



Fruits in Italy

January 2026

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Fruits in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs and weather shocks keep fruit growth muted

INDUSTRY PERFORMANCE

Fruits sees only marginal volume growth thanks to rising costs

Cherries falls as prices surge, while bananas benefits from convenience and affordability

WHAT'S NEXT?

Health trends will support sales in fruits despite persistent challenges, as players invest more in sustainability

Italians show increased interested in novel and exotic fruits

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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

Wellness concerns favour fresh food despite packaged threat

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