



Nuts in Italy

January 2026

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Nuts in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Supply inflation tests pricing, but demand holds up

INDUSTRY PERFORMANCE

Walnuts drives solid volume growth for nuts in 2025

Nuts see increased uptake through foodservice though domestic producers face challenges

WHAT'S NEXT?

Nuts will continue to benefit from health positioning

Traceability and authenticity to become increasingly important

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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

Wellness concerns favour fresh food despite packaged threat

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