

Pulses in Italy

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

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Report description:

After a 2022 marked by a drop in consumption in retail volume terms, the pulses category returned to growth in Italy during 2023. This positive signal involved both the production and consumption of pulses in the country. On the production side, there has been an increase in the cultivation of pulses by Italian farmers. Thanks to government policies aimed at incentivising sustainable agriculture, more and more farmers have opted to produce pulses, attracted both by their profitability and the ec...

Euromonitor International's Pulses 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: Beans, Other Pulses, Peas.

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

Why buy this report?

- * Get a detailed picture of the Pulses 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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