

RTD Coffee in Italy

December 2023

Table of Contents

RTD Coffee in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD coffee suffers from inflationary pressures and niche demand
Limited retail availability and cross category competition affect RTD coffee
Innovation required in order to boost the image of RTD coffee

PROSPECTS AND OPPORTUNITIES

Recovery expected for RTD coffee volume sales, in line with economic recovery, but category will remain niche
Further innovation needed in order to attract consumer attention
On-trade and retail channel developments set. to benefit RTD coffee

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 2 - Off-trade Sales of RTD Coffee: Value 2018-2023
Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Italy

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SOURCES

Summary 1 - Research Sources

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