

Beer in Italy

June 2023

Table of Contents

Beer in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth in on-trade sales of beer, while off-trade volume sales decline Beer culture growing but high inflation limits growth of craft beer in 2022 Non/low alcohol beer keeps developing

PROSPECTS AND OPPORTUNITIES

Beer expected to deliver stable growth despite economic pressures Greater sophistication and non/low alcohol beer two trends to look out for Craft beer expected to see renewed interest once economic challenges subside

CATEGORY BACKGROUND

Lager price band methodology Summary 1 - Lager by Price Band 2022 Table 1 - Number of Breweries 2017-2022

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2017-2022 Table 3 - Sales of Beer by Category: Total Value 2017-2022 Table 4 - Sales of Beer by Category: % Total Volume Growth 2017-2022 Table 5 - Sales of Beer by Category: % Total Value Growth 2017-2022 Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2017-2022 Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2017-2022 Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022 Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022 Table 10 - Sales of Beer by Craft vs Standard 2017-2022 Table 11 - GBO Company Shares of Beer: % Total Volume 2018-2022 Table 12 - NBO Company Shares of Beer: % Total Volume 2018-2022 Table 13 - LBN Brand Shares of Beer: % Total Volume 2019-2022 Table 14 - Forecast Sales of Beer by Category: Total Volume 2022-2027 Table 15 - Forecast Sales of Beer by Category: Total Value 2022-2027 Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027 Table 17 - Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

Table 18 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 20 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 21 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 22 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 23 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 28 - GBO Company Shares of Alcoholic Drinks by Format: % Total Volume 2018-2022
Table 30 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 32 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 34 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-italy/report.