

# Tea in Italy

December 2023

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#### Tea in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Tea registers a more sluggish performance than coffee, due to not having as strong a consumption culture in Italy Competition remains tight in tea, with private label also benefitting from its lower unit prices Innovation needed in tea to boost category image in light of coffee popularity

#### PROSPECTS AND OPPORTUNITIES

Tea to perform positively in volume sales over the forecast period Functionality, wellness, and indulgence to remain relevant drivers Questions remain about private label success as the economy improves

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