

## Sustainability in Italy

Market Direction | 2023-12-14 | 45 pages | Euromonitor

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### Report description:

Recycling and reducing food waste is well-established in Italy, and a high proportion of Zero Wasters are willing to pay more for sustainable goods. While the majority of consumers aim to positively impact the planet, over half feel their actions will not make a difference, creating a solid opportunity for industries to focus on actionable messaging and campaigns. There is an opportunity to implement Vegan claims, resonating with the rising number of meat-avoiding locals, while locally sourced g...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

### Why buy this report?

- \* Get a detailed picture of the Sustainability 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.

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### Table of Contents:

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## List Of Contents And Tables

### SUSTAINABILITY IN ITALY

#### SCOPE

CHART 1 Sustainability Country Report Scope 2023

#### KEY FINDINGS

CHART 2 Sustainability Country Report Main Findings 2023

#### INTRODUCTION

CHART 3 Sustainability Market in Italy: Key Metrics by Industry 2022

#### CONSUMER BEHAVIOUR

##### Environmental awareness

CHART 4 Consumers' Sustainability Awareness and Actions in Italy 2019-2023

##### Green actions

CHART 5 Consumers' Environmental Action in Italy 2023

##### Trust in green labels

CHART 6 Consumer Trust in Product Claims in Italy 2023

##### Shopping preferences

CHART 7 Consumer Circular Shopping Preferences in Italy 2023

##### Sustainable consumer types

CHART 8 Sustainable Consumer's Types in Italy 2023

CHART 9 Zero Wasters: Largest Consumer Type in Italy 2023

#### MARKET SIZE

CHART 10 Sustainability Market Size By Industry in Italy 2021-2022

##### Sustainability Attributes with the biggest market sizes in Italy

CHART 11 Sustainability Market Size for the Top 10 Attributes by Industry in Italy, USD Million 2022

CHART 12 Sustainability Market Size for the Top 10 Attributes by Industry in Italy, USD Million 2022

#### SUSTAINABLE PRODUCTS

CHART 13 Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 14 Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 15 Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 16 Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 17 Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 18 Soft Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 19 Home Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 20 Tissue and Hygiene: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 21 □Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 22 □Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

CHART 23 □Hot Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

#### COMPETITOR ANALYSIS

CHART 24 □Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in Italy, 2021-2022

CHART 25 □Top 10 Companies: Product Availability of SKUs with Sustainability Attributes in Italy, 2021-2022

#### SEIZING THE OPPORTUNITY - BY INDUSTRY

CHART 26 □Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 27 □Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 28 □Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 29 □Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 30 □Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 31 □Soft Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 32 □Home Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 33 □Tissue and Hygiene: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 34 □Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 35 □Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

CHART 36 □Hot Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

#### SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTE GROUP

CHART 37 □Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy 2022

CHART 38 □No Artificial Ingredients Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy 2022

CHART 39 □Environmentally Friendly Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy 2022

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