



**Euromonitor  
International**

# Eggs in Italy

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## Eggs in Italy - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability anchors demand as welfare standards rise

#### INDUSTRY PERFORMANCE

Eggs continues to benefit from staple nature and affordability

Animal welfare concerns drive development

#### WHAT'S NEXT?

Traceability and clean labelling to come to the fore

Possible obstacles to stronger growth include rising costs though marketing and innovation should bolster sales

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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

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Italians maintain habit of shopping at neighbourhood stores

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