



Euromonitor
International

Cooking Ingredients and Meals in Italy

November 2025

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Cooking Ingredients and Meals in Italy

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

Retail e-commerce enjoys fastest growth among distribution channels

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Price increases ease and volume sales benefit

INDUSTRY PERFORMANCE

Category growth driven by rising volume sales

Sunflower oil drives growth in edible oils in 2025

WHAT'S NEXT?

Centrality of oil to local diets ensures continued growth

Health and wellness trends support growth prospects for other edible oils

Olive oil should see further expansion as harvesting methods advance

COMPETITIVE LANDSCAPE

Carapelli leads through broad portfolio and persistent innovation

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CHANNELS

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[Meals and Soups in Italy](#)

KEY DATA FINDINGS

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Demand for convenient and healthy options drives growth

INDUSTRY PERFORMANCE

Evolving trends benefit meals and soups in Italy

Food kits leads growth as demand rises for convenient and personalised options

WHAT'S NEXT?

Shift towards convenient meal solutions suggests bright future for meals and soups

Functional variants set to become more prevalent

Innovation as primary growth driver

COMPETITIVE LANDSCAPE

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CHANNELS

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from busy households seeking timesaving meal components

INDUSTRY PERFORMANCE

Rising demand for practical and convenient options supports category growth in 2025
 Dry recipe mixes push overall growth thanks to offer of convenience and efficiency

WHAT'S NEXT?

Growth drivers include clean ingredients and broader variety of ethnic offerings
 Rising demand for clean, organic and functional variants
 Differentiation set to become critical for success

COMPETITIVE LANDSCAPE

Star benefits from wide presence and investment in advertising
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[Sweet Spreads in Italy](#)

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

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