

Naturally Healthy Beverages in Italy

February 2022

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Naturally Healthy Beverages in Italy - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Maturity hinders growth for natural mineral bottled water

Competition from other categories and price-sensitivity are both hampering NH soft drinks sales

NH fruit/herbal tea continues to perform well thanks to rising awareness

PROSPECTS AND OPPORTUNITIES

On-trade recovery to partially hamper off-trade sales; discounters and e-commerce set to continue gaining share

NH tea will continue to record positive sales whilst preventative health trend persists

Rising interest in not from concentrate juices expected to stimulate innovation in NH superfruit 100% juice

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