



**Euromonitor
International**

Energy Drinks in Italy

December 2025

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Energy Drinks in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth in energy drinks driven by innovation and channel expansion

INDUSTRY PERFORMANCE

Busy lifestyles and innovation drive robust volume growth for energy drinks

Sales of reduced sugar variants surge, but regular energy drinks remains dominant

WHAT'S NEXT?

Innovation and lifestyles to drive robust growth in energy drinks

Future-proofing energy drinks through formula and packaging innovation

Healthier alternatives like functional bottled water set to challenge energy drinks

COMPETITIVE LANDSCAPE

Red Bull leads energy drinks with premium strategy, marketing, and innovation

Monster Energy's portfolio and formats drive gains for Coca-Cola

CHANNELS

Supermarkets leads with promotions and an extensive product range

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COUNTRY REPORTS DISCLAIMER

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EXECUTIVE SUMMARY

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

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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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