

Innovation: Food and Beverage in Italy

July 2024

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## INTRODUCTION

Scope

Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

Consumers' appreciation of domestic ingredients drives in-country innovations

Health, wellness and sustainability shape innovations in 2023

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Volchem's energy and snack bars align with the rising trend of healthy and active lifestyles

New launches in Italy in 2023: Pet care

Prolife Diet expands its range with products tailored to specific cat health conditions

New launches in Italy in 2023: Soft drinks

Energy drinks capitalise on the increasing demand for energy-boosting and functional drinks

New launches in Italy in 2023: Hot drinks

Caffè Borbone expands its fresh ground coffee pods selection catering to different tastes

New launches in Italy in 2023: Alcoholic drinks

Asahi Group introduces new beer catering to the mindful Italian consumer

Health and beauty focused retailers benefit from rising wellness trend in Italy

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## About Euromonitor International

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- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

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