



# Fresh Food in Italy

January 2026

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## Fresh Food in Italy

### 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

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