



# Energy Drinks in Italy

December 2023

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## Energy Drinks in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy drinks is the bigger winner in 2023, thanks to overall popularity and stable prices from category leader Red Bull  
Both regular and reduced sugar variants see robust growth, due to flavour being an important factor in energy drinks  
Scope remains for smaller players to win shares in energy drinks, despite the Red Bull and Monster Energy consolidation

#### PROSPECTS AND OPPORTUNITIES

Energy drinks to maintain solid growth thanks to ongoing supportive trends  
Ongoing developments in reduced sugar variants expected  
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