

# Soft Drinks in Italy

December 2023

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Functional and flavoured water attract the most attention

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Reduced sugar carbonates significantly outscore regular variants

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

#### PROSPECTS AND OPPORTUNITIES

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- Fabbri maintains its lead and broadens its Mixybar Plus line

#### PROSPECTS AND OPPORTUNITIES

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## Energy Drinks in Italy

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