

## **Snacks in Italy**

Market Direction | 2024-06-18 | 81 pages | Euromonitor

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### **Report description:**

Sales in snacks in Italy in 2024 are being characterised by growth in terms of value, while volume tends to be a little lower due to lingering inflationary pressures. That said, inflation is notably easing in 2024, thus heralding a gradual return to impulse purchases of non-essentials - such as snacks. Added to which, as consumers have returned to out-of-home lifestyles since the era of the pandemic, this means more snacking opportunities on-the-go, along with snacks being consumed with lunch in...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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#### CHOCOLATE CONFECTIONERY IN ITALY

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##### 2024 DEVELOPMENTS

Value over volume sales continue due to lingering inflationary pressures

Innovations, from collaborations to toys and vegan alternatives, help to support sales in seasonal chocolate and chocolate with toys

Neurological experiments connected to the tasting of chocolate tablets make Vanini stand out from the crowd

##### PROSPECTS AND OPPORTUNITIES

Sustainability trends set to continue, such as seen with ICAM's Uganda initiative

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##### PROSPECTS AND OPPORTUNITIES

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Cross-category of eco-friendliness and functionality help to boost sales in mints and medicated confectionery

Perfetti Van Melle maintains its lead, while players engage in collaborations to boost their brand profiles

##### PROSPECTS AND OPPORTUNITIES

Consumers expected to seek a balance of indulgence and practical products

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Artisanal ice creams with unique flavour combinations support sales of unpackaged products in foodservice

Private labels develop their ice cream offers, with Coop leading the charge

### PROSPECTS AND OPPORTUNITIES

Sustainability will continue to be key, with Unilever making innovative developments in freezing processes

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