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Carbonated Soft Drinks in Italy

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Abstracts

Carbonated Soft Drinks in Italy

SUMMARY

Carbonated Soft Drinks in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The carbonated soft drinks market consists of retail sale of carbonated drinks. However, the total market volume for carbonated soft drinks market excludes powder concentrates, which are included in the market value. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Italian carbonated soft drinks market had total revenues of $3,837.9m in 2018, representing a compound annual rate of change (CARC) of -0.8% between 2014 and 2018.

Market consumption volumes declined with a CARC of -1.6% between 2014-2018, to reach a total of 2,268.5 million liters in 2018.

Socio-economic challenges such as, high unemployment rate and low disposable income are the primary factors affecting the market growth.

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SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the carbonated soft drinks market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the carbonated soft drinks market in Italy

Leading company profiles reveal details of key carbonated soft drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy carbonated soft drinks market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Italy carbonated soft drinks market by value in 2018?

What will be the size of the Italy carbonated soft drinks market in 2023?

What factors are affecting the strength of competition in the Italy carbonated soft drinks market?

How has the market performed over the last five years?

Who are the top competitiors in Italy's carbonated soft drinks market?

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COMPANIES MENTIONED

Coca-Cola HBC Italia Srl
PepsiCo Inc
Nestle SA

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