

# Other Hot Drinks in Italy

November 2022

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## Other Hot Drinks in Italy - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand declines due to persistent negative image

Nestlé maintains number one spot in 2022, while barley-based products show potential for further growth

Other plant-based hot drinks still fails to have impact in Italy, while health trends motivate development in chocolate-based options

#### PROSPECTS AND OPPORTUNITIES

Other hot drinks will continue to fall over the forecast period

Barley-based products to boost demand of malt-based hot drinks

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