



Euromonitor
International

Fruits in Italy

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Table of Contents

Fruits in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs and weather shocks keep fruit growth muted

INDUSTRY PERFORMANCE

Fruits sees only marginal volume growth thanks to rising costs

Cherries falls as prices surge, while bananas benefits from convenience and affordability

WHAT'S NEXT?

Health trends will support sales in fruits despite persistent challenges, as players invest more in sustainability

Italians show increased interested in novel and exotic fruits

Summary 1 - Major Processors of Fruits 2025

CATEGORY DATA

Table 1 - Total Sales of Fruits by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fruits by Category: Volume 2020-2025

Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fruits by Category: Value 2020-2025

Table 6 - Retail Sales of Fruits by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Fruits by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

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Fresh Food in Italy - Industry Overview

EXECUTIVE SUMMARY

Health-led demand supports fresh food despite inflation

KEY DATA FINDINGS

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

CHANNELS

Italians maintain habit of shopping at neighbourhood stores

Discounters channel benefits from favourable pricing and increased focus on sustainability

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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