



HW Cooking Ingredients and Meals in Italy

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Diverse range of health claims

INDUSTRY PERFORMANCE

High protein claims are emerging within the category
Gluten free expands into ready meals
Vegetarian and vegan claims are widespread

WHAT'S NEXT

Health focus to remain strong in product development
Pace of innovation to intensify in gluten free
Vegetarian and vegan trend is set to evolve

CATEGORY DATA

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

Italian consumers invest to support health
Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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