

## **Vegetables in Italy**

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

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### **Report description:**

2022 was a difficult year for the vegetables category, as there was a drop in volume terms resulting from several factors, including a high rate of inflation and rising energy costs. The high rate of inflation led to an increase in vegetable prices, making shopping more difficult for many people. Consumers opted for less expensive alternatives or reduced their consumption of fresh vegetables. In addition, energy costs increased during 2022, directly affecting the production costs of vegetables.

Euromonitor International's Vegetables 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: Cauliflowers and broccoli, Maize, Onion, Other Vegetables, Tomatoes.

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

Why buy this report?

- \* Get a detailed picture of the Vegetables 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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