



Sweet Spreads in Italy

November 2025

Table of Contents

Sweet Spreads in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Clean and healthy nut and seed based spreads fuelling growth

INDUSTRY PERFORMANCE

Indulgence and wellness as dominant trends shaping sweet spreads in Italy

Nut and seed based spreads outpaces overall sweet spreads in 2025

WHAT'S NEXT?

Healthier choices and demand for novel flavours will drive development

Natural and organic trends to have increased impact on sweet spreads

Innovation in both product and packaging

COMPETITIVE LANDSCAPE

Ferrero maintains leadership through ever-popular Nutella brand

Madi Ventura focuses on functionality

CHANNELS

Italian consumers buy most of their sweet spreads in supermarkets

Consumers look online for premium and specialised variants of sweet spreads

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Italy - Industry Overview

EXECUTIVE SUMMARY

Demand for convenience and high-quality food benefits sales

KEY DATA FINDINGS

Hectic lifestyles support growth in cooking ingredients and meals

Olive oil sees falling prices as olive harvest recovers

Demand becomes more sophisticated as consumers show willingness to experiment

WHAT'S NEXT?

Value sales growth set to continue as meal kits expands

Edible oils will benefit from traditional importance of olive oil, though remains susceptible to several influences

COMPETITIVE LANDSCAPE

Coop Italia leads with broad private label portfolio
HelloFresh rises fastest as meal kits continues to expand

CHANNELS

Supermarkets remains favoured distribution channel in 2025
Retail e-commerce enjoys fastest growth among distribution channels

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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