Euromonitor International

Sugar and Sweeteners in Italy

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Sugar and Sweeteners in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweeteners drive marginal rebound amid structural headwinds

INDUSTRY PERFORMANCE

Sugar and sweeteners turns in positive performance in 2025
Health and sustainability remain key concerns for Italian consumers

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Health-led demand supports fresh food despite inflation

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Flat volume growth recorded with shift towards high-protein, nutritious and sustainable options
Cost-conscious consumers continue to trade down amid rising threat from processed alternatives and climate volatility

WHAT'S NEXT?

Health focus will see nuts, eggs and sweet potatoes drive overall growth amid persistent climate-related challenges
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