

# Coffee in Italy

December 2023

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## Coffee in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures support value over volume sales in coffee

Maturity and downtrading affect the performance of pods, with competition from other subcategories

Caffè Borbone is a rising brand of note, while Lavazza maintains its overall lead

#### PROSPECTS AND OPPORTUNITIES

Coffee retail volume sales to remain static over the forecast period

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