

Carbonates in Italy

December 2023

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Carbonates in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of carbonates fall into a slump in 2023, due to inflationary factors, poor weather, and unhealthy image

Reduced sugar carbonates significantly outscore regular variants

Coca-Cola maintains its lead, while more affordable variants attract price-sensitive consumers

PROSPECTS AND OPPORTUNITIES

Carbonates will face ongoing challenges over the forecast period

Reduced sugar variants and “healthier” options will attract the most attention

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