

Italy Soft Drinks Market Summary, Competitive Analysis and Forecast to 2026

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Abstracts

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SUMMARY

Soft Drinks in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The soft drinks market consists of retail sale carbonates, squash/syrups, nectars, energy drinks, juice, packaged water, sports drinks, iced/RTD tea drinks, flavoured water, still drinks, enhanced water, fruit powders, bulk/HOD water, and iced/RTD coffee drinks. However, the total market volume for 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 2021 exchange rates.

The Italian Soft Drinks market had total revenues of \$13,732.1m in 2021, representing a compound annual growth rate (CAGR) of -1.8% between 2016 and 2021.

Market consumption volumes declined with a CAGR of -0.2% between 2016 and 2021, to reach a total of 15,370.8 million litres in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.2% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$15,335.9m by the end of 2026.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Italy soft drinks market by value in 2021?

What will be the size of the Italy soft drinks market in 2026?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's soft drinks market?

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