



**Euromonitor
International**

Processed Fruit and Vegetables in Italy

November 2025

Table of Contents

Processed Fruit and Vegetables in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Evolving diets and modernisation ensures steady performance

INDUSTRY PERFORMANCE

Modernisation of preserved vegetables and packaged legumes

Legumes perceived as modern and versatile product, boosted by high protein content

WHAT'S NEXT?

Processed fruit and vegetables face limited growth

Consumers seek blend of naturalness, convenience and traceability

Innovations are sustaining interest in processed fruit and vegetables

COMPETITIVE LANDSCAPE

CSI Cia Surgelati Italiana SpA has strong lead as frozen food specialist

McCain Alimentari Italia Srl enjoys dynamism in processed fruit and vegetables

CHANNELS

Supermarkets lead with wide range of processed fruit and vegetables

Retail e-commerce delivers convenience and encourages experimentation

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Italy - Industry Overview

EXECUTIVE SUMMARY

Staple foods evolves to keep pace with consumer demands

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods enjoys steady growth as economic conditions stabilise

Consumers are combining sustainable choices with health and ethical motivations

WHAT'S NEXT?

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

Retailers have a solid presence in fragmented landscape

CHANNELS

Consumers are increasingly reliant on large retailers

Food specialists are a fundamental channel in staple foods

Retail e-commerce makes strong inroads in staple foods

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-italy/report.