

Meat in Italy

Market Direction | 2024-01-04 | 21 pages | Euromonitor

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Report description:

In recent years, the meat category in Italy has been going through an uncertain phase, especially regarding supply. Several factors, such as high breeding costs and feed shortages, are negatively affecting the development of the meat category. Breeding costs have increased due to high feed prices and general expenses related to facilities and animal care. This has made it difficult for many breeders to maintain profitability and has led some of them to reduce the number of livestock raised. Feed...

Euromonitor International's Meat 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: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

- * Get a detailed picture of the Meat 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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Table of Contents:

Meat in Italy
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List Of Contents And Tables

MEAT IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Italian meat market undergoing challenging developments

Chicken resonates with prevailing demand trends

PROSPECTS AND OPPORTUNITIES

Other meat has opportunities to expand its presence in foodservice

Upmarket shift in demand in red meat

Summary 1 Major Processors of Meat 2023

CATEGORY DATA

Table 1 Total Sales of Meat by Category: Total Volume 2018-2023

Table 2 Total Sales of Meat by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Meat by Category: Volume 2018-2023

Table 4 Retail Sales of Meat by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Meat by Category: Value 2018-2023

Table 6 Retail Sales of Meat by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Sales of Meat by Category: Total Volume 2023-2028

Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Meat by Category: Volume 2023-2028

Table 11 □Forecast Retail Sales of Meat by Category: % Volume Growth 2023-2028

Table 12 □Forecast Retail Sales of Meat by Category: Value 2023-2028

Table 13 □Forecast Retail Sales of Meat by Category: % Value Growth 2023-2028

FRESH FOOD IN ITALY

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

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Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

Meat in Italy

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