

# RTD Tea in Italy

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## Abstracts

Despite showing competition to concentrates, RTD tea is also facing competition from other soft drinks categories, notably energy drinks for example. Added to which, RTD tea has seen steep price increases, thus placing further downwards pressure on the category in light of consumers' price-sensitivity. We also note that, following several years of strong growth, the healthy/refreshing positioning, boosted by RTD tea, seems to have become less relevant, in favour of the energy/strengthening claim...

Euromonitor International's RTD Tea 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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

Why buy this report?

Get a detailed picture of the RTD Tea 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.

## Contents

RTD Tea in Italy  
Euromonitor International  
January 2024

### LIST OF CONTENTS AND TABLES

RTD TEA IN ITALY  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

RTD tea sales decline amid increasing competition from energy drinks  
Estath? and San Benedetto maintain their leading shares  
Low levels of innovation seen in RTD tea 2023, with a couple of developments of note  
PROSPECTS AND OPPORTUNITIES

RTD tea set for small and steady sales over the forecast period, amid opposing trends  
Niche and premium brands to win shares as the economy improves  
Innovation expected in sparkling RTD tea and Kombucha

### CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2018-2023  
Table 2 Off-trade Sales of RTD Tea by Category: Value 2018-2023  
Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023  
Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023  
Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023  
Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023  
Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023  
Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023  
Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023  
Table 10 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028  
Table 11 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028  
Table 12 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028  
Table 13 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

SOFT DRINKS IN ITALY  
EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

## 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 23 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 25 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 27 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 29 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 30 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 31 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 32 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 33 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 34 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 35 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 36 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 37 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 39 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: %  
Volume 2023

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:  
Volume 2023-2028

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %  
Volume Growth 2023-2028

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value  
2023-2028

Table 43 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value  
Growth 2023-2028

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume  
2023-2028

Table 45 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth  
2023-2028

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 47 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2023-2028

Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 49 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth  
2023-2028

APPENDIX

Fountain sales in Italy

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SOURCES

Summary 1 Research Sources

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