

Cafés/Bars in Italy

February 2024

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Cafés/Bars in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance for cafés/bars with healthier options in vogue Increasing interest in wine bars Sustainability becoming a key feature of company strategies

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Healthy growth projections for cafés/bars

Food delivery services likely to play a bigger role in the category's future as consumers go in search of convenience Social media set to play a key role in the marketing of cafés/bars in Italy

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DISCLAIMER

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