



**Euromonitor  
International**

# RTD Coffee in Italy

December 2025

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## RTD Coffee in Italy - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD coffee surges amidst youth demand, despite traditional culture

#### INDUSTRY PERFORMANCE

Despite rising prices, RTD coffee surges as young consumers embrace convenience

Italian coffee culture limits RTD coffee's mainstream appeal despite solid growth

#### WHAT'S NEXT?

Sustained growth expected, moderated by channel shift and increasing maturity

RTD coffee in Italy to embrace energy and functional formulations

#### COMPETITIVE LANDSCAPE

Arla Foods maintains its lead with Starbucks through strategic expansion

RTD coffee attracts new players and formulations amidst dynamic demand

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Entry of Starbucks in supermarkets fuels share growth for the leading channel

On-the-go lifestyles fuel strongest growth for convenience stores in RTD coffee

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## Soft Drinks in Italy - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks sees modest growth amidst health trends, channel shifts, and price rises

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Mixed fortunes, with health trends and competition reshaping soft drinks

Demand for reduced sugar products surges despite sugar tax postponement

Functionality and wellness drive innovation in soft drinks, reshaping the dynamics

#### WHAT NEXT?

Energy drinks and functional bottled water to drive modest growth

Italian sugar tax set to reshape soft drinks, driving a shift to reduced sugar options

Functionality and premiumisation set to dominate soft drinks trends

## COMPETITIVE LANDSCAPE

San Benedetto leads in volume terms, while Coca-Cola leads value sales  
waterdrop revitalises powder concentrates with dynamic innovation and health focus

## CHANNELS

Supermarkets retains its lead in soft drinks through promotions and product range  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-italy/report](http://www.euromonitor.com/rtd-coffee-in-italy/report).