



Spirits in Italy

June 2024

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Spirits in Italy - Category analysis

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2023 DEVELOPMENTS

Demand for spirits declines amid strong price rises

Niche offering broadens with super premium spirits

Amid big brands entering the category, non-alcoholic spirits keep developing

PROSPECTS AND OPPORTUNITIES

Slight volume growth for spirits

Premiumisation pushes demand for niche products

Mocktail and mindful drinking to drive growth for non-alcoholic spirits

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