



HW Staple Foods in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Italians look for a healthy slice of cake

Gluten free claims find favour in 2023 as consumers pursue healthier diets

Ageing Italian population helps stimulate demand for brain health and memory staple foods

PROSPECTS AND OPPORTUNITIES

Pasta and bread evolving to deliver a wider range of healthier options

Italians are likely to become more sensitive about what goes into the food they eat with a strong focus on gluten and fibre

Growing obesity concerns likely to push consumers to make healthier choices for themselves and their families

CATEGORY DATA

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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