

## **Savoury Snacks in Italy**

Market Direction | 2024-06-18 | 25 pages | Euromonitor

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### **Report description:**

Savoury snacks are seeing a positive performance in Italy in 2024, in both volume and value terms. This is strongly supported by the "snackification" trend, whereby consumers eat fewer, full, sit-down meals and, instead, snack more often during the day. However, the snacks in question tend to be those which are healthy, as part of a more widespread approach to a balanced diet and healthy food. This particular trend is more evident in younger generations of adult consumers, who live busy and fast...

Euromonitor International's Savoury Snacks in Italy report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Savoury Snacks 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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reliable information resources to help drive informed strategic planning.

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