



**Euromonitor
International**

Beer in Italy

June 2025

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2024 DEVELOPMENTS

Beer sales see a slight increase in total volume terms in 2024
Heineken remains the leading player in beer
Supermarkets face increasing competition from retail e-commerce

PROSPECTS AND OPPORTUNITIES

Brighter outlook for beer as prices stabilise but challenges remain
Craft beer showing strong potential
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Legal purchasing age and legal drinking age
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Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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