



Baked Goods in Italy

November 2025

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Baked Goods in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising interest in Italian gastronomy and higher quality ingredients supports value growth

INDUSTRY PERFORMANCE

Packaged bread becomes a favourite with Italians

Strong demand for frozen baked goods boosted by widespread use of air fryers

WHAT NEXT?

Bread and packaged cakes to show resilience despite shift towards healthier and balanced diets

Health-led innovations will transform essential baked goods

Sustainability is a must-have strategy for players

COMPETITIVE LANDSCAPE

Artisanal has a dominant position in baked goods

Morato Pane SpA achieves dynamism through innovation

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Retail e-commerce gains share by delivering greater convenience and product choice

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Staple Foods in Italy - Industry Overview

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Staple foods evolves to keep pace with consumer demands

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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

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