

# Soft Drinks in Italy - Market Summary, Competitive Analysis and Forecast to 2024

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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 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 soft drinks market consists of the retail sale of carbonates, squash/syrups, nectars, energy drinks, juice, packaged water, sports drinks, iced/RTD tea drinks, flavored water, still drinks, enhanced water, fruit powders, bulk/HOD water, and iced/RTD coffee drinks. 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 2019 exchange rates.

The Italian Soft Drinks market had total revenues of \$12bn in 2019, representing a dip in compound annual rate of change (CARC) of -1.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.4% between 2015-2019, to reach a total of 16 billion liters in 2019.

The Italian consumers were increasingly choosing healthy soft drinks, which primarily affected the market growth.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, 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

## **REASONS TO BUY**

What was the size of the Italy soft drinks market by value in 2019?

What will be the size of the Italy soft drinks market in 2024?

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

How has the market performed over the last five years?

How large is Italy's soft drinks market in relation to its regional counterparts?

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