

Fruits in Italy

Market Direction | 2022-12-08 | 22 pages | Euromonitor

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Report description:

Sales of fruits in Italy have faced substantial challenges over 2022, with older and newer issues impacting production as well as demand over the course of the year. On one hand, with Italy having lifted its COVID-19 restrictions, consumers gradually started returning to the workplace which had a negative impact on retail demand, with consumers eating fewer meals and snacks at home. Indeed, the reduced time spent at home meant the demand for packaged snacks rose, providing strong competition to...

Euromonitor International's Fruits in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Fruits market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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Foodservice sales struggle to reach pre-COVID-19 levels due to economic challenges, but healthy image benefits sales of superfruits

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