

HW Staple Foods in Italy

Market Direction | 2024-07-15 | 16 pages | Euromonitor

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Report description:

Consumers in Italy have become more conscious of the importance of following a healthier diet, but despite this they still crave indulgences. As such, Italian consumers are increasingly looking for no fat and no sugar cakes and that are rich in natural and healthy ingredients. Traditionally, packaged cakes were mainly consumed by children in Italy, but these days adults also like to consume them for breakfast as well as at other times of the day. Millennials are particularly keen consumers of pa...

Euromonitor International's HW Staple Foods in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Staple Foods 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Italians look for a healthy slice of cake

Gluten free claims find favour in 2023 as consumers pursue healthier diets

Ageing Italian population helps stimulate demand for brain health and memory staple foods

PROSPECTS AND OPPORTUNITIES

Pasta and bread evolving to deliver a wider range of healthier options

Italians are likely to become more sensitive about what goes into the food they eat with a strong focus on gluten and fibre

Growing obesity concerns likely to push consumers to make healthier choices for themselves and their families

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HEALTH AND WELLNESS IN ITALY

EXECUTIVE SUMMARY

Health and wellness in focus

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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