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Organic Beverages in Italy

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Abstracts

Organic beverages will register small retail value growth in 2021 with demand for organic hot drinks stalling when compared with the previous year. In 2020, with consumers spending more time at home over the pandemic, they had more occasions to consume such beverages. Organic fruit/herbal tea performed particularly well since consumers perceive the product as natural – in-fitting with the health and wellness trend. The category has also benefitted from a very strong increase in product availabil...

Euromonitor International's Organic 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: Organic Hot Drinks, Organic 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 Organic Beverages market;

Pinpoint growth sectors and identify factors driving change;

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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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Contents

ORGANIC BEVERAGES IN ITALY
KEY DATA FINDINGS
2021 DEVELOPMENTS
Overall category growth hampered by static sales in organic hot drinks
Organic juice continues to rise in popularity despite ascending costs
Increasing availability of organic beverages in discounters and e-commerce
PROSPECTS AND OPPORTUNITIES
Organic hot drinks to gain sales despite some constraint from economic damage
Growth opportunities for niche brands and private label
Further dynamism expected in non-cola carbonates through more innovations
CATEGORY DATA
Table 1 Sales of Organic Beverages by Category: Value 2016-2021
Table 2 Sales of Organic Beverages by Category: % Value Growth 2016-2021
Table 3 NBO Company Shares of Organic Beverages: % Value 2017-2021
Table 4 LBN Brand Shares of Organic Beverages: % Value 2018-2021
Table 5 Distribution of Organic Beverages by Format: % Value 2016-2021
Table 6 Forecast Sales of Organic Beverages by Category: Value 2021-2026
Table 7 Forecast Sales of Organic Beverages by Category: % Value Growth 2021-2026
HEALTH AND WELLNESS IN ITALY
EXECUTIVE SUMMARY
Health and wellness in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for health and wellness?
MARKET DATA
Table 8 Sales of Health and Wellness by Type: Value 2016-2021
Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021
Table 10 Sales of Health and Wellness by Category: Value 2016-2021
Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021
Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021
Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021
Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021
Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021
Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021
Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

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Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026
Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026
Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026
Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026
Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026
Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026
DISCLAIMER
SOURCES
Summary 1 Research Sources

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