

# Juice in Italy

December 2023

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## Juice in Italy - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Juice remains in a downwards slump, due to maturity of category and low levels of innovation Not from concentrate 100% juice sees success thanks to "healthier" image and higher levels of innovation Innovation needed for brands to stand out from the crowd

## PROSPECTS AND OPPORTUNITIES

Juice will continue to face challenges over the forecast period Premiumisation opportunities in not from concentrate 100% juice Innovation to focus on functionality and no-sugar options

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