

# Italy: Alcoholic Beverages Market and the Impact of COVID-19 in the Medium Term

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## Abstracts

This report presents a comprehensive overview of the alcoholic beverages market in Italy and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the alcoholic beverages market in Italy, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the alcoholic beverages market in Italy includes:

Analysis and forecast for the economy of Italy;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the alcoholic beverages market in Italy, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF ALCOHOLIC BEVERAGES**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF ITALY**

- 5.1. Characteristics of the economy of Italy in the last 5 years
- 5.2. Forecast for the development of the economy of Italy for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE ALCOHOLIC BEVERAGES MARKET IN ITALY**

- 6.1. Volume, value and dynamics of the alcoholic beverages market in Italy in the last 5 years
- 6.2. Structure of the alcoholic beverages market in Italy in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the alcoholic beverages market in Italy by types of alcoholic beverages
- 6.4. Structure of the alcoholic beverages market in Italy by origin
- 6.5. Key recent trends on the alcoholic beverages market in Italy
- 6.6. Competitive landscape of the market
- 6.7. Key drivers and restraints for the market development in the medium term
- 6.8. Forecast for development of the alcoholic beverages market in Italy for the next 5 years

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF ALCOHOLIC BEVERAGES IN ITALY**

- 7.1. Business tendencies in the industrial production in Italy in the last 5 years
- 7.2. Volume, value and dynamics of the domestic production of alcoholic beverages in Italy in the last 5 years
- 7.3. Structure of the domestic production of alcoholic beverages by types of alcoholic beverages
- 7.4. Share of Italy in the European production of alcoholic beverages
- 7.5. Characteristics of the main producers of alcoholic beverages in Italy

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF ALCOHOLIC BEVERAGES IN ITALY**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of alcoholic beverages in Italy in the last 5 years
- 8.4. Characteristics of other prices of alcoholic beverages

## **9. FOREIGN TRADE OPERATIONS OF ALCOHOLIC BEVERAGES IN ITALY**

- 9.1. General foreign trade operations of Italy
- 9.2. Foreign trade operations of alcoholic beverages in Italy in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF ALCOHOLIC BEVERAGES TO THE ITALIAN MARKET**

- 10.1. Volume, value and dynamics of the imports of alcoholic beverages to Italy in the last 5 years
- 10.2. Main countries, importing alcoholic beverages to Italy
- 10.3. Structure of the imports of alcoholic beverages by types of products
- 10.4. Share of Italy in the European imports of alcoholic beverages
- 10.5. Domestic companies, main importers of alcoholic beverages to the Italian market

## **11. OVERVIEW AND ANALYSIS OF THE ITALIAN EXPORTS OF ALCOHOLIC BEVERAGES**

- 11.1. Volume, value and dynamics of the Italian exports of alcoholic beverages in the last 5 years
- 11.2. Recipient countries of the Italian exports of alcoholic beverages
- 11.3. Structure of the Italian exports of alcoholic beverages by types of products

11.4. Share of Italy in the European exports of alcoholic beverages

11.5. Domestic companies, main exporters of alcoholic beverages from the territory of Italy

## **12. CHARACTERISTICS OF THE CONSUMPTION OF ALCOHOLIC BEVERAGES IN ITALY**

12.1. Volume, value and dynamics of the consumption of alcoholic beverages in Italy in the last 5 years

12.2. Structure of the consumption of alcoholic beverages in Italy in the last 5 years (by origin, by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of alcoholic beverages in Italy in the last 5 years

12.4. Balance between supply and demand on the alcoholic beverages market in Italy in the last 5 years and forecast for the next 5 years

## **13. FORECAST FOR DEVELOPMENT OF THE ALCOHOLIC BEVERAGES MARKET IN ITALY FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the alcoholic beverages market in Italy in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the alcoholic beverages market in Italy in the last 5 years

Key indicators of the economy of Italy in the last 5 years

Forecast for the economy of Italy for the next 3 years

Volume and dynamics of the alcoholic beverages market in Italy in the last 5 years

Value and dynamics of the alcoholic beverages market in Italy in the last 5 years

Structure of the alcoholic beverages market in Italy in the last 5 years, in physical terms

Structure of the alcoholic beverages market in Italy in the last 5 years, in value terms

Structure of the alcoholic beverages market in Italy by types of alcoholic beverages, in physical terms

Structure of the alcoholic beverages market in Italy by types of alcoholic beverages, in value terms

Structure of the alcoholic beverages market in Italy by origin in the last 5 years, in physical terms

Structure of the alcoholic beverages market in Italy by origin in the last 5 years, in value terms

Key business tendencies in the industrial production in Italy in the last 5 years

Volume and dynamics of the domestic production of alcoholic beverages in Italy in the last 5 years

Value and dynamics of the domestic production of alcoholic beverages in Italy in the last 5 years

Structure of the domestic production of alcoholic beverages by types of alcoholic beverages, in physical terms

Structure of the domestic production of alcoholic beverages by types of alcoholic beverages, in value terms

Value chain analysis of the alcoholic beverages market in Italy

Cost breakdown of the price formation of alcoholic beverages in Italy, in %

Volume and dynamics of the average producer prices of alcoholic beverages in Italy in the last 5 years

Volume and dynamics of other prices of alcoholic beverages in Italy (wholesale, distributor, retail, etc.) in the last 5 years

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Trade balance of alcoholic beverages foreign trade in Italy in the last 5 years, in physical terms

Trade balance of alcoholic beverages foreign trade in Italy in the last 5 years, in value

terms

Volume and dynamics of the imports of alcoholic beverages to Italy in the last 5 years

Value and dynamics of the imports of alcoholic beverages to Italy in the last 5 years

Main countries, importing alcoholic beverages to Italy in the last 5 years, in physical terms

Main countries, importing alcoholic beverages to Italy in the last 5 years, in value terms

Structure of the imports of alcoholic beverages by types of alcoholic beverages in the last 5 years, in physical terms

Structure of the imports of alcoholic beverages by types of alcoholic beverages in the last 5 years, in value terms

Volume and dynamics of the Italian exports of alcoholic beverages in the last 5 years

Value and dynamics of the Italian exports of alcoholic beverages in the last 5 years

Recipient countries of the Italian exports of alcoholic beverages in the last 5 years, in physical terms

Recipient countries of the Italian exports of alcoholic beverages in the last 5 years, in value terms

Structure of the Italian exports of alcoholic beverages by types of alcoholic beverages in the last 5 years, in physical terms

Structure of the Italian exports of alcoholic beverages by types of alcoholic beverages in the last 5 years, in value terms

Volume and dynamics of the consumption of alcoholic beverages in Italy in the last 5 years

Value and dynamics of the consumption of alcoholic beverages in Italy in the last 5 years

Structure of the consumption of alcoholic beverages in Italy in the last 5 years, in physical terms

Structure of the consumption of alcoholic beverages in Italy in the last 5 years, in value terms

Structure of the consumption of alcoholic beverages in Italy by types of alcoholic beverages, in physical terms

Structure of the consumption of alcoholic beverages in Italy by types of alcoholic beverages, in value terms

Volume and dynamics of the per capita consumption of alcoholic beverages in Italy in the last 5 years

Value and dynamics of the per capita consumption of alcoholic beverages in Italy in the last 5 years

Balance between supply and demand on the alcoholic beverages market in Italy in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the alcoholic beverages market in Italy in the



last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of alcoholic beverages in Italy for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of alcoholic beverages in Italy for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of alcoholic beverages in Italy for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

Information, presented in figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the alcoholic beverages market in Italy in the last 5 years

Value and dynamics of the alcoholic beverages market in Italy in the last 5 years

Structure of the alcoholic beverages market in Italy in the last 5 years, in physical terms

Structure of the alcoholic beverages market in Italy in the last 5 years, in value terms

Structure of the alcoholic beverages market in Italy by types of alcoholic beverages, in physical terms

Structure of the alcoholic beverages market in Italy by types of alcoholic beverages, in value terms

Structure of the alcoholic beverages market in Italy by origin in physical terms in the last 5 years

Structure of the alcoholic beverages market in Italy by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of alcoholic beverages in Italy in the last 5 years

Value and dynamics of the domestic production of alcoholic beverages in Italy in the last 5 years

Structure of the domestic production of alcoholic beverages by types of alcoholic beverages, in physical terms

Structure of the domestic production of alcoholic beverages by types of alcoholic beverages, in value terms

Value chain analysis of the alcoholic beverages market in Italy

Structure of the alcoholic beverages price formation in Italy, in %

Deviation of the average producer prices of alcoholic beverages in Italy in the last 5 years

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Trade balance of alcoholic beverages foreign trade in Italy in the last 5 years, in physical terms

Trade balance of alcoholic beverages foreign trade in Italy in the last 5 years, in value terms

Volume and dynamics of the imports of alcoholic beverages to Italy in the last 5 years

Value and dynamics of the imports of alcoholic beverages to Italy in the last 5 years

Main countries, importing alcoholic beverages to Italy in the last 5 years, in physical terms

Main countries, importing alcoholic beverages to Italy in the last 5 years, in value terms

Volume and dynamics of the imports of alcoholic beverages by types of alcoholic beverages in the last 5 years

Value and dynamics of the imports of alcoholic beverages by types of alcoholic beverages in the last 5 years

Volume and dynamics of the Italian exports of alcoholic beverages in the last 5 years

Value and dynamics of the Italian exports of alcoholic beverages in the last 5 years

Recipient countries of the Italian exports of alcoholic beverages in the last 5 years, in physical terms

Recipient countries of the Italian exports of alcoholic beverages in the last 5 years, in value terms

Structure of the Italian exports of alcoholic beverages by types of alcoholic beverages in the last 5 years, in physical terms

Structure of the Italian exports of alcoholic beverages by types of alcoholic beverages in the last 5 years, in value terms

Volume and dynamics of the consumption of alcoholic beverages in Italy in the last 5 years

Value and dynamics of the consumption of alcoholic beverages in Italy in the last 5 years

Structure of the consumption of alcoholic beverages in Italy in the last 5 years, in physical terms

Structure of the consumption of alcoholic beverages in Italy in the last 5 years, in value terms

Structure of the consumption of alcoholic beverages in Italy by types of alcoholic beverages, in physical terms

Structure of the consumption of alcoholic beverages in Italy by types of alcoholic beverages, in value terms

Volume and dynamics of the per capita consumption of alcoholic beverages in Italy in the last 5 years

Value and dynamics of the per capita consumption of alcoholic beverages in Italy in the last 5 years

Balance between supply and demand on the alcoholic beverages market in Italy in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the alcoholic beverages market in Italy in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of alcoholic beverages in Italy for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of alcoholic beverages in Italy for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of alcoholic beverages in Italy for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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