



**Euromonitor
International**

Energy Drinks in Italy

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Energy drinks continues to see dynamic growth in 2024 despite price increases and poor weather
Pricing policies shape the strategies of the category leaders as Red Bull and Monster Energy retain their dominance
New distribution opportunities could be key to the category’s future success

PROSPECTS AND OPPORTUNITIES

Energy drinks set to see further growth over the forecast period but health concerns, the sugar tax and category maturity likely to dampen sales
Reduced sugar claims set to come to the fore as Italy rolls out its sugar tax
Growing competition expected from sport drinks and functional bottled water

CATEGORY DATA

- Table 1 - Off-trade Sales of Energy Drinks: Volume 2019-2024
- Table 2 - Off-trade Sales of Energy Drinks: Value 2019-2024
- Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
- Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
- Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
- Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
- Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
- Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
- Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

Soft Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- 2024 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 2019-2024
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Italy

Trends

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SOURCES

Summary 1 - Research Sources

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