

Rtds in Italy June 2024

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Rtds in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for RTDs registers decline in both off-trade and on-trade Aperitivo trend shapes demand in RTDs First non-alcoholic RTD enters the market in 2023

PROSPECTS AND OPPORTUNITIES

Moderate growth for RTDs over the forecast period Premiumisation to bring contrasting effects, while e-commerce offers opportunities Mocktails to become more popular amongst Gen Z

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Alcoholic Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Summary 1 - Number of On-trade Establishments by Type 2017-2023

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DISCLAIMER

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