



HW Soft Drinks in Italy

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers focus on reducing their sugar intake in 2022 while energy boosting properties prove fruitful

Natural soft drinks retain their appeal among health conscious consumers in 2022

Dairy free claims boost sales of Red Bull

PROSPECTS AND OPPORTUNITIES

Polarised performance expected from health and wellness soft drinks over the forecast period

Energy boosting the most promising health claim in soft drinks

High fibre juice to grow as consumers look to improve their health

CATEGORY DATA

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[Health and Wellness in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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