



Euromonitor  
International

# Meat in Italy

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## Meat in Italy - Category analysis

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#### 2025 DEVELOPMENTS

Affordability and ethics reshape meat demand in 2025

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Poultry drives growth as red meat falls in 2025

Sustainability and animal welfare undermine appeal of red meat

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Cost-conscious consumers continue to trade down amid rising threat from processed alternatives and climate volatility

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Health focus will see nuts, eggs and sweet potatoes drive overall growth amid persistent climate-related challenges

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