

## **Meat in Italy**

Market Direction | 2025-01-09 | 20 pages | Euromonitor

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### **Report description:**

The meat market in Italy is significant in the country's agri-food economy, both in terms of production and consumption. Italy is one of the main meat producers in Europe, with a strong tradition in beef, pork, lamb and poultry. Nonetheless, sales of meat in Italy declined in retail volume terms in 2024, which was largely due to inflationary pressures. The meat market faced several significant challenges in the last two years of the review period. Many of these problems started with Russia's inv...

Euromonitor International's Meat 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: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

### **Why buy this report?**

- \* Get a detailed picture of the Meat 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 reliable information resources to help drive informed strategic planning.

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