



**Euromonitor
International**

Soft Drinks in Italy

December 2025

Table of Contents

EXECUTIVE SUMMARY

Soft drinks sees modest growth amidst health trends, channel shifts, and price rises

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Mixed fortunes, with health trends and competition reshaping soft drinks
Demand for reduced sugar products surges despite sugar tax postponement
Functionality and wellness drive innovation in soft drinks, reshaping the dynamics

WHAT NEXT?

Energy drinks and functional bottled water to drive modest growth
Italian sugar tax set to reshape soft drinks, driving a shift to reduced sugar options
Functionality and premiumisation set to dominate soft drinks trends

COMPETITIVE LANDSCAPE

San Benedetto leads in volume terms, while Coca-Cola leads value sales
waterdrop revitalises powder concentrates with dynamic innovation and health focus

CHANNELS

Supermarkets retains its lead in soft drinks through promotions and product range
Busy lifestyles fuel rapid growth in vending and retail e-commerce in soft drinks
“Poveritivo” and price sensitivity: On-trade adapts to challenging economic climate

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Italy

Trends

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Bottled Water in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water grows by meeting evolving consumer demands

INDUSTRY PERFORMANCE

Health, value, and strongly sparkling variants propel sales of bottled water

Flavoured and functional bottled water drive growth and innovation

WHAT'S NEXT?

Modest growth forecast amidst maturity and shifting consumer habits

Emotional resonance and wellness will be important in bottled water marketing

More sophisticated consumer demand to fuel surge in functional bottled water

COMPETITIVE LANDSCAPE

Fonti di Vinadio and private label shape the bottled water landscape

Smaller players see a surge, while Fonti di Vinadio innovates for growth

CHANNELS

Supermarkets holds ground as discounters gains share in bottled water distribution

Vending and retail e-commerce see dynamic growth in bottled water distribution

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Carbonates in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth amidst volume stability, driven by health and premiumisation

INDUSTRY PERFORMANCE

Navigating health trends to achieve value growth despite volume stability

Reduced sugar variants are reshaping the carbonates landscape

WHAT'S NEXT?

Sugar tax and out-of-home shift to drive off-trade volume decline

Authenticity and local sourcing drive to innovation in carbonates

Carbonates poised for premiumisation as consumer spending recovers

COMPETITIVE LANDSCAPE

Pricing strategy costs Coca-Cola HBC Italia share in carbonates

Pepsi Max fuels PepsiCo's strong growth, overcoming previous distribution hurdles

CHANNELS

Supermarkets solidifies its lead as the strategy of one discounter falters

Vending leads channel growth in carbonates, driven by on-the-go consumption

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Concentrates in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation drives growth for powder concentrates amidst decline for liquid

INDUSTRY PERFORMANCE

Liquid concentrates face health scrutiny and generational gap

Innovation fuels growth for powder concentrates

WHAT'S NEXT?

Divergent fortunes expected for liquid and powder concentrates

Beyond traditional concentrates, new technologies and competitors set to emerge

Eco-conscious choices could drive value for concentrates

COMPETITIVE LANDSCAPE

Ristora leads powder concentrates, while traditional brand Fabbri sees share decline

waterdrop Microdrink GmbH reshapes the concentrates landscape

CHANNELS

Planned purchases and new brands fuel lead of supermarkets in concentrates

Social media and busy lifestyles fuel growth for retail e-commerce in concentrates

Concentrates conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline driven by health concerns and rising prices, with nectars performing poorly

INDUSTRY PERFORMANCE

Price hikes and health concerns drive decline for juice in 2025

Price and health claims impact key categories

WHAT'S NEXT?

Continued decline forecast for juice amidst health concerns and competition

Players expected to prioritise no added sugar and reformulation amidst health trends
Aiming to capture energy-seeking consumers with functional innovations

COMPETITIVE LANDSCAPE

Yoga propels Conserve Italia to share growth in juice
Strategic moves by CoGeDi, Fonti di Vinadio, and San Benedetto reshape juice

CHANNELS

Strategic offerings and promotions bolster the lead of supermarkets in juice
Demand for convenience drives dynamic growth for retail e-commerce in juice

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025
Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee surges amidst youth demand, despite traditional culture

INDUSTRY PERFORMANCE

Despite rising prices, RTD coffee surges as young consumers embrace convenience
Italian coffee culture limits RTD coffee's mainstream appeal despite solid growth

WHAT'S NEXT?

Sustained growth expected, moderated by channel shift and increasing maturity
RTD coffee in Italy to embrace energy and functional formulations

COMPETITIVE LANDSCAPE

Arla Foods maintains its lead with Starbucks through strategic expansion
RTD coffee attracts new players and formulations amidst dynamic demand

CHANNELS

Entry of Starbucks in supermarkets fuels share growth for the leading channel
On-the-go lifestyles fuel strongest growth for convenience stores in RTD coffee

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025
Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Tea in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea faces headwinds due to competition and health trends

INDUSTRY PERFORMANCE

Competition and health concerns drive decline for RTD tea

Growth in reduced sugar RTD tea tempered by concerns about artificial sweeteners

WHAT'S NEXT?

Value growth expected despite volume decline as manufacturer re-engage

Lipton Ice Tea's "Tea Changes Everything" campaign in the Italian market

Kombucha poised for growth in the health-conscious Italian market

COMPETITIVE LANDSCAPE

San Benedetto continues to lead RTD tea while Ferrero prioritises volume over value

Santhè leads growth in RTD tea with a dynamic clean-label strategy

CHANNELS

Supermarkets retains its distribution lead, yet suffers from actual sales decline

Convenience and delivery drive resilience for retail e-commerce in RTD tea

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Energy Drinks in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth in energy drinks driven by innovation and channel expansion

INDUSTRY PERFORMANCE

Busy lifestyles and innovation drive robust volume growth for energy drinks

Sales of reduced sugar variants surge, but regular energy drinks remains dominant

WHAT'S NEXT?

Innovation and lifestyles to drive robust growth in energy drinks

Future-proofing energy drinks through formula and packaging innovation

Healthier alternatives like functional bottled water set to challenge energy drinks

COMPETITIVE LANDSCAPE

Red Bull leads energy drinks with premium strategy, marketing, and innovation

Monster Energy's portfolio and formats drive gains for Coca-Cola

CHANNELS

Supermarkets leads with promotions and an extensive product range

Red Bull drives vending boom as energy drinks matures in other channels

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation masks volume decline in sports drinks amidst health concerns

INDUSTRY PERFORMANCE

Prime Hydration drives value growth while health concerns and competition impact volumes

Sports drinks manufacturers prepare for sugar tax with zero sugar products

WHAT'S NEXT?

Value growth to slow as competition intensifies and Prime Hydration's impact fades

High protein claims likely to emerge to revitalise sports drinks

COMPETITIVE LANDSCAPE

San Benedetto and Coca-Cola gain share as Gatorade falters

Prime Hydration's strategic marketing and distribution drive share growth in Italy

CHANNELS

Supermarkets retains its distribution lead in sports drinks despite shrinking shelf space and volume decline

Vending and retail e-commerce outperform in a challenging environment

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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