



Sugar and Sweeteners in Italy

January 2026

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Sugar and Sweeteners in Italy - Category analysis

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Sweeteners drive marginal rebound amid structural headwinds

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Sugar and sweeteners turns in positive performance in 2025

Health and sustainability remain key concerns for Italian consumers

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Health-led demand supports fresh food despite inflation

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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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