



# 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

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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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