

# Energy and Sports Drinks Market in Italy 2021

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## Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. According to a report by StrategyHelix, the energy and sports drinks market in Italy is set to increase by US\$ 373 million during 2021-2027, growing at a CAGR of 6.7% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy and sports drinks. The Italy energy and sports drinks market is segmented on the basis of product, type, and distribution channel. On the basis of product, the energy and sports drinks market in Italy has been segmented into energy drinks, sports drinks. The energy drinks segment held the largest revenue share in 2020. By type, the energy and sports drinks market in Italy has been segmented into regular, sugar-free. Among these, the regular energy drinks segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the energy and sports drinks market in Italy is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The prominent players operating in the Italy energy and sports drinks market include Tiger Brands Limited, PepsiCo Inc., The Coca-Cola Company, Enervit S.p.A.

### Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience

stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Italy energy and sports drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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PepsiCo, Inc.  
The Coca-Cola Company  
Enervit S.p.A.  
About StrategyHelix  
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