

**Food For Thought (FFT)  
Strategic Information Services**

# **The Soft Drinks & Juices Market in Italy**

**2011 Edition**

Disclaimer

Disclaimer and © Copyright: Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy. No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

**© 2011 Food For Thought (FFT) S.A.**

[www.fft.com](http://www.fft.com)

[sales-service@fft.com](mailto:sales-service@fft.com)

# FOREWORD

---

## LEGAL, DISCLAIMER and COPYRIGHT

---

- Legal:** This report is governed by the "Terms of Service" and "Legal & Disclaimer" sections to be found on FFT's online website at [www.fft.com](http://www.fft.com).
- Disclaimer:** Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy.
- Copyright ©** No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

---

## OVERALL DEFINITIONS

---

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

---

## METHODOLOGY

---

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

---

## FULL COVERAGE

---

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

---

## DATA COLLECTION PRINCIPLES

---

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

# THE SOFT DRINKS & JUICES MARKET IN ITALY

## TABLE OF CONTENTS

<b>Summary Market Tables</b> . . . . .	<b>7</b>
2005 Total Expenditure	7
Italy and 1-Country Total	7
2010 Total Expenditure	8
Italy and 1-Country Total	8
2010 Retail Expenditure	9
Italy and 1-Country Total	9
2010 Foodservice Expenditure	10
Italy and 1-Country Total	10
2005-2010 Value Growth Rates	11
Italy and 1-Country Total	11
2005-2010 Per Capita Growth Rates	12
Italy and 1-Country Total	12
2010 Retail Market Share	13
Italy and 1-Country Total	13
2010 Foodservice Market Share	14
Italy and 1-Country Total	14
2010 Total Retail Market Share	15
Italy and 1-Country Total	15
2010 Total Foodservice Market Share	16
Italy and 1-Country Total	16
<b>Demand and Supply by Product</b> . . . . .	<b>17</b>
17. All Soft Drinks & Juices Market Profile	19
Periscope for All Soft Drinks & Juices in Italy	19
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soft Drinks & Juices, Italy	20
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soft Drinks & Juices, Italy	20
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, All Soft Drinks & Juices, Italy	20
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, All Soft Drinks & Juices, Italy	21
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soft Drinks & Juices, Italy	21

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	21
<b>17.1 Mineral Water Market Profile</b>	<b>23</b>
Periscope for Mineral Water in Italy	23
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mineral Water, Italy	24
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mineral Water, Italy	24
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Mineral Water, Italy	24
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Mineral Water, Italy	25
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mineral Water, Italy	25
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Mineral Water, Italy	26
Major Brands Listing by Company and Subsidiary, 2011	
<b>17.2 Soft Drinks Market Profile</b>	<b>27</b>
Periscope for Soft Drinks in Italy	27
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soft Drinks, Italy	28
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soft Drinks, Italy	28
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Soft Drinks, Italy	28
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Soft Drinks, Italy	29
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soft Drinks, Italy	29
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Soft Drinks, Italy	30

Major Brands Listing by Company and Subsidiary, 2011	30
<b>17.3 Fruit Juices and Drinks Market Profile</b>	<b>31</b>
Periscope for Fruit Juices and Drinks in Italy	31
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices and Drinks, Italy	32
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices and Drinks, Italy	32
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Fruit Juices and Drinks, Italy	32
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Fruit Juices and Drinks, Italy	33
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices and Drinks, Italy	33
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
<b>17.31 Fruit Juices Market Profile</b>	<b>35</b>
Periscope for Fruit Juices in Italy	35
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices, Italy	36
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices, Italy	36
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Fruit Juices, Italy	36
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Fruit Juices, Italy	37
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices, Italy	37
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Fruit Juices, Italy	38
Major Brands Listing by Company and Subsidiary, 2011	
<b>17.32 Fruit Drinks Market Profile</b>	<b>39</b>

Periscope for Fruit Drinks in Italy	39
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Drinks, Italy	40
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Drinks, Italy	40
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Fruit Drinks, Italy	40
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Fruit Drinks, Italy	41
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Drinks, Italy	41
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Fruit Drinks, Italy	42
Major Brands Listing by Company and Subsidiary, 2011	
<b>17.4 Squashes and Concentrates Market Profile</b>	<b>43</b>
Periscope for Squashes and Concentrates in Italy	43
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Squashes and Concentrates, Italy	44
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Squashes and Concentrates, Italy	44
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Squashes and Concentrates, Italy	44
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Squashes and Concentrates, Italy	45
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Squashes and Concentrates, Italy	45
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Squashes and Concentrates, Italy	46
Major Brands Listing by Company and Subsidiary, 2011	
<b>17.5 Health &amp; Sports Drinks Market Profile</b>	<b>47</b>

Periscope for Health & Sports Drinks in Italy	47
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Health & Sports Drinks, Italy	48
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Health & Sports Drinks, Italy	48
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Health & Sports Drinks, Italy	48
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Health & Sports Drinks, Italy	49
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Health & Sports Drinks, Italy	49
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Health & Sports Drinks, Italy	50
Major Brands Listing by Company and Subsidiary, 2011	
<b>17.6 Iced Tea Market Profile</b>	<b>51</b>
Periscope for Iced Tea in Italy	51
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Iced Tea, Italy	52
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Iced Tea, Italy	52
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Iced Tea, Italy	52
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Iced Tea, Italy	53
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Iced Tea, Italy	53
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Iced Tea, Italy	54
Major Brands Listing by Company and Subsidiary, 2011	

## **Company Profiles in Italy . . . . . 55**

ALL companies and subsidiaries identified in the markets covered listed

Holding Company Country and Product Market Shares & Rankings (updated monthly)

Note: Applying 2011 Company Market Shares to 2010 Market Value data

ABN Amro to Campari	56
Campari to Conserve Mediter.	57
Conserve Mediter. to Ferrero	58
Fresh Del Monte to Juice Bowl	59
Juice Bowl to Nestlé	60
Nomura to PepsiCo	61
PepsiCo to Sangemini	62
Santa Croce to Taisho Foods	63
Tanzi to Wilson Foods	64
Zoppas to Zuegg	65

## **Major Brands And 'Who Owns Whom' in Italy . . . . . 67**

Holding Companies, Key Local Subsidiaries and Major Brands systematically identified  
by product and country

Major Brands by Product Market	69
17.1 Mineral Water	69
17.2 Soft Drinks	69
17.31 Fruit Juices	70
17.32 Fruit Drinks	70
17.4 Squashes and Concentrates	70
17.5 Health & Sports Drinks	70
17.6 Iced Tea	71
Major Brands by Holding Company	73
ABN Amro to Juice Bowl	73
Kraft Foods to Togni	74
Uliveto to Zuegg	75