



# Sports Drinks in Italy

December 2023

Table of Contents

## Sports Drinks in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sports drinks faces a range of challenges, leading to a downwards slump

Powerade benefits in value terms from relatively stable prices

Competition from other soft drinks remains strong

#### PROSPECTS AND OPPORTUNITIES

Sluggish performance for sports drinks expected to continue, due to ongoing challenging factors

Overall channel developments could enhance opportunities for sports drinks

Competitive status quo expected to remain balanced between the main three players

#### CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Sports Drinks: % 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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