

Other Hot Drinks in Italy

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Other hot drinks sees improvement in 2024 but sales still decline
Chocolate-based flavoured powder drinks suffers from unhealthy image and high prices
Barley-based hot drinks remain a key growth driver as consumers look for healthier options

PROSPECTS AND OPPORTUNITIES

Other hot drinks faces several obstacles despite signs of stability in the local economy
Sugar tax likely to negatively impact demand for chocolate-based hot drinks
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DISCLAIMER

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