



**Euromonitor  
International**

# Baked Goods in Italy

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## Baked Goods in Italy - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising interest in Italian gastronomy and higher quality ingredients supports value growth

#### INDUSTRY PERFORMANCE

Packaged bread becomes a favourite with Italians

Strong demand for frozen baked goods boosted by widespread use of air fryers

#### WHAT NEXT?

Bread and packaged cakes to show resilience despite shift towards healthier and balanced diets

Health-led innovations will transform essential baked goods

Sustainability is a must-have strategy for players

#### COMPETITIVE LANDSCAPE

Artisanal has a dominant position in baked goods

Morato Pane SpA achieves dynamism through innovation

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Bakeries and pastry shops garner significant share of distribution

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Staple foods evolves to keep pace with consumer demands

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Staple foods enjoys steady growth as economic conditions stabilise

Consumers are combining sustainable choices with health and ethical motivations

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Stable outlook for staple foods

Rising interest in Asian cuisine will underpin expansion of noodles

Growing demand for meat and seafood alternatives

## COMPETITIVE LANDSCAPE

Artisanal has a significant share due to prominence of unpackaged leavened bread

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-italy/report](http://www.euromonitor.com/baked-goods-in-italy/report).