



HW Soft Drinks in Italy

January 2026

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HW Soft Drinks in Italy - Category analysis

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Consumers are responsive to a variety of health claims

INDUSTRY PERFORMANCE

Energy boosting and protein claims gain traction

Natural is losing appeal to more sophisticated claims

Strong developments in 'good source of minerals' claims

WHAT'S NEXT

Sugar tax and sophisticated preferences will drive health and wellness developments

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Rising demand for functional claims

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[Health and Wellness in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

Italian consumers invest to support health

Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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