

Soft Drinks in Italy

<https://marketpublishers.com/r/S4C38AA6718EN.html>

Date: December 2023

Pages: 92

Price: US\$ 2,100.00 (Single User License)

ID: S4C38AA6718EN

Abstracts

Inflationary pressures leading to price rises are placing downwards pressure on off-trade volume sales of soft drinks in Italy. Additionally, the poor weather in 2023, especially compared to the heatwaves in 2022, has further suppressed potential sales due to lower out-and-about footfall and associated impulse purchases of refreshing beverages. In fact, the only exception to these off-trade volume slumps is seen with energy drinks which, on the contrary, is seeing a robust sales boost. The succe...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft Drinks 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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Euromonitor International
May 2024

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