Euromonitor International

Sugar and Sweeteners in Italy

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Table of Contents

Sugar and Sweeteners in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweeteners drive marginal rebound amid structural headwinds

INDUSTRY PERFORMANCE

Sugar and sweeteners turns in positive performance in 2025

Health and sustainability remain key concerns for Italian consumers

WHAT'S NEXT?

Sugar and sweeteners faces further struggles in forecast period

Sugar tax set to undermine category progress

Summary 1 - Major Processors of Sugar and Sweeteners 2025

CATEGORY DATA

Table 1 - Total Sales of Sugar and Sweeteners: Total Volume 2020-2025

Table 2 - Total Sales of Sugar and Sweeteners: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Sugar and Sweeteners: Volume 2020-2025

Table 4 - Retail Sales of Sugar and Sweeteners: % Volume Growth 2020-2025

Table 5 - Retail Sales of Sugar and Sweeteners: Value 2020-2025

Table 6 - Retail Sales of Sugar and Sweeteners: % Value Growth 2020-2025

Table 7 - Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Sugar and Sweeteners: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Sugar and Sweeteners: Volume 2025-2030

Table 11 - Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Sugar and Sweeteners: Value 2025-2030

Table 13 - Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2025-2030

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Fresh Food in Italy - Industry Overview

EXECUTIVE SUMMARY

Health-led demand supports fresh food despite inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Italians maintain habit of shopping at neighbourhood stores

Discounters channel benefits from favourable pricing and increased focus on sustainability

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025
Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025
Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030
Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030
Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030
Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030
Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030
Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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