

Fish and Seafood in Italy

Market Direction | 2024-01-04 | 20 pages | Euromonitor

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Report description:

In 2023, the consumption of fresh fish continued to grow in terms of volume. There are several reasons behind this trend. Prominent amongst these is the health and wellness trend, with more and more people becoming aware of the beneficial effects of eating fresh fish on health. Italian consumers have shown a growing interest in health and wellness since the COVID-19 crisis, with consumers keen to lead healthier lifestyles, including focusing on following healthier diets. In line with this, knowl...

Euromonitor International's Fish and Seafood 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Crustaceans, Fish, Molluscs and Cephalopods.

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

Why buy this report?

- * Get a detailed picture of the Fish and Seafood 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 reliable information resources to help drive informed strategic planning.

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