

Packaged Water in Italy - Market Summary, Competitive Analysis and Forecast to 2024

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Abstracts

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SUMMARY

Packaged Water in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The packaged water market consists of the retail sale of all potable water without added mineral/vitamin enhancement, flavorings, or sugar/sweeteners, sold in bottles/containers of up to and including 10 liters. The market includes still water, mineral water, carbonated water, and table water. 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 2019 exchange rates.

The Italian packaged water market had total revenues of \$4,826.3m in 2019, representing a compound annual rate of change (CARC) of -0.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.3% between 2015-2019, to reach a total of 12.1 billion liters in 2019.

Italian consumers are choosing packaged water instead of soft drinks and carbonated drinks.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the packaged water market in Italy

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

Leading company profiles reveal details of key packaged water market players' global operations and financial performance

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

REASONS TO BUY

What was the size of the Italy packaged water market by value in 2019?

What will be the size of the Italy packaged water market in 2024?

What factors are affecting the strength of competition in the Italy packaged water market?

How has the market performed over the last five years?

Who are the top competitors in Italy's packaged water market?

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