



**Euromonitor
International**

Sustainability in Italy

December 2023

Table of Contents

SCOPE

Chart 1 - Sustainability Country Report Scope 2023

KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings 2023

INTRODUCTION

Chart 3 - Sustainability Market in Italy: Key Metrics by Industry 2022

CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in Italy 2019-2023

Green actions

Chart 5 - Consumers' Environmental Action in Italy 2023

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in Italy 2023

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in Italy 2023

Sustainable consumer types

Chart 8 - Sustainable Consumer's Types in Italy 2023

Chart 9 - Zero Wasters: Largest Consumer Type in Italy 2023

MARKET SIZE

Chart 10 - Sustainability Market Size By Industry in Italy 2021-2022

Sustainability Attributes with the biggest market sizes in Italy

Chart 11 - Sustainability Market Size for the Top 10 Attributes by Industry in Italy, USD Million 2022

Chart 12 - Sustainability Market Size for the Top 10 Attributes by Industry in Italy, USD Million 2022

SUSTAINABLE PRODUCTS

Chart 13 - Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 14 - Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 15 - Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 16 - Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 17 - Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 18 - Soft Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 19 - Home Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 20 - Tissue and Hygiene: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 21 - Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 22 - Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

Chart 23 - Hot Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Italy 2022

COMPETITOR ANALYSIS

Chart 24 - Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in Italy, 2021-2022

Chart 25 - Top 10 Companies: Product Availability of SKUs with Sustainability Attributes in Italy, 2021-2022

SEIZING THE OPPORTUNITY – BY INDUSTRY

Chart 26 - Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 27 - Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 28 - Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 29 - Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 30 - Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 31 - Soft Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 32 - Home Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 33 - Tissue and Hygiene: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 34 - Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 35 - Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

Chart 36 - Hot Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Italy

SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTE GROUP

Chart 37 - Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy 2022

Chart 38 - No Artificial Ingredients Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy 2022

Chart 39 - Environmentally Friendly Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy 2022

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sustainability-in-italy/report.