Euromonitor
International

Juice in Italy

November 2024

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Juice in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Juice keeps declining in volume in 2024

Health and wellness positioning plays a key role in demand for juice

Innovation continues to be seen in juice with a focus on health and the environment

PROSPECTS AND OPPORTUNITIES

Sugar tax and growing health concerns likely to influence the future development of juice

Mixed performances expected within juice

Premiumisation expected in juice as the economy recovers

CATEGORY DATA

Soft Drinks in Italy - Industry Overview

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Soft drinks in 2024: The big picture

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/juice-in-italy/report.