



# Pulses in Italy

January 2026

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### 2025 DEVELOPMENTS

Affordability and versatility strengthen pulses in 2025

### INDUSTRY PERFORMANCE

Pulses benefits from low cost and high protein

Updated image of fresh pulses lures younger Italians amid rising competitive threat from packaged formats

### WHAT'S NEXT?

Rising interest in ethnic cuisine and versatile nature of pulses ensure further growth

Sustainable sourcing to become increasingly important

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Health-led demand supports fresh food despite inflation

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#### INDUSTRY PERFORMANCE

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

Wellness concerns favour fresh food despite packaged threat

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