

# Bottled Water in Italy

December 2023

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## Bottled Water in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bottled water slumps into negative figures due to maturity of the category and inflationary pressures  
Functional and flavoured water attract the most attention

#### PROSPECTS AND OPPORTUNITIES

Flat performance expected for mature category of bottled water  
Ongoing revival of foodservice will also influence off-trade sales  
Category continues to head towards consolidation, with sustainability a further trend to observe

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