



Vegetables in Italy

January 2026

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Vegetables in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Climate volatility keeps growth uneven

INDUSTRY PERFORMANCE

Volume sales rise but category faces climate-related challenges

Provenance becomes more important as consumers make more responsible choices

WHAT'S NEXT?

Growth in vegetables remains subject to climatic conditions but supported by increased health awareness

Rising popularity of frozen vegetables hinders growth potential of fresh variants, though new vegetables could add fresh impetus

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Health-led demand supports fresh food despite inflation

KEY DATA FINDINGS

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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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Italians maintain habit of shopping at neighbourhood stores

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