

Sports and Energy Drinks - Italy

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A key recent trend in sports and energy drinks has been increased consumption night-time consumption of energy drinks in the on-trade channel. That is due to the increasing use of these products as mixers with juices and, more importantly, alcoholic drinks.

Euromonitor International's Sports and Energy 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 (2006-2010), 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 2015 illustrate how the market is set to change.

Product coverage: Energy Drinks, 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 Sports and Energy 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Sports and Energy Drinks in Italy
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March 2011

LIST OF CONTENTS AND TABLES

Executive Summary
Soft Drinks Have A Flat Year
Market Concentration Hampers Significant Innovation
Private Labels Are Still Growing
the Off-trade Channel Is Still the Main Channel for Soft Drinks
Slow Growth Expected To Continue

Key Trends and Developments

Uncertain Economic Climate Constrains Growth

Increasing Popularity of Private Label

Consumers Looking for Healthy Products

Increasing Environmental Concern Presents New Opportunities for Companies

Lack of Innovation Characterises Soft Drinks

Market Data

Table 1 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2005-2010

Table 2 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2005-2010

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2005-2010

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2005-2010

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2010

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2010

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2010

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2010

Table 9 Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2005-2010

Table 10 Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2005-2010

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2005-2010

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2005-2010

Table 13 Company Shares of Soft Drinks (RTD) by Total Volume 2006-2010

Table 14 Brand Shares of Soft Drinks (RTD) by Total Volume 2007-2010

Table 15 Company Shares of On-trade Soft Drinks (RTD) by Volume 2006-2010

Table 16 Brand Shares of On-trade Soft Drinks (RTD) by Volume 2007-2010

Table 17 Company Shares of Off-trade Soft Drinks (as sold) by Volume 2006-2010

Table 18 Brand Shares of Off-trade Soft Drinks (as sold) by Volume 2007-2010

Table 19 Company Shares of Off-trade Soft Drinks (RTD) by Volume 2006-2010

Table 20 Brand Shares of Off-trade Soft Drinks (RTD) by Volume 2007-2010

Table 21 Company Shares of Off-trade Soft Drinks by Value 2006-2010

Table 22 Brand Shares of Off-trade Soft Drinks by Value 2007-2010

Table 23 Penetration of Private Label (as sold) by Category by Volume 2005-2010

Table 24 Penetration of Private Label by Category by Value 2005-2010

Table 25 Off-trade Sales of Soft Drinks by Category and Distribution Format: % Analysis 2010

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2010-2015

Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2010-2015

Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2010-2015

Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2010-2015

Table 30 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2010-2015

Table 31 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2010-2015

Table 32 Forecast Off-trade Sales of Soft Drinks by Category: Value 2010-2015

Table 33 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2010-2015

Fountain Sales in Italy

Trends

Data

Table 34 Off-trade vs On-trade Fountain Sales of Soft Drinks: Volume 2005-2010

Table 35 Off-trade vs On-trade Fountain Sales of Soft Drinks: % Volume Growth 2005-2010

Table 36 Off-trade vs On-trade Fountain Sales of Carbonates: Volume 2005-2010

Table 37 Off-trade vs On-trade Fountain Sales of Carbonates: % Volume Growth 2005-2010

Table 38 Forecast Off-trade vs On-trade Fountain Sales of Soft Drinks: Volume 2010-2015

Table 39 Forecast Off-trade vs On-trade Fountain Sales of Soft Drinks: % Volume Growth 2010-2015

Table 40 Forecast Off-trade vs On-trade Fountain Sales of Carbonates: Volume 2010-2015

Table 41 Forecast Off-trade vs On-trade Fountain Sales of Carbonates: % Volume Growth 2010-2015

Definitions

Summary 1 Research Sources

Acqua Minerale San Benedetto SpA

Strategic Direction**Key Facts**

Summary 2 Acqua Minerale San Benedetto SpA: Key Facts

Summary 3 Acqua Minerale San Benedetto SpA: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 4 Acqua Minerale San Benedetto SpA: Competitive Position 2010

Campari Milano Spa, Davide**Strategic Direction****Key Facts**

Summary 5 Campari Milano SpA, Davide: Key Facts

Summary 6 Campari Milano SpA, Davide: Operational Indicators

Company Background**Production**

Summary 7 Campari Milano SpA, Davide: Production Statistics

Competitive Positioning

Summary 8 Campari Milano SpA, Davide: Competitive Position 2010

Coca-Cola Hbc Italia SRL**Strategic Direction****Key Facts**

Summary 9 Coca-Cola HBC Italia Srl: Key Facts

Summary 10 Coca-Cola HBC Italia Srl: Operational Indicators

Company Background**Production**

Summary 11 Coca-Cola HBC Italia Srl: Production Statistics

Competitive Positioning

Summary 12 Coca-Cola HBC Italia Srl: Competitive Position 2010

Cogedí International SpA**Strategic Direction****Key Facts**

Summary 13 CoGeDí International SpA: Key Facts

Company Background**Production****Competitive Positioning**

Summary 14 CoGeDí International SpA: Competitive Position 2010

Conserve Italia - Consorzio Cooperative Conserve Italia Scarl**Strategic Direction****Key Facts**

Summary 15 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Key Facts

Summary 16 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 17 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Competitive Position 2010

Ferrarelle SpA**Strategic Direction****Key Facts**

Summary 19 Ferrarelle SpA: Operational Indicators

Company Background**Production**

Summary 20 Ferrarelle SpA: Production Statistics 2010

Competitive Positioning

Summary 21 Ferrarelle SpA: Competitive Position 2010

La Doria SpA

Strategic Direction**Key Facts**

Summary 22 La Doria SpA: Key Facts

Summary 23 La Doria SpA: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 24 La Doria SpA: Competitive Position 2010

San Pellegrino SpA**Strategic Direction****Key Facts**

Summary 25 San Pellegrino SpA: Key Facts

Summary 26 San Pellegrino SpA: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 27 San Pellegrino SpA: Competitive Position 2010

Zuegg SpA**Strategic Direction****Key Facts**

Summary 28 Zuegg SpA: Key Facts

Summary 29 Zuegg SpA: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 30 Zuegg SpA: Competitive Position 2010

Headlines**Trends****Competitive Landscape****Prospects****Category Data**

Table 42 Off-trade Sales of Sports and Energy Drinks by Category: Volume 2005-2010

Table 43 Off-trade Sales of Sports and Energy Drinks by Category: Value 2005-2010

Table 44 Off-trade Sales of Sports and Energy Drinks by Category: % Volume Growth 2005-2010

Table 45 Off-trade Sales of Sports and Energy Drinks by Category: % Value Growth 2005-2010

Table 46 Leading Flavours for Sports and Energy Drinks: % Volume Breakdown 2005-2010

Table 47 Company Shares of Sports and Energy Drinks by Off-trade Volume 2006-2010

Table 48 Brand Shares of Sports and Energy Drinks by Off-trade Volume 2007-2010

Table 49 Company Shares of Sports and Energy Drinks by Off-trade Value 2006-2010

Table 50 Brand Shares of Sports and Energy Drinks by Off-trade Value 2007-2010

Table 51 Forecast Off-trade Sales of Sports and Energy Drinks by Category: Volume 2010-2015

Table 52 Forecast Off-trade Sales of Sports and Energy Drinks by Category: Value 2010-2015

Table 53 Forecast Off-trade Sales of Sports and Energy Drinks by Category: % Volume Growth

2010-2015

Table 54 Forecast Off-trade Sales of Sports and Energy Drinks by Category: % Value Growth 2010-2015

Table 55 Still vs Carbonated Sports and Energy drinks % Off-trade Volume 2006-2010

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