

Rtds in Italy

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs sees a strong recovery through the on-trade as restrictions are lifted

Spirits-based RTDs outperform wine-based RTDs

Hard seltzers start to make waves in Italy

PROSPECTS AND OPPORTUNITIES

RTDs set for steady gains over the forecast period

Innovation is the most relevant factors for RTDs to grow over the forecast period

Hard seltzers set to develop over the forecast period but obstacles remain for the growth of RTDs

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2017-2022

Table 2 - Sales of RTDs by Category: Total Value 2017-2022

Table 3 - Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 10 - NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 12 - Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 13 - Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 16 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtds-in-italy/report.