



Energy Drinks in Italy

December 2025

Table of Contents

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

Red Bull drives vending boom as energy drinks matures in other channels

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

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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
Busy lifestyles fuel rapid growth in vending and retail e-commerce in soft drinks
“Poveritivo” and price sensitivity: On-trade adapts to challenging economic climate

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
- Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
- Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
- Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
- Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
- Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
- Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
- Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
- Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
- Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
- Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
- Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
- Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
- Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
- Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
- Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
- Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
- Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
- Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Italy
Trends

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SOURCES

Summary 1 - Research Sources

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