



**Euromonitor
International**

Meat in Italy

January 2026

Table of Contents

Meat in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and ethics reshape meat demand in 2025

INDUSTRY PERFORMANCE

Poultry drives growth as red meat falls in 2025

Sustainability and animal welfare undermine appeal of red meat

WHAT'S NEXT?

Poultry will continue to drive growth amid persistent shift away from red meat

Premiumisation trend to be pushed by demand for organic and sustainable options

Summary 1 - Major Processors of Meat 2025

CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

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

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - 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/meat-in-italy/report.