



Vending in Italy

May 2026

Table of Contents

Vending in Italy - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Drinks and Tobacco Vending Withstands Rising Costs as Other Products Vending Falters

INDUSTRY PERFORMANCE

Drinks and Tobacco Vending Withstands Rising Costs as Other Products Vending Falters

Cost Pressures Force Operators to Shift Focus to Core Demand

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Operators Invest in Smart Technology to Unlock Premium Product Growth

Machine Upgrades and Green Packaging Transform Consumer Engagement

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ivs Italia Spa Maintains Lead as Argenta Loses Ground

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Vending

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Vending

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Italy - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Attracts Value-Focused Shoppers as Spending Remains Cautious

Retail E-Commerce Outpaces Traditional Channels with Digital Investment

Benetton Boosts Digital Outlet Sales to Capture Bargain Hunters

Chart 14 - OBI opens its first global showroom in Milan

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Win Cautious Shoppers as Omnichannel Expands

Chart 17 - Analyst Insight for Retail

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Eurospin Expands through Value Focus as Competitors Lag

Brico Io and Louis Vuitton Set Innovation Pace with Digital Launches

Chart 20 - Brico Io introduces generative AI in store

Chart 21 - Louis Vuitton launches virtual try-on for its new line of cosmetics

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 24 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas Holidays

Easter

Valentine's Day/Father's Day/Mother's Day

Summer Holidays/Back to School

ECONOMIC CONTEXT

Chart 25 - Economic Context for Retail

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail

Chart 29 - Population 2020-2030

Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/vending-in-italy/report.