



Euromonitor
International

HW Soft Drinks in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on reducing their sugar intake in 2023 while energy boosting properties prove fruitful

Natural soft drinks retain their appeal among health conscious consumers in 2023

Dairy free claims gaining prominence while high protein soft drinks catch the eye of consumers and manufacturers

PROSPECTS AND OPPORTUNITIES

Prevailing economic uncertainty likely to disrupt the performance of health and wellness soft drinks in the short term

Energy boosting claims likely to attract the attention of busy Italians

Sales of high fibre juice should benefit from Italy's ageing population

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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