

# Other Hot Drinks in Italy

December 2023

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#### Other Hot Drinks in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Other hot drinks show a sluggish performance, due to being a non-essential category Barley-based products in malt-based hot drinks is tipped as an area to watch Private label may win shares thanks to its low prices on non-essential but "nice-to-have" products

#### PROSPECTS AND OPPORTUNITIES

Other hot drinks will continue to face challenges and competition from other categories Innovation and functionality represent opportunities for growth Plant-based hot drinks have potential to develop

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