



**Euromonitor
International**

Pulses in Italy

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and versatility strengthen pulses in 2025

INDUSTRY PERFORMANCE

Pulses benefits from low cost and high protein

Updated image of fresh pulses lures younger Italians amid rising competitive threat from packaged formats

WHAT'S NEXT?

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Sustainable sourcing to become increasingly important

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Fresh Food in Italy - Industry Overview

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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

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