

Concentrates in Italy

December 2023

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Concentrates in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Liquid concentrates, whilst traditional, suffer from an old-fashioned image

Powder concentrates continue to fall out of favour and see ongoing competition from RTD tea and cold infusions

Fabbri maintains its lead and broadens its Mixybar Plus line

PROSPECTS AND OPPORTUNITIES

Liquid concentrates will continue to suffer from increasingly old-fashioned image and competition from other soft drinks categories

Powder concentrates continues to face challenges, leading to a flat ongoing performance

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