



Euromonitor
International

Baked Goods in Italy

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baked goods maintains value sales while volume is flat, although the category is robustly adaptive

The traditional piadina sees a high-protein makeover to meet health and wellness trends

Packaged cakes sees a variety of new product launches, as players adapt their recipes to suit evolving tastes

PROSPECTS AND OPPORTUNITIES

Frozen Nutella Croissants are cited as a product to watch

Unpackaged leavened bread expected to return to growth, as consumers will continue to value artisanal products

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Staple Foods in Italy - Industry Overview

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