



Staple Foods in Italy

October 2024

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DISCLAIMER

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2024 DEVELOPMENTS

- Baked goods maintains value sales while volume is flat, although the category is robustly adaptive
- The traditional piadina sees a high-protein makeover to meet health and wellness trends
- Packaged cakes sees a variety of new product launches, as players adapt their recipes to suit evolving tastes

PROSPECTS AND OPPORTUNITIES

- Frozen Nutella Croissants are cited as a product to watch
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Muesli and granola benefit from health and wellbeing trends
Kellogg maintains its lead, thanks to strength of its brands and its community outreach programmes

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Processed Fruit and Vegetables in Italy

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Shelf stable tomatoes start to recover from their 2023 setbacks
Smaller formats of shelf stable vegetables appeal to consumers due to lower prices and less food waste

PROSPECTS AND OPPORTUNITIES

Frozen processed potatoes creeps back towards positive sales, supported by developments from Pizzoli and numerous private label ranges
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KEY DATA FINDINGS

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- Processed poultry benefits from declines seen in red meat consumption
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PROSPECTS AND OPPORTUNITIES

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Rice, Pasta and Noodles in Italy

KEY DATA FINDINGS

2024 DEVELOPMENTS

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- Noodles benefit from convenience and trends for Oriental cuisine
- Barilla retains its lead in dried pasta and repays its loyal customers with price cuts in 2024

PROSPECTS AND OPPORTUNITIES

- Noodles will maintain a positive performance, however, challenges come from the ultra-processed nature of instant options
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