

# Juice in Italy

December 2023

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## Juice in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Juice remains in a downwards slump, due to maturity of category and low levels of innovation

Not from concentrate 100% juice sees success thanks to "healthier" image and higher levels of innovation

Innovation needed for brands to stand out from the crowd

#### PROSPECTS AND OPPORTUNITIES

Juice will continue to face challenges over the forecast period

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