



Euromonitor
International

Retail in Italy

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - OBI opens its first global showroom in Milan

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Win Cautious Shoppers as Omnichannel Expands

Chart 5 - Analyst Insight for Retail

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - 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 8 - Brico Io introduces generative AI in store

Chart 9 - Louis Vuitton launches virtual try-on for its new line of cosmetics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 12 - 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 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Convenience Retailers in Italy

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Glovo Accelerates On-The-Go Shopping with Fast Delivery Partnerships

Chart 20 - Glovo's quick commerce expanding in Italy

Gruppo Végé Leverages Quick Commerce to Capture Digitally Minded Shoppers

Coop Drives Community Engagement through Sustainability Leadership

Chart 21 - Rising sustainability investments for Coop in Italy

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Quick Commerce Reshapes Local Shopping through Digital Immediacy

Chart 24 - Analyst Insight for Convenience Retailers

Retailers Integrate Health and Sustainability to Attract Conscious Shoppers

Automated Stores and Messaging Platforms Drive Loyalty and Efficiency

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Conad Expands Store Base to Reinforce Its National Lead

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Convenience Retailers

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Convenience Retailers

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Supermarkets in Italy

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Acceleration of Growth

Basko Strengthens Brand Loyalty through Environmental Initiatives

Chart 36 - Basko promotes activities for environmental protection

Carrefour Uses Ai-Driven Campaigns to Personalise Family Shopping

Chart 37 - Value Sales 2020-2030

WHAT'S NEXT?

Digital Integration Reshapes Consumer Journeys and Competitive Priorities

Private Label Gains Traction as Consumer Needs Polarise

Chart 38 - Growing role for private label

Chart 39 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 40 - Analyst Insight for Supermarkets

Conad Accelerates Share Gains as Private Label and Sustainability Initiatives Pay off

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Supermarkets

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Supermarkets

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Hypermarkets in Italy

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Conad and Iperal Reshape Customer Experience through Innovation and Community Focus

Chart 50 - La Spesa che fa Bene returns in 2025 with Iperal

Chart 51 - Value Sales 2020-2030

WHAT'S NEXT?

Iper Montebello Spa Redefines the Store Experience through Digital Integration

Retailers Harness Ai and Omnichannel to Counter Margin Pressures

Chart 52 - Conad tests grocery shopping with artificial intelligence

Chart 53 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 54 - Analyst Insight for Hypermarkets

Ipercoop Leverages Private Label and Wellness to Sustain Its Lead

Chart 55 - Company Shares 2025

Chart 56 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 57 - Economic Context for Hypermarkets

Chart 58 - Real Gdp Growth 2020-2030

Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Hypermarkets

Chart 61 - Population 2020-2030

Chart 62 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 63 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Lidl Shields Households From Inflation with Price-Fixing Initiative

Chart 64 - Lidl renews its zero inflation strategy in 2025

Penny Enhances Convenience with Digital Payment Innovation

Chart 65 - Value Sales 2020-2030

WHAT'S NEXT?

Online Expansion and Healthy Product Focus Reshape Consumer Loyalty

Aldi Leverages Digitalisation and Sustainability to Drive Value Growth

Chart 66 - Aldi set to expand in Italy

Chart 67 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 68 - Competitive Landscape for Discounters

Eurospin Expands Value Offering and Strengthens National Reach

Chart 69 - Company Shares 2025

Chart 70 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 71 - Economic Context for Discounters

Chart 72 - Real Gdp Growth 2020-2030

Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Discounters

Chart 75 - Population 2020-2030

Chart 76 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Proximity-Focused Stores Gain Sales as Consumers Seek Convenience and Fresh Products

Independent Grocers Lose Space but Retain Shopper Loyalty through Fresh Offerings

Fresh Produce and Sustainability Drive Premium Sales for Proximity Stores

Chart 77 - Value Sales 2020-2030

WHAT'S NEXT?

Proximity Stores Invest in Digital Innovation to Retain Consumer Loyalty

Sustainability Initiatives Reposition Stores as Responsible Leaders and Drive Premiumisation

Digital Transformation Enables Omnichannel Convenience and Boosts Competitiveness

Chart 78 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 79 - Analyst Insight for Small Local Grocers

Ecor Naturasi Spa Drives Organic Focus to Expand Affordable Ranges

Chart 80 - Company Shares 2025

Chart 81 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Small Local Grocers

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Small Local Grocers

Chart 86 - Population 2020-2030

Chart 87 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Growth Driven by Variety Stores

Action Expands Store Network as Value Drives Shopper Demand

Upim Gallery Reinvents In-Store Experience to Revive City Centres

Chart 89 - Upim opens new Upim Gallery

Chart 90 - Value Sales 2020-2030

Chart 91 - Value Sales by Category 2025

WHAT'S NEXT?

Variety Stores Accelerates Outlet Expansion as Value Proposition Wins

Chart 92 - Analyst Insight for General Merchandise Stores

Hybrid and Digital Strategies Reshape Shopper Engagement and Loyalty

Chart 93 - Forecast Value Sales 2020-2030

Chart 94 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Action Accelerates Store Openings as Coin Restructures and La Rinascente Capitalises on Tourism

Chart 95 - Action continues to expand in Italy in 2025

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 98 - Economic Context for General Merchandise Stores

Chart 99 - Real Gdp Growth 2020-2030

Chart 100 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 101 - Consumer Context for General Merchandise Stores

Chart 102 - Population 2020-2030

Chart 103 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Primark'S App Launch Drives Digital Convenience Amid Price Sensitivity

Chart 105 - Primark launches shopping app in 2025

Chart 106 - European Accelerator launched in Italy in 2025

Chart 107 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers Embrace Digital Couponing and Retail Media to Drive Omnichannel Engagement

Personalisation and Payment Innovation Reshape Consumer Spending Habits

Stable Household Spending and Muted Economic Growth Influence Strategic Priorities

Chart 108 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Zara Italia Gains Third as Competitive Landscape Remains Fragmented

Chart 109 - Analyst Insight for Apparel and Footwear Specialists

Chart 110 - Company Shares 2025

Chart 111 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 112 - Economic Context for Apparel and Footwear Specialists

Chart 113 - Real Gdp Growth 2020-2030

Chart 114 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 115 - Consumer Context for Apparel and Footwear Specialists

Chart 116 - Population 2020-2030

Chart 117 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 118 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Mediaworld and Unieuro Drive Innovation and Circularity through Rentals and Refurbished Offerings

Chart 119 - MediaWorld and Banca Ifis provide innovative tech device rental service

Chart 120 - Value Sales 2020-2030

WHAT'S NEXT?

Ai Set to Transform the Value Proposition

Omnichannel Events and Flexible Payments Enhance Premium Engagement

Chart 121 - Refurbished/used products a strategic pillar for Unieuro

Circularity and Sustainability Shape Refurbished Electronics as a Growth Driver

Chart 122 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 123 - Analyst Insight for Appliances and Electronics Specialists

Unieuro Expands Omnichannel Strategy and Strengthens Lead with Services and Innovation

Chart 124 - Company Shares 2025

Chart 125 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 126 - Economic Context for Appliances and Electronics Specialists

Chart 127 - Real Gdp Growth 2020-2030

Chart 128 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 129 - Consumer Context for Appliances and Electronics Specialists

Chart 130 - Population 2020-2030

Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 132 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Leroy Merlin Drives Responsible Consumption with Sustainability Ratings

Coop Expands Reach with Easycoop Petstore Online Launch

Chart 133 - Coop launches EasyCoop Petstore in 2025

Chart 134 - Value Sales 2020-2030

Chart 135 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Integration and Premium Sustainability Boost Future Growth Potential

Chart 136 - Analyst Insight for Home Products Specialists

Chart 137 - Forecast Value Sales 2020-2030

Chart 138 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leroy Merlin Sees Share Gains through Sustainability and Digital Investment

Chart 139 - Leroy Merlin launches the Home Index

Chart 140 - Company Shares 2025

Chart 141 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 142 - Economic Context for Home Products Specialists

Chart 143 - Real Gdp Growth 2020-2030

Chart 144 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 145 - Consumer Context for Home Products Specialists

Chart 146 - Population 2020-2030

Chart 147 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 148 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Pinalli Drives Private Label Innovation to Meet Value and Loyalty Demands

Chart 149 - Pinalli launches its first private label line in 2025

Lush Expands Sustainable Beauty Reach through Partnership with Eb Stores

Chart 150 - Lush partners with EsserBella

Us Food as Medicine Concept Signals Future Innovation Potential

Chart 151 - Value Sales 2020-2030

Chart 152 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacy Players Expand Healthcare Role as Health and Personal Care Stores Expands

Sustainable Packaging and Digital Tools Reshape Consumer Experience

Chart 153 - Analyst Insight for Health and Beauty Specialists

Chart 154 - Forecast Value Sales 2020-2030

Chart 155 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Acqua & Sapone Extends Network and Strengthens Sales Leadership

Chart 156 - Company Shares 2025

Chart 157 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 158 - Economic Context for Health and Beauty Specialists

Chart 159 - Real Gdp Growth 2020-2030

Chart 160 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 161 - Consumer Context for Health and Beauty Specialists

Chart 162 - Population 2020-2030

Chart 163 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in Italy](#)

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 164 - Value Sales 2020-2030

Chart 165 - 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 166 - Forecast Value Sales 2020-2030

Chart 167 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ivs Italia Spa Maintains Lead as Argenta Loses Ground

Chart 168 - Company Shares 2025

Chart 169 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 170 - Economic Context for Vending

Chart 171 - Real Gdp Growth 2020-2030

Chart 172 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 173 - Consumer Context for Vending

Chart 174 - Population 2020-2030

Chart 175 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 176 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Direct Selling Grows in a Cautious Consumer Environment

Bimby'S Online Launch Offers Flexible Shopping and Boosts Loyalty

Chart 177 - Bimby also available online

Chart 178 - Value Sales 2020-2030

Chart 179 - Value Sales by Category 2025

WHAT'S NEXT?

Large Brands Embrace Omnichannel and Digital Tools to Outpace Rivals

Digitalisation and Premiumisation Drive Survival and Transformation

Stable Household Spending Supports Innovation Despite Muted Economic Growth

Chart 180 - Forecast Value Sales 2020-2030

Chart 181 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 182 - Analyst Insight for Direct Selling

Vorwerk Drives Growth with Product Innovation and Stable Network

Chart 183 - Company Shares 2025

Chart 184 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 185 - Economic Context for Direct Selling

Chart 186 - Real Gdp Growth 2020-2030

Chart 187 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 188 - Consumer Context for Direct Selling

Chart 189 - Population 2020-2030

Chart 190 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in Italy](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 191 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Amazon Drives Second-Hand Surge as Italians Seek Value and Sustainability

Chart 192 - Amazon launches discounts on second-hand products in Italy

Cortilia Expands Reach through Amazon Partnership and Omnichannel Integration

Chart 193 - Cortilia partners with Amazon in 2025

Household Spending Growth Slows as Consumers Prioritise Savings and Essentials

Chart 194 - Value Sales 2020-2030

Chart 195 - Value Sales by Category 2025

WHAT'S NEXT?

Amazon, Carrefour and Zalando Drive Technology Integration to Enhance Shopper Experience

Amazon and Temu Consolidate Marketplace Dominance as New Entrants Expand Reach

Sephora and Vinted to See Strong Growth in Health and Beauty and Circular Commerce

Chart 196 - Forecast Value Sales 2020-2030

Chart 197 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 198 - Analyst Insight for Retail E-Commerce

Amazon Faces Pressure From Fast-Growing Shein and Temu

Chart 199 - Company Shares 2025

Chart 200 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 201 - Economic Context for Retail E-Commerce

Chart 202 - Real Gdp Growth 2020-2030

Chart 203 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 204 - Consumer Context for Retail E-Commerce

Chart 205 - Population 2020-2030

Chart 206 - 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/retail-in-italy/report.