

Fortified/Functional Beverages in Italy

February 2022

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Fortified/Functional Beverages in Italy - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lifting of restrictions and Coca-Cola advertising support FF sport drinks sales
Manufacturers continue to innovate in FF bottled water to meet health trends
Very positive sales for FF tea as players continue to invest in this growing category

PROSPECTS AND OPPORTUNITIES

Focus on wellbeing and meeting specific consumer needs set to drive positive sales
Consumers set to opt for premium, healthy categories within FF fruit/vegetable juice
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