



# Tea in Italy

December 2023

Table of Contents

## Tea in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tea registers a more sluggish performance than coffee, due to not having as strong a consumption culture in Italy

Competition remains tight in tea, with private label also benefitting from its lower unit prices

Innovation needed in tea to boost category image in light of coffee popularity

#### PROSPECTS AND OPPORTUNITIES

Tea to perform positively in volume sales over the forecast period

Functionality, wellness, and indulgence to remain relevant drivers

Questions remain about private label success as the economy improves

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2018-2023

Table 2 - Retail Sales of Tea by Category: Value 2018-2023

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023

Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Hot Drinks in Italy - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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