

Processed Fruit and Vegetables in Italy

Market Direction | 2024-10-31 | 24 pages | Euromonitor

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Report description:

Processed fruits and vegetables is seeing mixed results in Italy in 2024. While many options in the category continue to face competition from fresh food, certain products remain popular, such as shelf stable beans. Indeed, legumes are increasingly appreciated by Italian consumers for their protein content, which makes them an excellent substitute for animal protein. Considered a superfood by many, legumes are low in fat and high in antioxidants, fibre, B vitamins, and minerals such as iron, cal...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Canned beans fare well, helping to support a category which faces competition from fresh foods
Shelf stable tomatoes start to recover from their 2023 setbacks
Smaller formats of shelf stable vegetables appeal to consumers due to lower prices and less food waste

PROSPECTS AND OPPORTUNITIES

Frozen processed potatoes creeps back towards positive sales, supported by developments from Pizzoli and numerous private label ranges
Shelf stable beans seen as "nutrients for a sustainable future"
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