



Bottled Water in Italy

December 2023

Table of Contents

Bottled Water in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water slumps into negative figures due to maturity of the category and inflationary pressures
Functional and flavoured water attract the most attention

PROSPECTS AND OPPORTUNITIES

Flat performance expected for mature category of bottled water
Ongoing revival of foodservice will also influence off-trade sales
Category continues to head towards consolidation, with sustainability a further trend to observe

CATEGORY DATA

- Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 2 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Soft Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
- Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Italy

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SOURCES

Summary 1 - Research Sources

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