

# Spirits in Italy

June 2023

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#### 2022 DEVELOPMENTS

Strong on-trade recovery for spirits as restrictions are fully lifted, while off-trade sales suffer from economic pressures

Popularity of cocktails and aperitifs boosts sales

Innovation continues to be seen in spirits as consumers favour local products

#### PROSPECTS AND OPPORTUNITIES

Inflation set to continue impacting spirits over the forecast period

Mixology and innovation to drive demand for spirits over the forecast period

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