

Fresh Food in Italy

Market Direction | 2025-01-09 | 79 pages | Euromonitor

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Report description:

Fresh food in Italy underwent significant changes in 2023/2024, influenced by various economic, social and environmental factors. The COVID-19 pandemic and subsequent crises, such as rising commodity prices and the fallout from Russia's war in Ukraine, caused Italians to review their purchasing habits and eating behaviours. With elevated inflation and rising food and energy prices resulting in a cost of living crisis, Italians became more price-conscious including when it came to shopping for fr...

Euromonitor International's Fresh Food in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2020-2024, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, 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 Fresh Food 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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Euromonitor International
January 2025

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