

Other Hot Drinks in Italy

December 2023

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Other Hot Drinks in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks show a sluggish performance, due to being a non-essential category
Barley-based products in malt-based hot drinks is tipped as an area to watch
Private label may win shares thanks to its low prices on non-essential but “nice-to-have” products

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DISCLAIMER

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