



# Concentrates in Italy

December 2023

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## Concentrates in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Liquid concentrates, whilst traditional, suffer from an old-fashioned image

Powder concentrates continue to fall out of favour and see ongoing competition from RTD tea and cold infusions

Fabbri maintains its lead and broadens its Mixybar Plus line

#### PROSPECTS AND OPPORTUNITIES

Liquid concentrates will continue to suffer from increasingly old-fashioned image and competition from other soft drinks categories

Powder concentrates continues to face challenges, leading to a flat ongoing performance

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