



**Euromonitor
International**

Eggs in Italy

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Eggs in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability anchors demand as welfare standards rise

INDUSTRY PERFORMANCE

Eggs continues to benefit from staple nature and affordability

Animal welfare concerns drive development

WHAT'S NEXT?

Traceability and clean labelling to come to the fore

Possible obstacles to stronger growth include rising costs though marketing and innovation should bolster sales

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Health-led demand supports fresh food despite inflation

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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

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