



**Euromonitor  
International**

# HW Hot Drinks in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressures influence purchasing decisions, but consumers remain keen to adopt healthier choices when it comes to hot drinks

Natural remains the key claim in 2023 as consumers turn their back on artificial ingredients

Health conscious consumers look to reduce their intake of sugar, fat, and caffeine

#### PROSPECTS AND OPPORTUNITIES

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period

Consumers going natural in search of a healthier lifestyle

Digestive health a growing concern in Italy as the country's population continues to age

#### CATEGORY DATA

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Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

### Health and Wellness in Italy - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### DISCLAIMER

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