



Euromonitor
International

Tea in Italy

November 2025

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Tea in Italy - Category analysis

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2025 DEVELOPMENTS

Health and wellness drives tea's positive performance in Italy

INDUSTRY PERFORMANCE

Rising prices and healthy perception drive tea's value sales

Green tea continues to rebound in 2025

Fruit/herbal tea remains dynamic performer, driven by health and wellness positioning

WHAT'S NEXT?

Fruit/herbal tea set to continue driving category sales forward

Vending offers expansion for tea producers in different packaging formats

Wellness and functionality to remain crucial growth drivers for tea

COMPETITIVE LANDSCAPE

Twinings remains leading brand in fairly fragmented competitive landscape

Yogi Tea enjoys dynamic performance with wide range of fruit/herbal tea options

CHANNELS

Supermarkets remains dominant with mix of affordability and quality

E-commerce makes gains with convenience, wide variety and competitive pricing

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Hot Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

Hot drinks continues to experience price challenges but premiumisation is evident

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INDUSTRY PERFORMANCE

Mixed performance for hot drinks but perceived healthier options attract consumers

Innovation focuses on sustainability in coffee

Rising preference for bean and pod formats impacts standard fresh ground coffee

Strong emphasis on wellness and functionality within tea

WHAT'S NEXT?

Convenience and health trends to drive future demand for hot drinks

Further innovation in sustainable packaging and sophisticated drinks solutions

At-home consumption of hot drinks set to further decline

COMPETITIVE LANDSCAPE

Major coffee players retain overall lead of competitive landscape

Yogi Tea leverages health trends to record further dynamic growth

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