

# IPACK-IMA

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## MONITOR

### LIQUID FOOD & BEVERAGE

#### Production and consumption

November 2024



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# LIQUID FOOD & BEVERAGE

## Consumption of packaged goods

### Liquid Food & Beverage Total Consumption in 2023



**2,362**  
bln. units

The global liquid food and beverage packaging market reached an overall volume of 2,362.4 billion units in 2023. By 2027, consumption is expected to increase, with an estimated total of 2,711.8 billion packs, thanks to an average annual growth (CAGR) of +3.5%. This increase will lead to an additional volume of 349.5 billion units.

The Beverage category dominates the sector, representing 67.8% of the total packages consumed in 2023, equal to 1,602 billion units. This figure is expected to rise to 1,824.5 billion in 2027, with a CAGR of +3.3%. Although slightly lower than the industry average, this growth rate will guarantee a significant increase in volumes: +222.5 billion units.

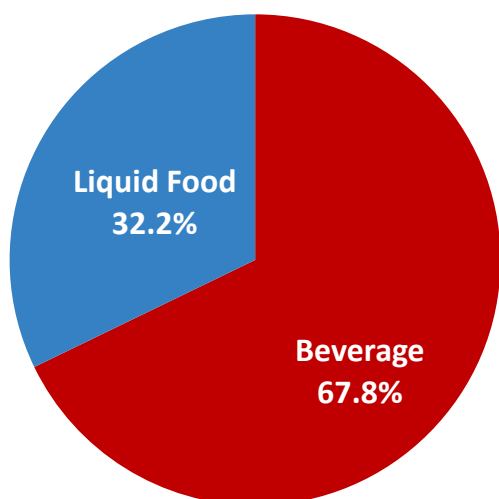
### Liquid Food & Beverage CAGR 2023 - 2027



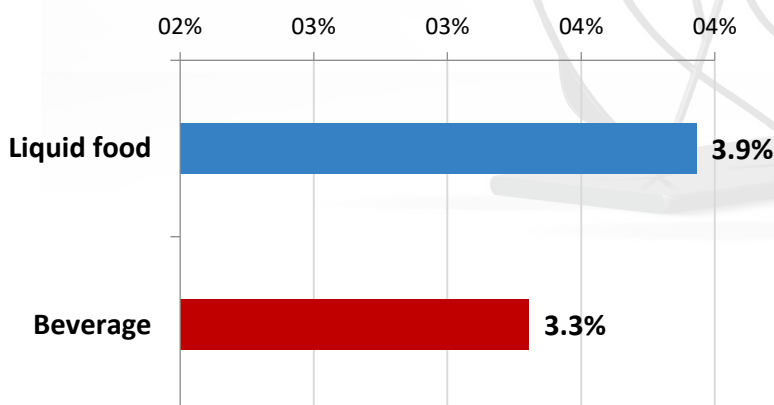
**+3.5%**

The Liquid Food segment, which represents 32.2% of the market, also recorded robust growth. In 2023, 760.5 billion packages were consumed, a number expected to rise to 887.3 billion in 2027. With a CAGR of +3.9%, higher than the industry average, this segment will contribute significantly to overall growth.

### Liquid Food & Beverage Volume distribution in 2023



### Liquid Food & Beverage CAGR 2023 - 2027

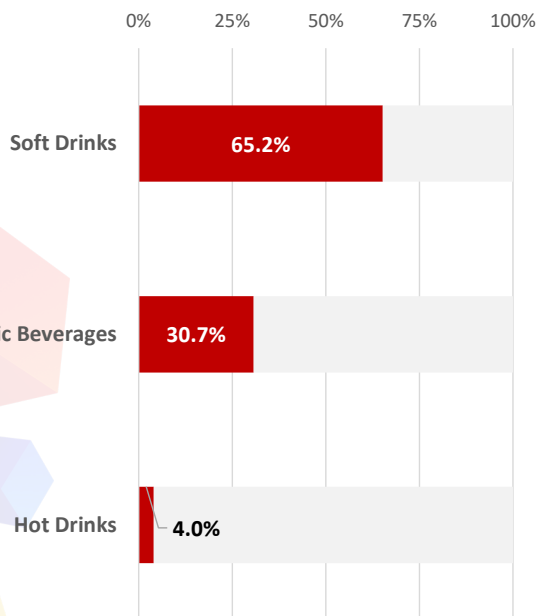


# LIQUID FOOD & BEVERAGE

## Focus on Beverage

### Beverage Categories

Shares % 2023



Analyzing the drinks sector in more detail, three main consumption categories emerge: Soft Drinks, Alcoholic Drinks and Hot Drinks.

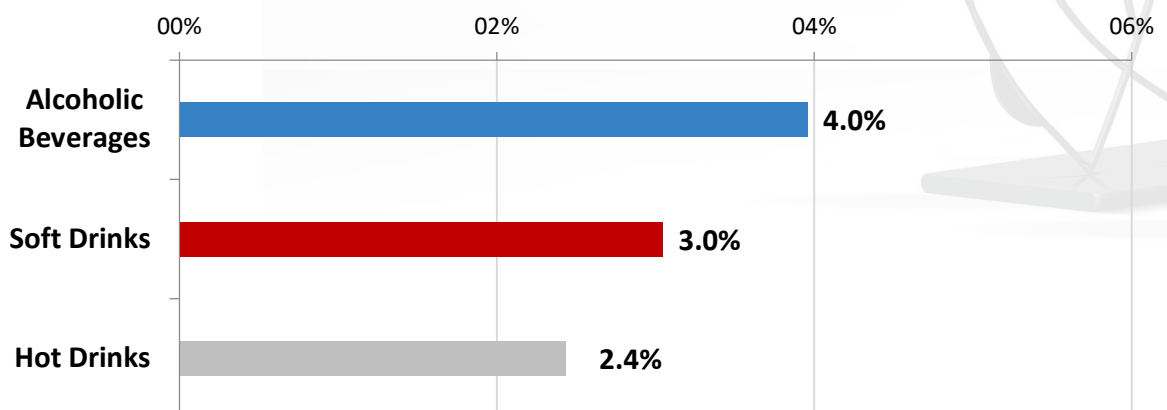
Soft drinks represent the majority share of the sector, with 65.2% of total volumes. In 2023, consumption reached 1,045 billion packs, a figure expected to rise to 1,178.2 billion by 2027. Despite an average annual growth (CAGR) of +3.0%, slightly lower than the industry average, this segment will record a significant increase of +133.3 billion packs.

Alcoholic Drinks follow with a share of 30.8%, equal to 492.5 billion packs consumed in 2023. By 2027, an increase to 575.3 billion is expected, supported by a CAGR of +4.0%, the highest among the three categories.

Finally, Hot Drinks cover a smaller share, equal to 4.0%. Consumption in 2023 stood at 64.5 billion packs and is expected to reach 71 billion in 2027, with an average annual growth of +2.4%.

### Consumption growth for Beverage categories

CAGR 2023 - 2027



# LIQUID FOOD & BEVERAGE

Focus on the Italian production of Broths, soups, sauces

## Broths, Soups and Sauces Italian turnover in 2023



**2,833**  
mln €

## Broths, Soups and Sauces Turnover Var.% 2023/2022



**+18.4%**

## Broths, Soups and Sauces Italian production in 2023



**667<sup>th</sup> ton.**

## Broths, Soups and Sauces Production volumes var.% 2023/2022

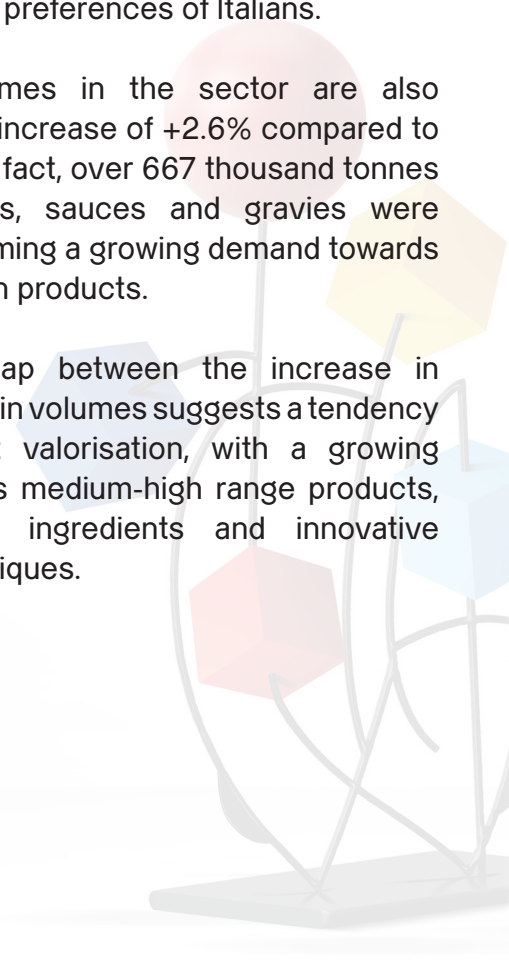
**+2.6%**

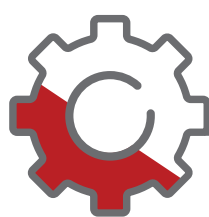
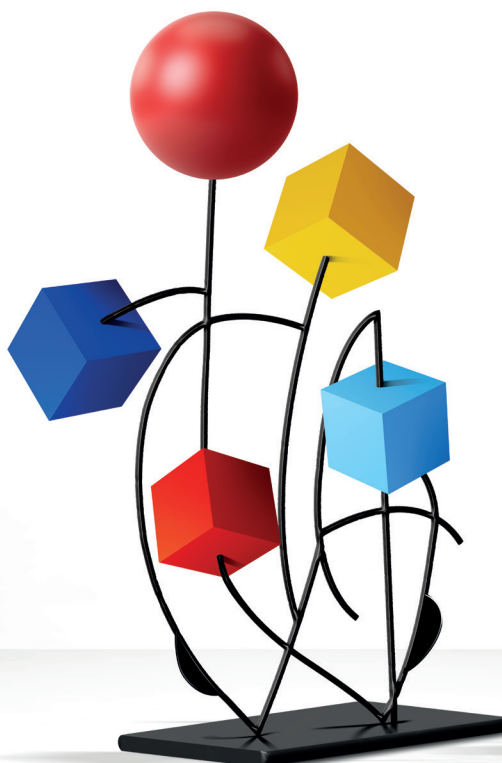
The national production of broths, soups, sauces and gravies is experiencing a moment of extraordinary expansion. The most recent data highlight significant growth both in terms of turnover and production volumes, consolidating the importance of this supply chain within the national agri-food panorama.

In 2023, the overall turnover of the sector reached 2,833 million euros, marking an increase of +18.4% compared to the previous year. This double-digit growth demonstrates the consolidation of the sector as a key category in the consumption preferences of Italians.

Production volumes in the sector are also growing, with an increase of +2.6% compared to 2022. In 2023, in fact, over 667 thousand tonnes of broths, soups, sauces and gravies were produced, confirming a growing demand towards high quality Italian products.

However, the gap between the increase in turnover and that in volumes suggests a tendency towards product valorisation, with a growing attention towards medium-high range products, superior quality ingredients and innovative production techniques.





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