



# Pulses in Italy

January 2026

Table of Contents

## [Pulses in Italy - Category analysis](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability and versatility strengthen pulses in 2025

#### INDUSTRY PERFORMANCE

Pulses benefits from low cost and high protein

Updated image of fresh pulses lures younger Italians amid rising competitive threat from packaged formats

#### WHAT'S NEXT?

Rising interest in ethnic cuisine and versatile nature of pulses ensure further growth

Sustainable sourcing to become increasingly important

Summary 1 - Major Processors of Pulses 2025

#### CATEGORY DATA

Table 1 - Total Sales of Pulses by Category: Total Volume 2020-2025

Table 2 - Total Sales of Pulses by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Pulses by Category: Volume 2020-2025

Table 4 - Retail Sales of Pulses by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Pulses by Category: Value 2020-2025

Table 6 - Retail Sales of Pulses by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Pulses by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Pulses by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Pulses by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Pulses by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Pulses by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Pulses by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## [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

#### CHANNELS

Italians maintain habit of shopping at neighbourhood stores

Discounters channel benefits from favourable pricing and increased focus on sustainability

#### MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025  
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025  
Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025  
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025  
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025  
Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025  
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030  
Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030  
Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030  
Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030  
Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030  
Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/pulses-in-italy/report](http://www.euromonitor.com/pulses-in-italy/report).