

Innovation: Food and Beverage in Italy

November 2023

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INNOVATION IN FOOD AND BEVERAGE

50% of detected food and beverage launches were first launched in Italy

Approximately of detected launches were in packaged food in Italy in 2022

New launches in Italy in 2022: soft drinks and hot drinks

New launches in Italy in 2022: packaged food, alcoholic drinks and pet food

Detected brand level launches peaked in Q2 2022, driven by seasonal products

Bio Primo offers a gluten-free and vegan energy ball to meet demand for plant-based options

Bio Primo Energy launches in seven European countries through Vitalabo

Detected sub-brand launches aligned with 2022 Italian health and wellness trends

Almo Nature HFC Sterilized offers owners human grade pet food to meet growing demand

Almo Nature HFC Sterilized launched in Italy in 2022 through retailer Zooplus

Two retailers accounted for 30% of detected 2022 launches in Italy

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Passport innovation methodology

Passport Innovation industry coverage

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