



Vending in Italy

March 2024

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Vending in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending on the rise as players invest in a more modern offering and foot traffic increases
Coffee vending a key sales driver as players invest in innovation
IVS extends its lead as it benefits from its acquisition activity

PROSPECTS AND OPPORTUNITIES

Vending players likely to focus on sustainability to improve consumer perceptions
Vending will need to continue innovating as it faces competition from quick commerce
Vending could see a wider offering over the forecast period

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Retail in Italy - Industry Overview

EXECUTIVE SUMMARY

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Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives
Sustainability in 2023 and onwards,
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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