



Juice in Italy

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline driven by health concerns and rising prices, with nectars performing poorly

INDUSTRY PERFORMANCE

Price hikes and health concerns drive decline for juice in 2025

Price and health claims impact key categories

WHAT'S NEXT?

Continued decline forecast for juice amidst health concerns and competition

Players expected to prioritise no added sugar and reformulation amidst health trends

Aiming to capture energy-seeking consumers with functional innovations

COMPETITIVE LANDSCAPE

Yoga propels Conserve Italia to share growth in juice

Strategic moves by CoGeDi, Fonti di Vinadio, and San Benedetto reshape juice

CHANNELS

Strategic offerings and promotions bolster the lead of supermarkets in juice

Demand for convenience drives dynamic growth for retail e-commerce in juice

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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
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