



**Euromonitor
International**

HW Soft Drinks in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are responsive to a variety of health claims

INDUSTRY PERFORMANCE

Energy boosting and protein claims gain traction
Natural is losing appeal to more sophisticated claims
Strong developments in 'good source of minerals' claims

WHAT'S NEXT

Sugar tax and sophisticated preferences will drive health and wellness developments
Natural claims need to evolve to meet sophisticated consumer preferences
Rising demand for functional claims

CATEGORY DATA

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

Italian consumers invest to support health
Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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