



**Euromonitor  
International**

# Sports Drinks in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slight volume growth for sports drinks
- Prime Hydration explodes onto the Italian market
- Gatorade loses shares

PROSPECTS AND OPPORTUNITIES

- Positive outlook for sports drinks but challenges remain as Italy prepares for its new sugar tax
- Inspired by Prime Hydration sports drinks players likely to focus on energy boosting claims
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