

Italy Food Safety Testing Market By Technology (Agar culturing, PCR-based assay, Immunoassay-based, Others), By Food Tested (Meat and meat product, Dairy and dairy product, Cereals, grains, and pulses, Processed food, Others), By Type (Pathogen, Genetically modified organism (GMO), Chemical and toxin, Others): Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2023-10-01 | 90 pages | Allied Market Research

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Report description:

Food safety testing is an essential procedure to be performed by food manufacturers who sell their products via retail and commercial businesses throughout Italy. It is vital that they execute routine testing on the food they produce to ensure it is devoid of any contaminants or toxic substances. Food safety testing is conducted to recognize and control food contamination and to ensure that the food products manufactured satisfy the essential food safety regulations. The testing approaches incorporate agar culturing, Polymerase Chain Reaction (PCR)-based assays, and immunoassays. The Italy food safety testing market is driven by different environmental and regulatory factors. For instance, foodstuff produced using raw materials grown in a polluted environment results in serious foodborne illnesses and diseases due to the presence of pathogenic microorganisms. Furthermore, government has enacted stringent regulations toward food handling, preparation, and storage of food to prevent food borne illness. Thus, all these factors collectively have contributed toward the growth of the market. Moreover, with exponentially growing population and increasing demand for ready-to-eat food products, there is a high requisition for food safety testing services in Italy. The requirement to abide by various food safety policies further drives the market. Innovations in technology and techniques such as molecular screening using PCR-based assays are performed to determine and eliminate potential dangers of contamination in food products.

However, key restraints of the Italy food safety testing market are high cost of testing equipment and lack of awareness toward relevance of food safety screening. Over 50% of the people in Italy are not aware of the importance of food safety testing. The availability of counterfeit and low-quality food safety testing kits acts as the major restraint of the market. On the contrary, rise in

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demand for ready-to-eat food and frozen food is expected to provide lucrative opportunities for the market growth. In addition, advancement in techniques for food safety testing kits has witnessed traction in the market.

In the coming years, the food safety testing market in Italy is anticipated to witness significant growth owing to rise in demand for ready-to-eat food. Technologies such as PCR-based assays are expected to witness significant traction in the near future. In addition, development of efficient, economical, and precise testing solutions is anticipated to drive the market development. Furthermore, rise in awareness concerning food safety and security is anticipated to propel the market. The market for food safety testing in Italy is presently dominated by companies providing solutions to businesses in retail, catering, and travel sectors. These organizations provide a range of screening solutions that include pathogenic discovery, Genetically Modified Organism (GMO) screening, chemical testing, and toxin testing. The market is aided by the fostering of arising technologies, such as immunoassay-based methods and molecular screening. In addition, the development of economical and reliable screening solutions is projected to thrive

The Porter's five forces analysis assists to understand the competitive scenario of the Italy food safety testing market and role of each stakeholder. The bargaining power of buyers, bargaining power of suppliers, threat of new participants, threat of substitutes, and competitive rivalry are the key factors that influence the market. The bargaining power of buyers is high due to several key players operating in the market. Moreover, the bargaining power of suppliers is restricted due to the presence of several players in the market. The risk of new entrants depends on the visibility of efficient barriers to entry such as intellectual property legal rights. The threat of substitutes is marginal as food safety testing is a regulated and complex process with no close alternatives. The competitive rivalry is intense due to the presence of several key players. SWOT analysis aids to evaluate the food safety testing market in Italy. The strengths of the market consist of increase in demand for ready-to-eat food, surge in innovations, and rise in awareness regarding food security. On the contrary, the weaknesses include high expense of testing, absence of understanding regarding food security, and availability of adulterated or low-quality products. The opportunities involved are usage of technology-based food safety testing options, rise in demand for ready-to-eat food, and development of cost-effective testing options.

Key Benefits For Stakeholders

- Enable informed decision-making process and offer market analysis based on current market situation and estimated future trends.
- Analyze the key strategies adopted by major market players in Italy food safety testing market.
- Assess and rank the top factors that are expected to affect the growth of Italy food safety testing market.
- Top Player positioning provides a clear understanding of the present position of market players.
- Detailed analysis of the Italy food safety testing market segmentation assists to determine the prevailing market opportunities.
- Identify key investment pockets for various offerings in the market.

Additional benefits you will get with this purchase are:

- Quarterly Update and* (only available with a corporate license, on listed price)
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- Analysis of raw material in a product (by %)
- Consumer Buying Behavior Analysis
- Industry life cycle assessment, by region
- Product Life Cycles
- Technology Trend Analysis
- Pain Point Analysis
- Regulatory Guidelines
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Brands Share Analysis
- Expanded list for Company Profiles
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Per Capita Consumption Trends
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Food Tested

- Meat and meat product
- Dairy and dairy product
- Cereals, grains, and pulses
- Processed food
- Others

By Type

- Pathogen
- Genetically modified organism (GMO)
- Chemical and toxin
- Others

By Technology

- Agar culturing
- PCR-based assay
- Immunoassay-based
- Others

- Key Market Players

- SGS Italia Srl
- Bureau Veritas Italia
- Eurofins Scientific
- Intertek Italia
- Covance Laboratories LTD
- Alapek SRL
- Interfarma Srl
- Istituto Zooprofilattico Sperimentale dell'Umbria e delle Marche
- Associazione Nazionale per la Sicurezza Alimentare
- APAT Agenzia per la Protezione dell'Ambiente e per i Servizi Tecnici

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