



**Euromonitor
International**

Sweet Spreads in Italy

November 2025

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Sweet Spreads in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Clean and healthy nut and seed based spreads fuelling growth

INDUSTRY PERFORMANCE

Indulgence and wellness as dominant trends shaping sweet spreads in Italy

Nut and seed based spreads outpaces overall sweet spreads in 2025

WHAT'S NEXT?

Healthier choices and demand for novel flavours will drive development

Natural and organic trends to have increased impact on sweet spreads

Innovation in both product and packaging

COMPETITIVE LANDSCAPE

Ferrero maintains leadership through ever-popular Nutella brand

Madi Ventura focuses on functionality

CHANNELS

Italian consumers buy most of their sweet spreads in supermarkets

Consumers look online for premium and specialised variants of sweet spreads

CATEGORY DATA

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Cooking Ingredients and Meals in Italy - Industry Overview

EXECUTIVE SUMMARY

Demand for convenience and high-quality food benefits sales

KEY DATA FINDINGS

Hectic lifestyles support growth in cooking ingredients and meals

Olive oil sees falling prices as olive harvest recovers

Demand becomes more sophisticated as consumers show willingness to experiment

WHAT'S NEXT?

Value sales growth set to continue as meal kits expands

Edible oils will benefit from traditional importance of olive oil, though remains susceptible to several influences

COMPETITIVE LANDSCAPE

Coop Italia leads with broad private label portfolio
HelloFresh rises fastest as meal kits continues to expand

CHANNELS

Supermarkets remains favoured distribution channel in 2025
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