

## **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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