



Meat in Italy

January 2026

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Meat in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and ethics reshape meat demand in 2025

INDUSTRY PERFORMANCE

Poultry drives growth as red meat falls in 2025

Sustainability and animal welfare undermine appeal of red meat

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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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