



HW Staple Foods in Italy

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong preference for healthier alternatives

INDUSTRY PERFORMANCE

- Health awareness continues to rise in Italy
- Gluten free claims lead in staple foods
- High fibre is key health and wellness claim

WHAT'S NEXT

- Plant-based eating trend to gain traction
- Gluten free poised for strong growth
- High fibre to gain further ground in staple foods

CATEGORY DATA

- Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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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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