

## **Butter and Spreads in Italy**

Market Direction | 2024-08-01 | 21 pages | Euromonitor

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### **Report description:**

In 2024, the butter and spreads market in Italy is projected to experience a modest decline in retail volume terms. Demand has been negatively affected by significant price hikes, particularly for butter. These increases are driven by rising production costs, which include higher expenses for feed, energy, and labour, as well as ongoing supply chain disruptions and the broader effects of inflation. Adverse weather conditions and shifting climate patterns have further exacerbated the situation by...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Butter and Spreads 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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August 2024

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Salted butter gains traction in Italy, along with lactose-free and organic options  
Margaine generates marginal volume growth, due to changing consumer perceptions

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