Fresh Food in Italy

EXECUTIVE SUMMARY

Fresh food in 2022: The big picture
2022 key trends
Retailing developments
What next for fresh food?

MARKET DATA

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DISCLAIMER

SOURCES

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Eggs in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price increases lead to a sharp drop in the consumption of eggs in 2022
Flexible work arrangements unable to sustain demand for eggs, while economic pressures limit the recovery of foodservice sales

PROSPECTS AND OPPORTUNITIES

Eggs consumption shortfall to reverse as affordability boosts consumption
Focus on sustainable production could have mixed results for eggs

Summary 2 - Major Processors of Eggs 2022

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Fish and Seafood in Italy

KEY DATA FINDINGS

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Rising production costs and local fishing restrictions impact the supply chain, but healthy image of fish helps sustain growth
Health and convenience the big trends influencing sales of fish and seafood

PROSPECTS AND OPPORTUNITIES
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Demand for convenience drives processed against fresh fish and seafood

Summary 3 - Major Processors of Fish and Seafood 2022

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Fruits in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS
Production and import costs rise putting pressure on the price of fruits
Foodservice sales struggle to reach pre-COVID-19 levels due to economic challenges, but healthy image benefits sales of superfruits

PROSPECTS AND OPPORTUNITIES
Healthy fruits likely to remain popular but supply challenges will likely persist
Sustainability concerns growth boosts organic fruits and short supply chain

Summary 4 - Major Processors of Fruits 2022

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Meat in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS
Animal feed shortages and extreme weather conditions pose challenges to the supply of meat in Italy
Meat consumption declines due to increased price sensitivity

PROSPECTS AND OPPORTUNITIES
Meat sales unlikely to see significant growth as Italians shift to alternative protein sources
Perception of meat as a treat boosts consumption in foodservice

Summary 5 - Major Processors of Meat 2022

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Nuts in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS
Nuts fails to crack under pressure despite supply chain challenges
Growth in snacking boosts the consumption of nuts among health conscious consumers

PROSPECTS AND OPPORTUNITIES
Resilient nuts supply chain provides healthy snacking at convenient prices
Local sourcing and increased variety boost nuts popularity

Summary 6 - Major Processors of Nuts 2022

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Pulses in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pulses remains popular but supply shortages limit growth in 2022
Consumers switch to packaged pulses as they go in search of greater convenience

PROSPECTS AND OPPORTUNITIES

Pulses set to benefit from focus on sustainable farming practices
Pulses grow through economic crisis, but shelf stable formats win over fresh

Summary 7 - Major Processors of Pulses 2022

CATEGORY DATA

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Starchy Roots in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing cost of production puts pressure on the price of starchy roots
Increased attention on weight management limits demand for potatoes

PROSPECTS AND OPPORTUNITIES

Despite lingering challenges the overall outlook for starchy roots is a positive one
Increased attention on local sourcing should drive retail value growth

Summary 8 - Major Processors of Starchy Roots 2022

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Sugar and Sweeteners in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS

Prices rise due to disruptions in the supply chain
Sugar and sweeteners retains popularity despite life returning to relative normality

PROSPECTS AND OPPORTUNITIES

Sugar sales likely to drop but natural sweeteners could grow thanks to healthier image
Increased awareness sways sugar sales, while demand for indulgence limits decline

Summary 9 - Major Processors of Sugar and Sweeteners 2022

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Vegetables in Italy

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising energy and fertiliser costs lead to a sharp rise in the price of vegetables in 2022
Health and nutrition concerns boost vegetables consumption

PROSPECTS AND OPPORTUNITIES

Consumers expected to embrace a wider variety of vegetables due to concerns over health and the environment
Health and nutrition oriented foodservice outlets should boost sales of vegetables

Summary 10 - Major Processors of Vegetables 2022

CATEGORY DATA

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