



Euromonitor
International

Soft Drinks in Italy

December 2025

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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
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[Juice in Italy](#)

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[Sports Drinks in Italy](#)

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