2020 and 2021). The impact of the pandemic (including stockpiling, home seclusion, and slight channel shifts) only marginally benefitted the NH beverages in 2020, with this continuing in 2021. Due to the maturity of the NH natural mineral water category, other categories within NH beverages will...

Euromonitor International's Naturally Healthy 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: NH Hot Drinks, NH 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 Naturally Healthy 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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