



Passport

Sustainability in Italy

Euromonitor International

November 2022

This sample report is for illustration.
purposes only.

Some content and data have been changed.

To purchase a full version, please visit

www.euromonitor.com

LIST OF CONTENTS AND TABLES

Sustainability in Italy - Industry Overview	1
SCOPE	1
Chart 1 Sustainability Country Report Scope	1
KEY FINDINGS	2
Chart 2 Sustainability Country Report Main Findings	2
INTRODUCTION	3
Chart 3 Sustainability Market: Key Metrics by Industry	3
CONSUMER BEHAVIOUR	4
Environmental awareness	4
Chart 4 Consumers' Sustainability Awareness and Actions in Italy 2015-2022	4
Green actions	5
Chart 5 Consumers' Environmental Action in Italy 2022	5
Trust in green labels	6
Chart 6 Consumer Trust in Product Claims in Italy 2022	6
Shopping preferences	7
Chart 7 Consumer Circular Shopping Preferences in Italy 2022	7
Sustainable consumer types	8
Chart 8 Sustainable Consumer's Types in Italy 2022	8
Chart 9 Zero Wasters: Largest Consumer Type in Italy 2022	8
MARKET SIZE	9
Chart 10 Sustainability Market Size By Industry in Italy	9
Sustainability Attribute Group with the biggest market sizes in Italy	10
Chart 11 Sustainability Market Size for the Top 10 Attributes by Industry in Italy, USD Million, 2021	10
SUSTAINABLE PRODUCTS	11
Chart 12 Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	11
Chart 13 Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	12
Chart 14 Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	13
Chart 15 Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	14
Chart 16 Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	15
Chart 17 Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	16

Chart 18	Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	17
COMPETITOR ANALYSIS		18
Chart 19	Beauty and Personal Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes of the Top 5 Competitors in Italy, 2021	18
Chart 20	Beauty and Personal Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	19
Chart 21	Consumer Health: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 Competitors in Italy, 2021	20
Chart 22	Consumer Health: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	21
Chart 23	Pet Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021	22
Chart 24	Pet Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	23
Chart 25	Snacks: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021	24
Chart 26	Snacks: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	25
Chart 27	Dairy Products and Alternatives: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021	26
Chart 28	Dairy Products and Alternatives: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	27
Chart 29	Cooking Ingredients and Meals: Product availability and Price Positioning of SKUs with Sustainability Claims from top 5 competitors in Italy, 2021	28
Chart 30	Cooking Ingredients and Meals: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	29
Chart 31	Staple Foods: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021	30
Chart 32	Staple Foods: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy	31
SEIZING THE OPPORTUNITY – BY INDUSTRY		32
Chart 33	Beauty and Personal Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	32
Chart 34	Consumer Health: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	33

Chart 35	Pet Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	34
Chart 36	Snacks: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	35
Chart 37	Dairy Products and Alternatives: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	36
Chart 38	Cooking Ingredients and Meals: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	37
Chart 39	Staple Foods: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy.....	38
SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTES		39
Chart 40	Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	39
Chart 41	Carbon Neutral Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	40
Chart 42	Zero Waste Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy, 2021	41

SUSTAINABILITY IN ITALY - INDUSTRY OVERVIEW

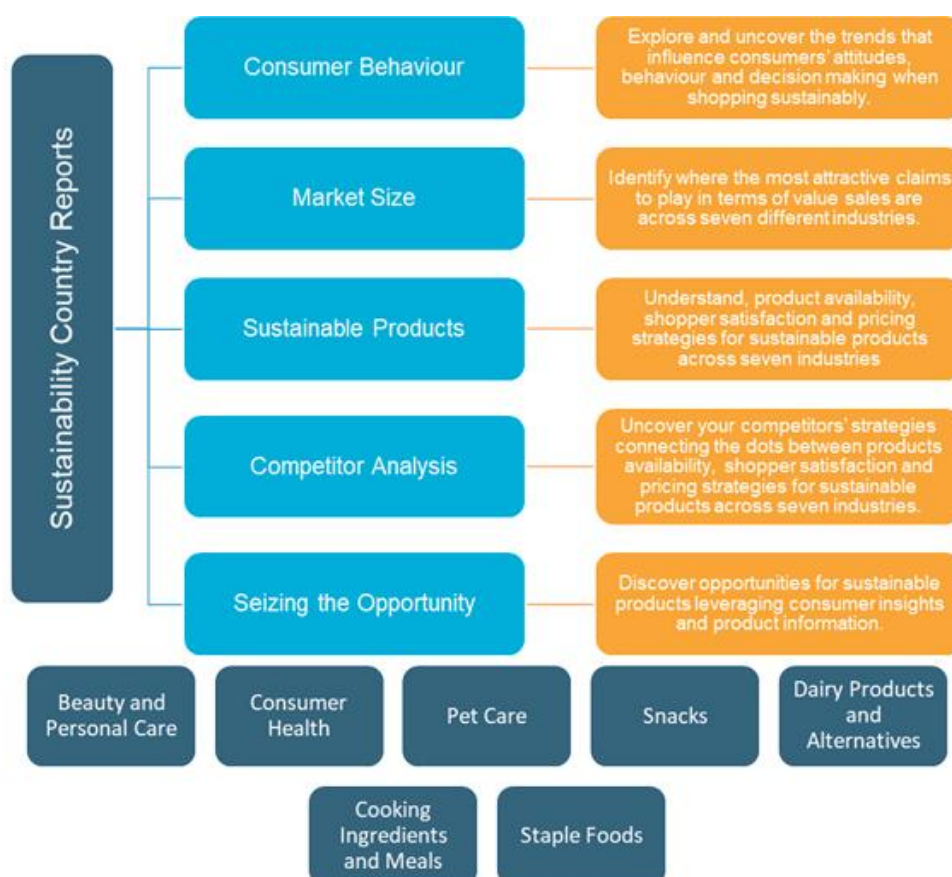
A dip in sustainability awareness amongst Italian consumers could indicate focus on other...

Content removed from sample

SCOPE

This report is part of a series of highly visual reports providing insights on consumer behaviour, market landscape, competitive strategies and how to seize opportunities in sustainability in specific markets.

Chart 1 Sustainability Country Report Scope








Source: Euromonitor International

KEY FINDINGS

The table below summarizes the key findings across the five areas covered in this report: consumer behaviour, market size, sustainable products, competitor analysis and how to seize opportunities in sustainability in specific markets.

Chart 2 Sustainability Country Report Main Findings

	Consumer behaviour	Content removed from sample
	Market size	
	Sustainable products	
	Competitor analysis	
	Seizing the opportunity	

Source: Euromonitor International

INTRODUCTION

Chart 3 Sustainability Market: Key Metrics by Industry



Source: Sustainability Opportunity Tracker

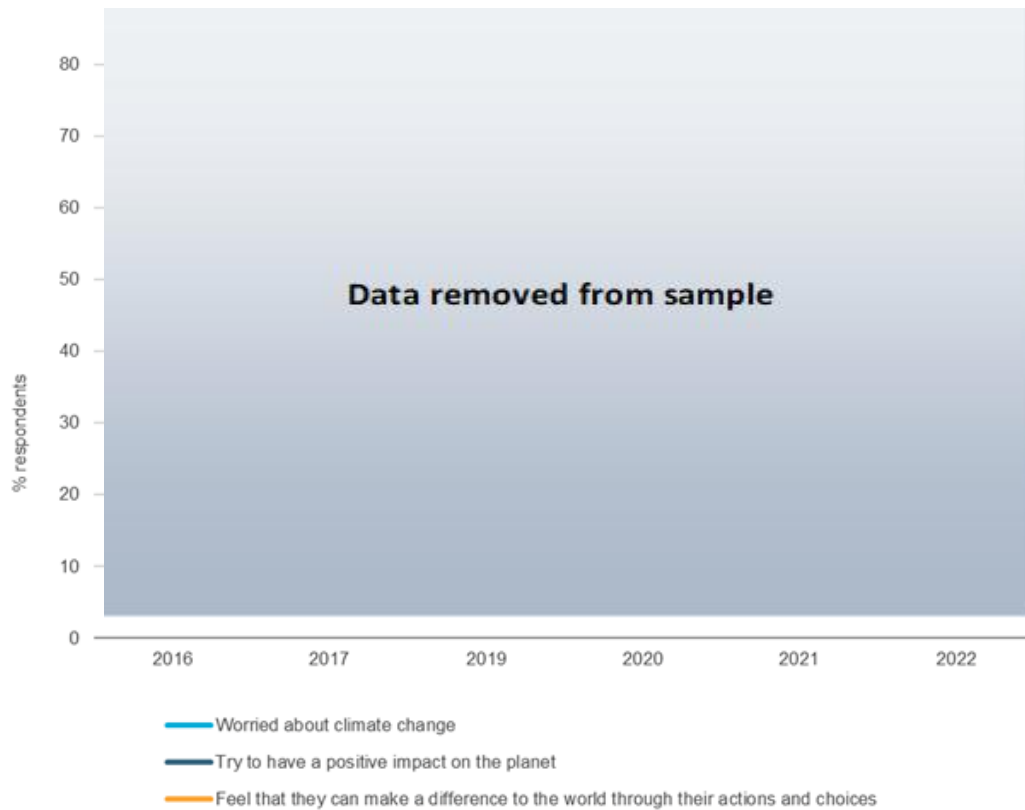
Note: Market Size is the overall aggregation of sales for Sustainable products by Industry. Product Availability is the overall aggregation of SKU Counts for Sustainable products by Industry. Price Positioning is the average Median Price for Sustainable products by Industry. Shopper Satisfaction is the average Star Ratings for Sustainable products by Industry.

CONSUMER BEHAVIOUR

Explore and uncover the trends that influence consumers' attitudes, behaviour and decision making when shopping sustainably

Environmental awareness

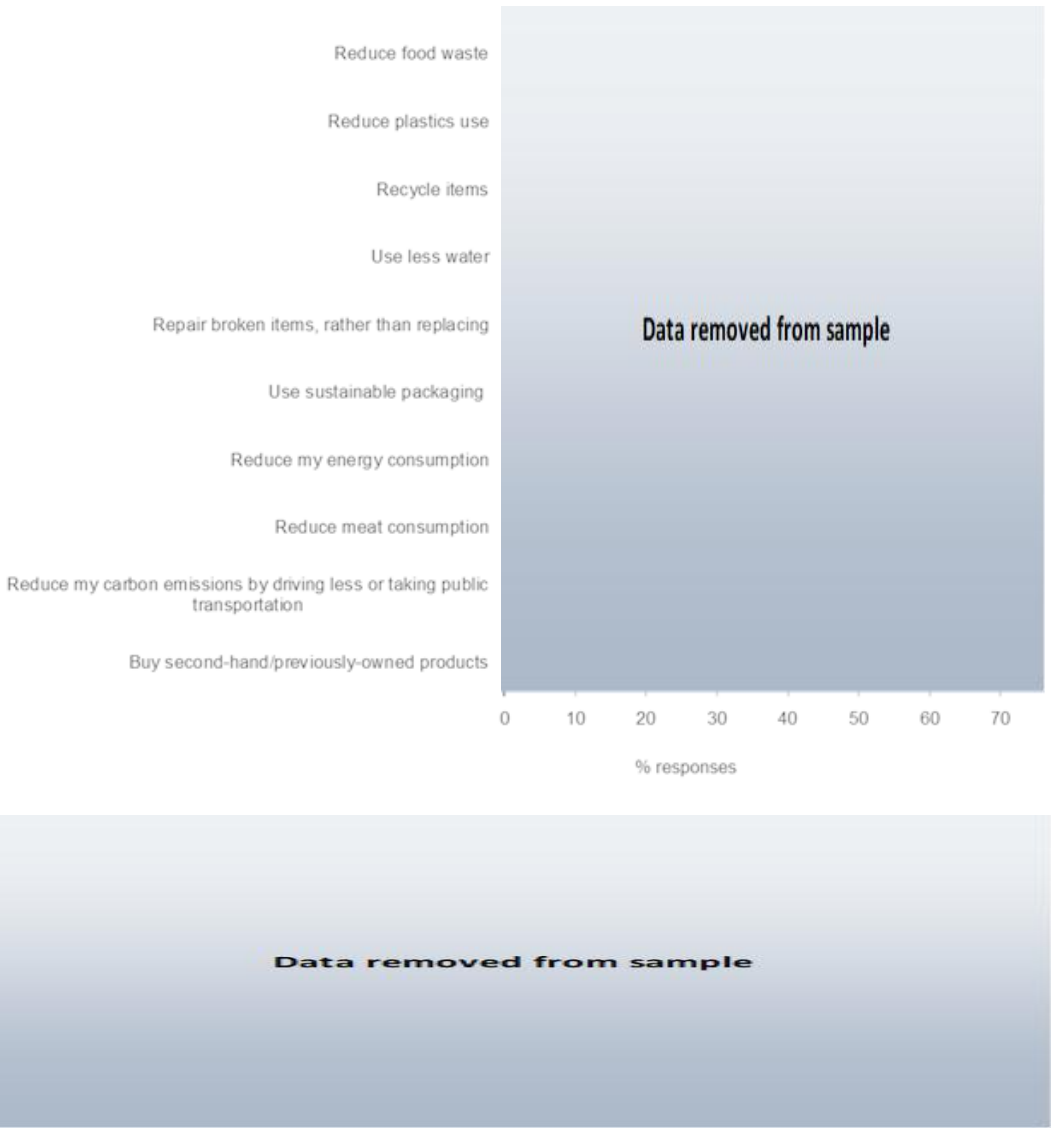
Chart 4 Consumers' Sustainability Awareness and Actions in Italy 2015-2022



Source: Voice of the Consumer Sustainability survey, 2022

Green actions

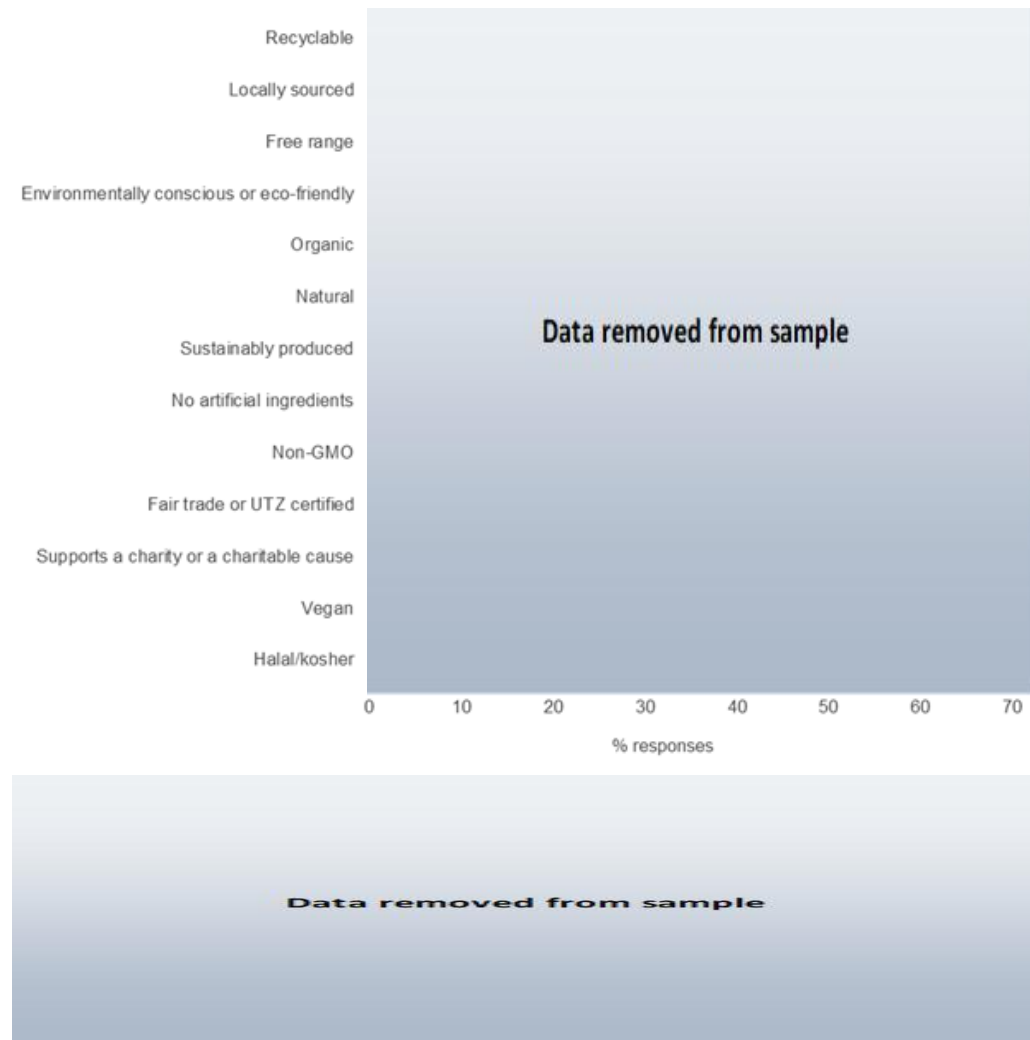
Chart 5 Consumers' Environmental Action in Italy 2022



Source: Voice of the Consumer Sustainability survey, 2022

Trust in green labels

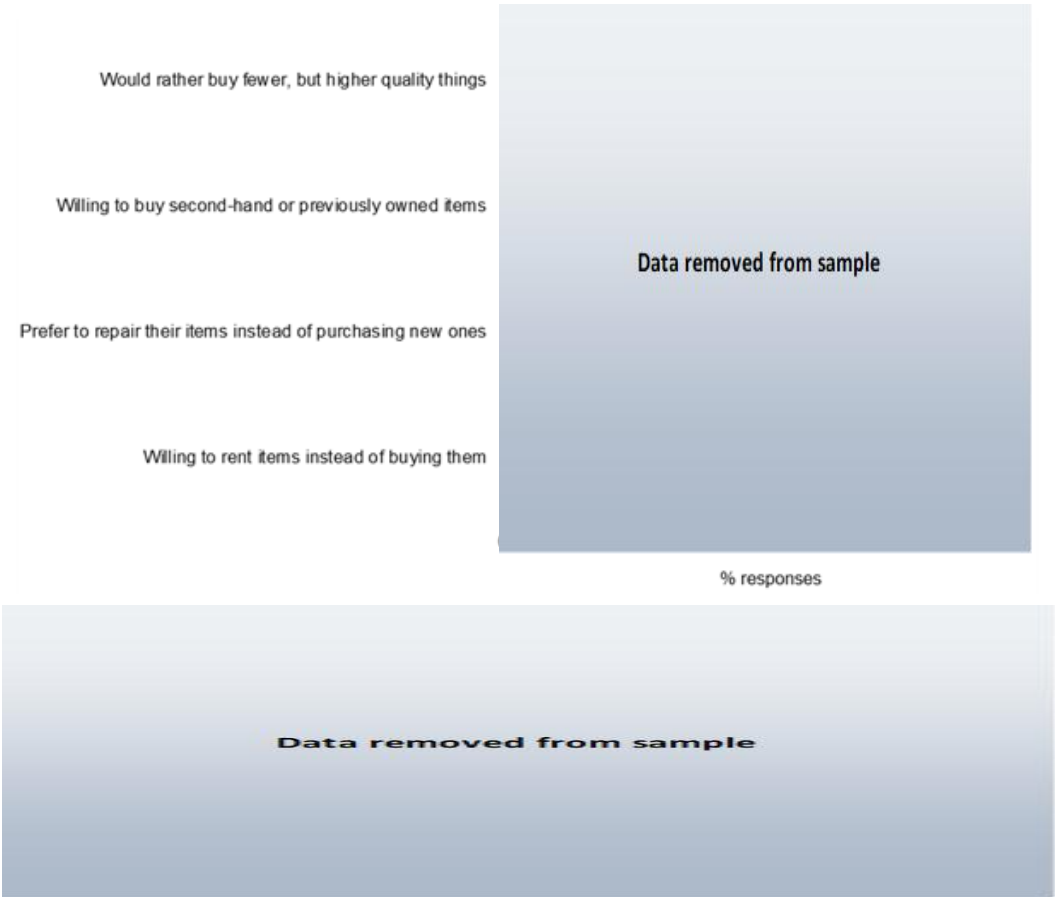
Chart 6 Consumer Trust in Product Claims in Italy 2022



Source: Voice of the Consumer Sustainability survey, 2022

Shopping preferences

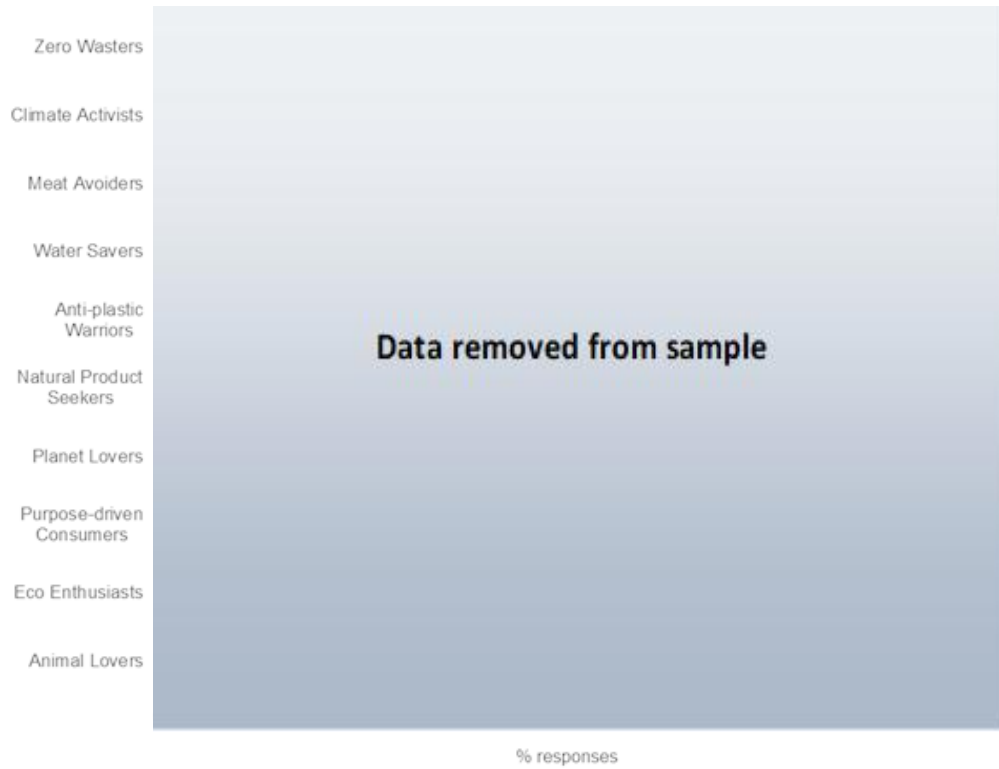
Chart 7 Consumer Circular Shopping Preferences in Italy 2022



Source: Voice of the Consumer Sustainability survey, 2022

Sustainable consumer types

Chart 8 Sustainable Consumer's Types in Italy 2022



Source: Voice of the Consumer Sustainability survey, 2022

Chart 9 Zero Wasters: Largest Consumer Type in Italy 2022

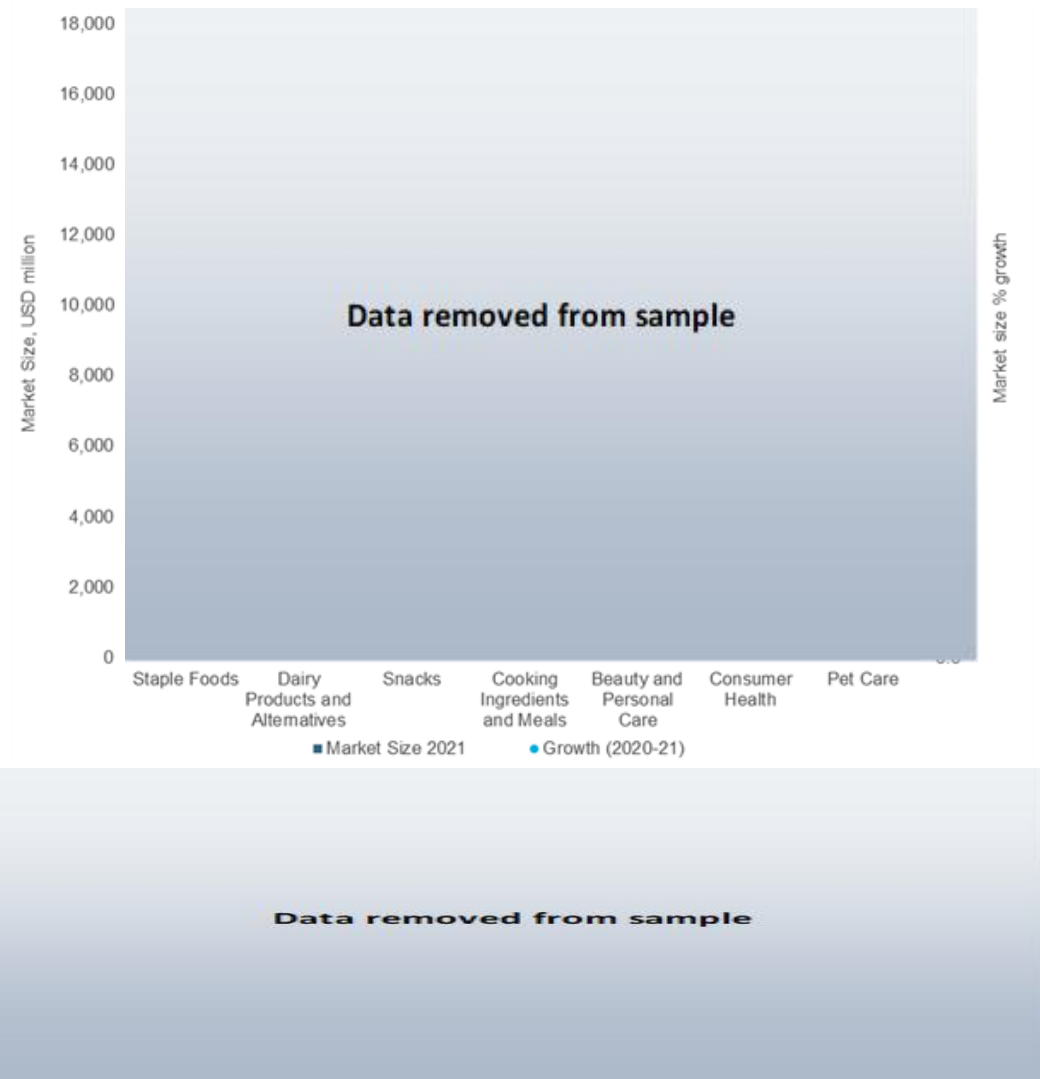


Source: Voice of the Consumer Sustainability survey, 2022

MARKET SIZE

Identify where the most attractive claims to play in terms of value sales are across seven different industries.

Chart 10 Sustainability Market Size By Industry in Italy



Source: Sustainability Opportunity Tracker

Note: Market Size is the overall aggregation of sales for Sustainable products by Industry.

Sustainability Attribute Group with the biggest market sizes in Italy

Chart 11 Sustainability Market Size for the Top 10 Attributes by Industry in Italy, USD Million, 2021



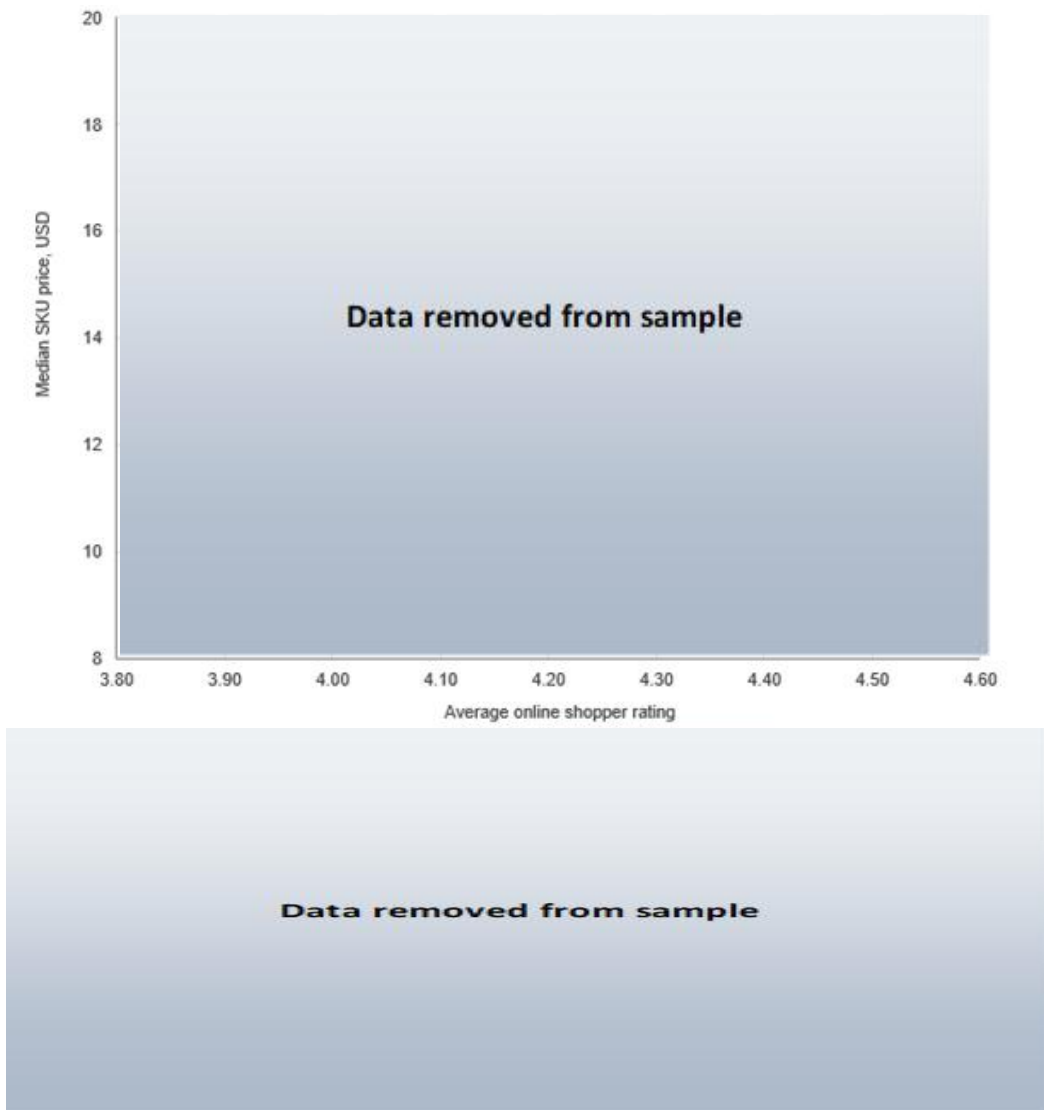
Source: Sustainability Opportunity Tracker

Note: Market Size is the overall aggregation of sales for Sustainable products by Attribute per Industry.

SUSTAINABLE PRODUCTS

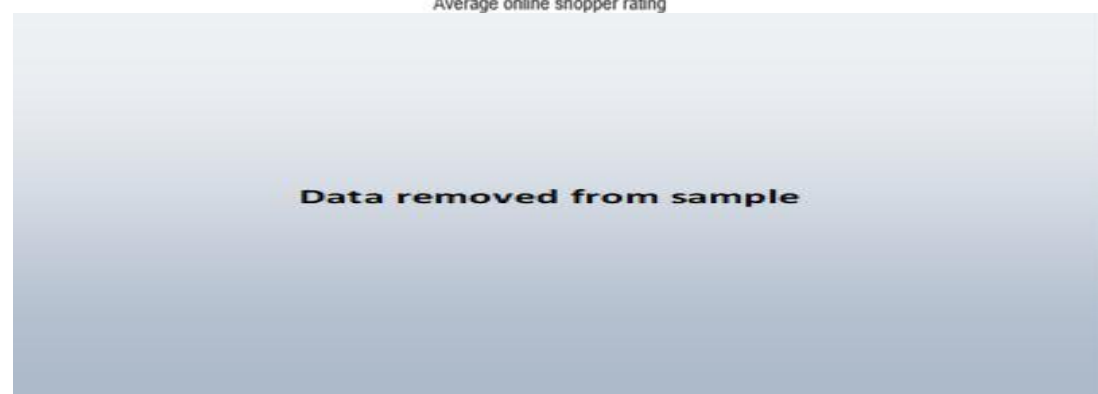
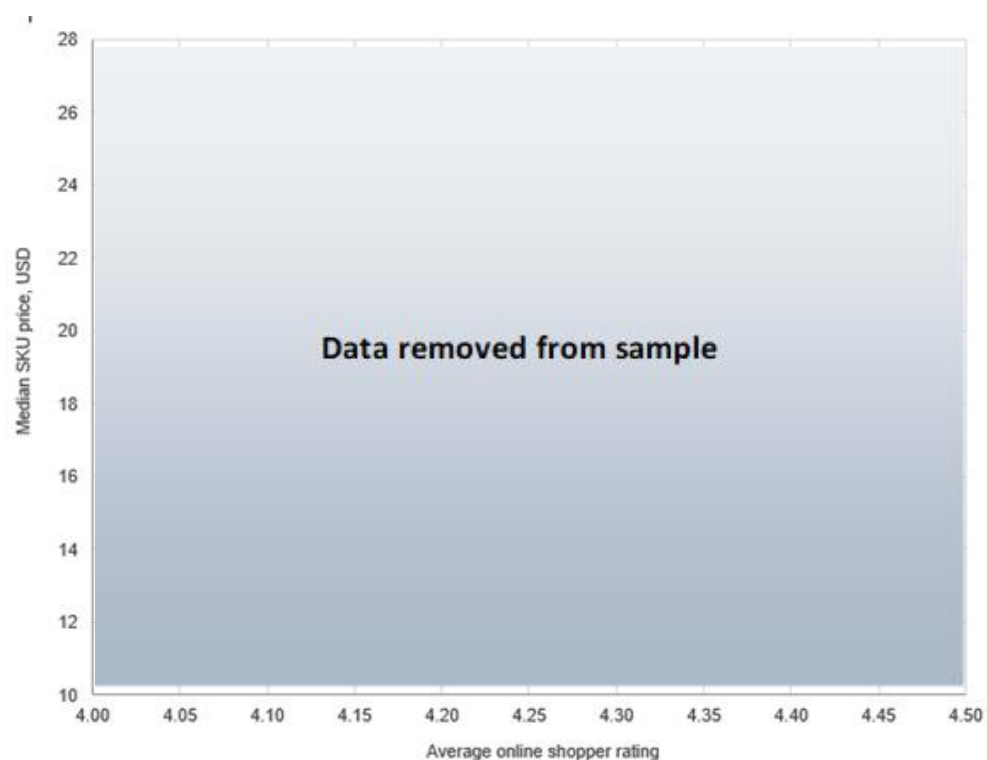
Understand product availability, shopper satisfaction and pricing strategies for sustainable products across seven industries.

Chart 12 Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



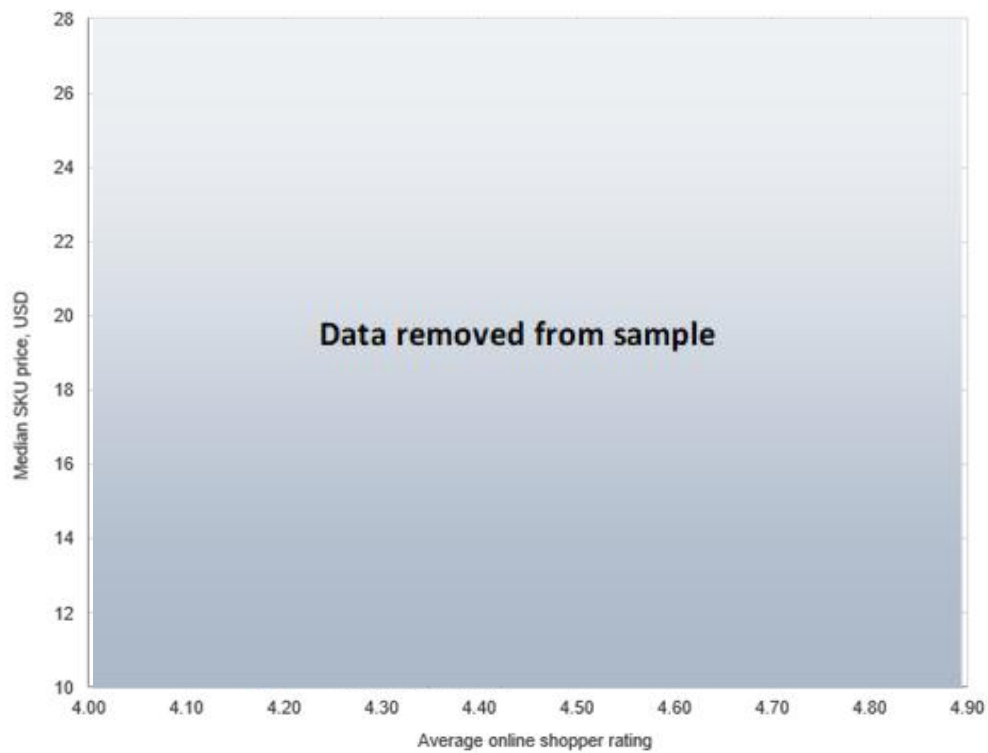
Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count.

Chart 13 Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



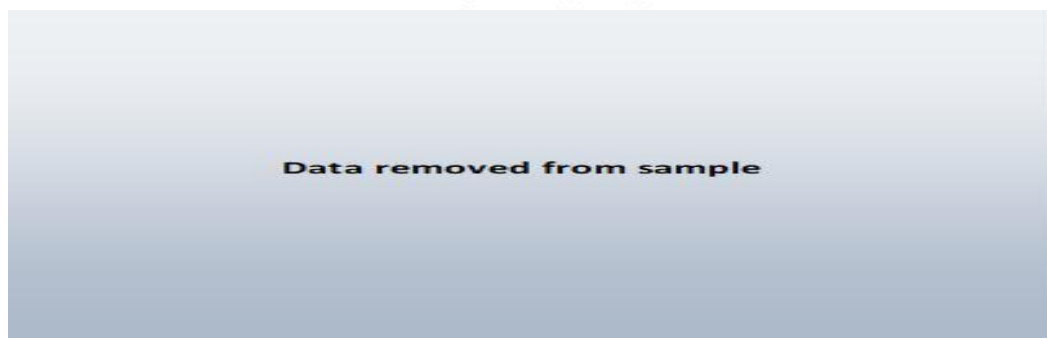
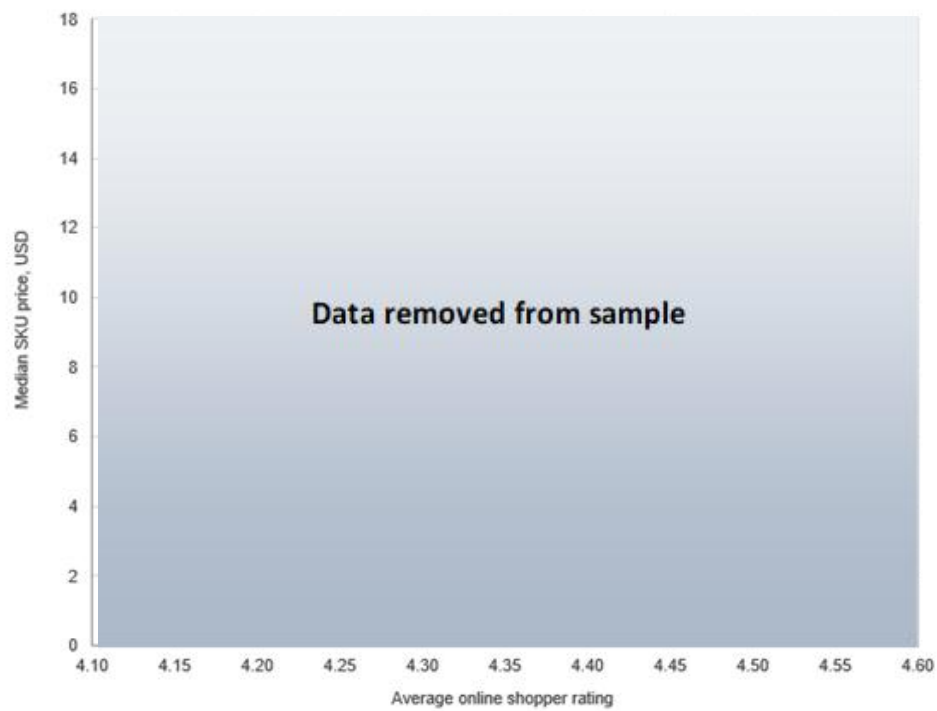
Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count

Chart 14 Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



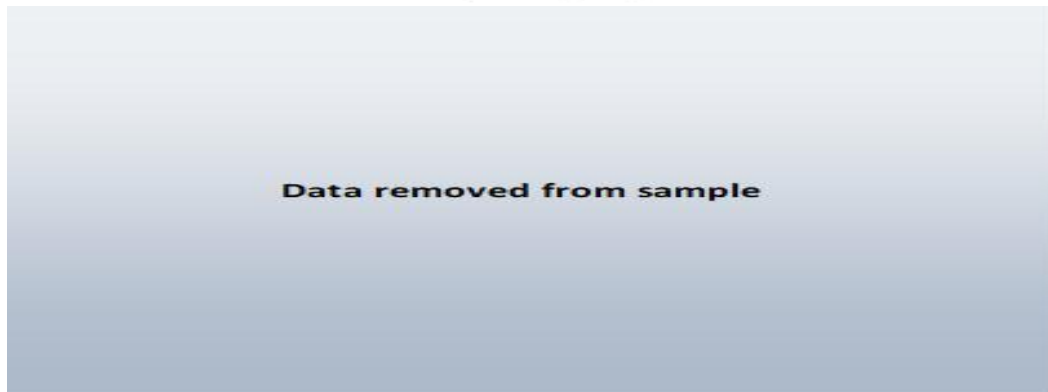
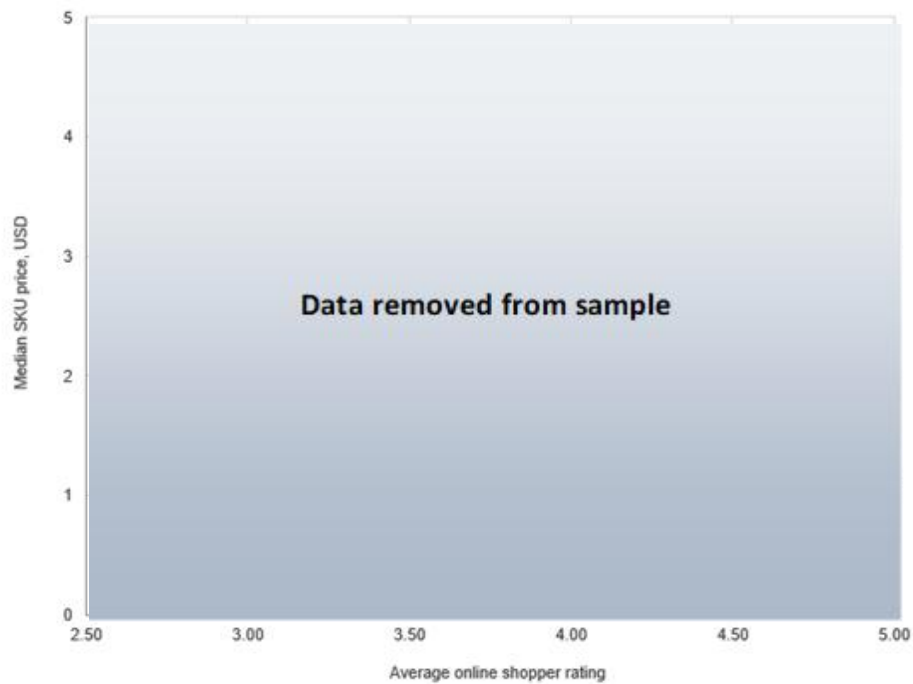
Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count

Chart 15 Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



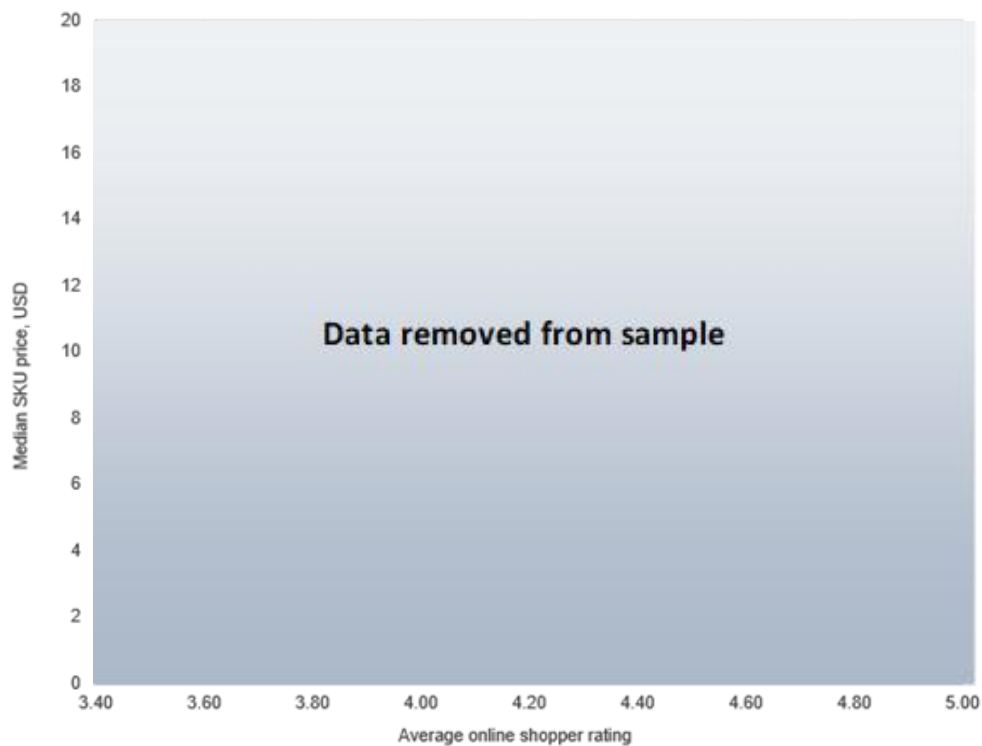
Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count

Chart 16 Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



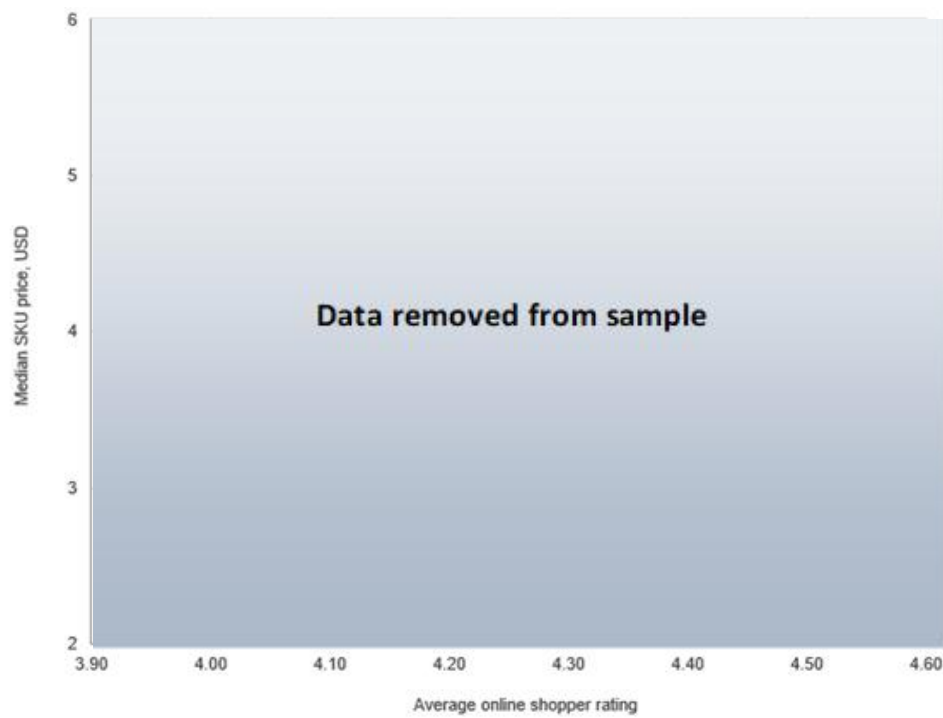
Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count

Chart 17 Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count

Chart 18 Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability
of SKUs with Sustainability Attributes in Italy, 2021

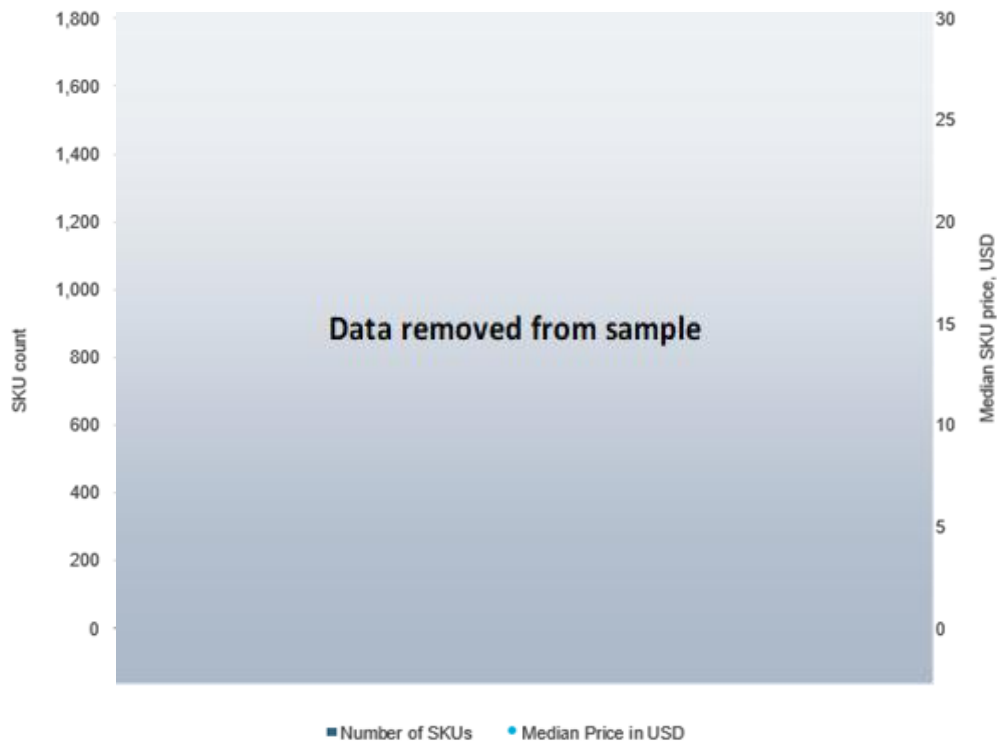


Source: Sustainability Opportunity Tracker
Note: Bubble size - SKU count

COMPETITOR ANALYSIS

Uncover competitors' strategies connecting the dots between products availability, shopper satisfaction and pricing strategies for sustainable products across seven industries.

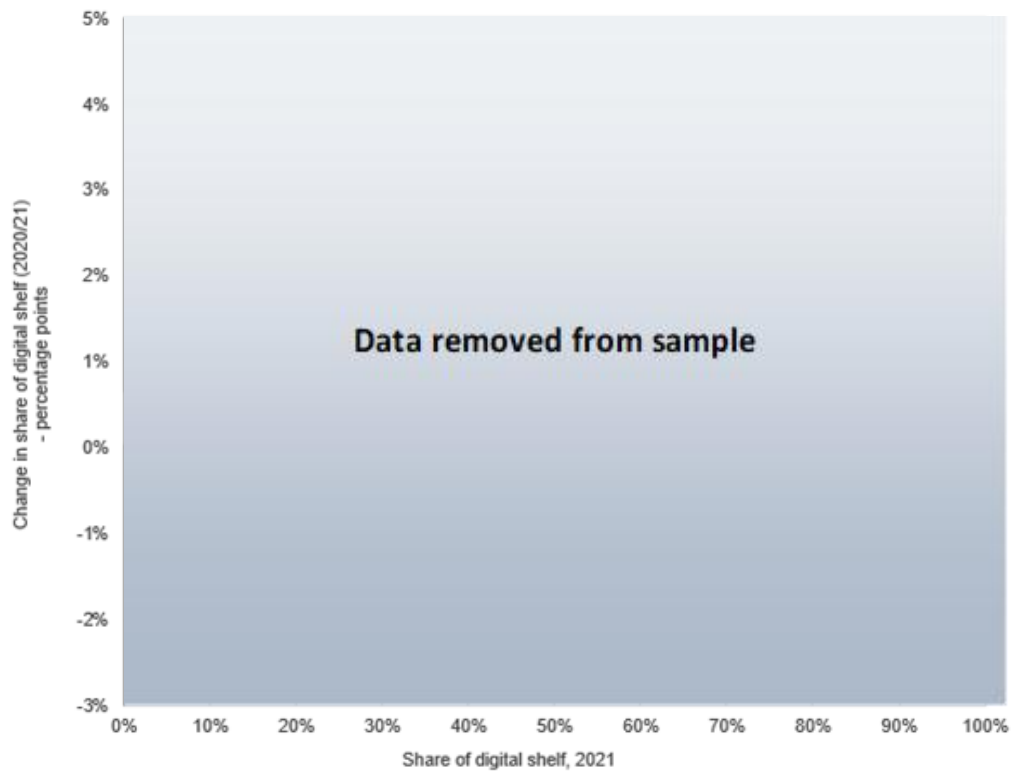
Chart 19 Beauty and Personal Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes of the Top 5 Competitors in Italy, 2021



Data removed from sample

Source: Sustainability Competitor Tracker

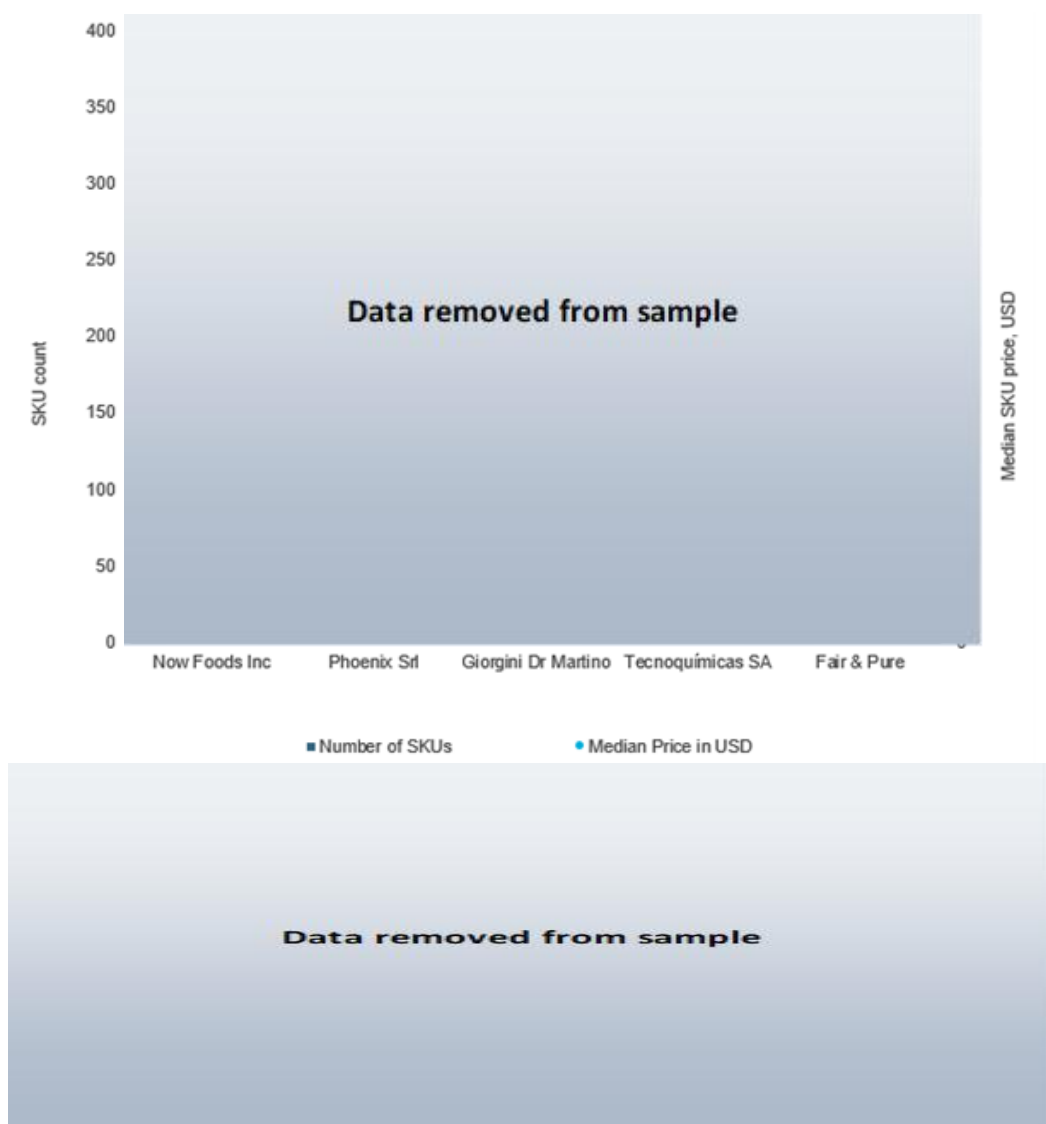
Chart 20 Beauty and Personal Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy



Data removed from sample

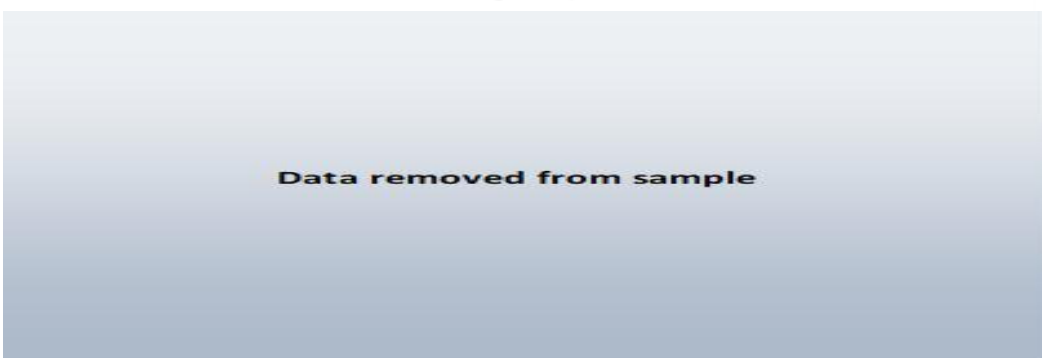
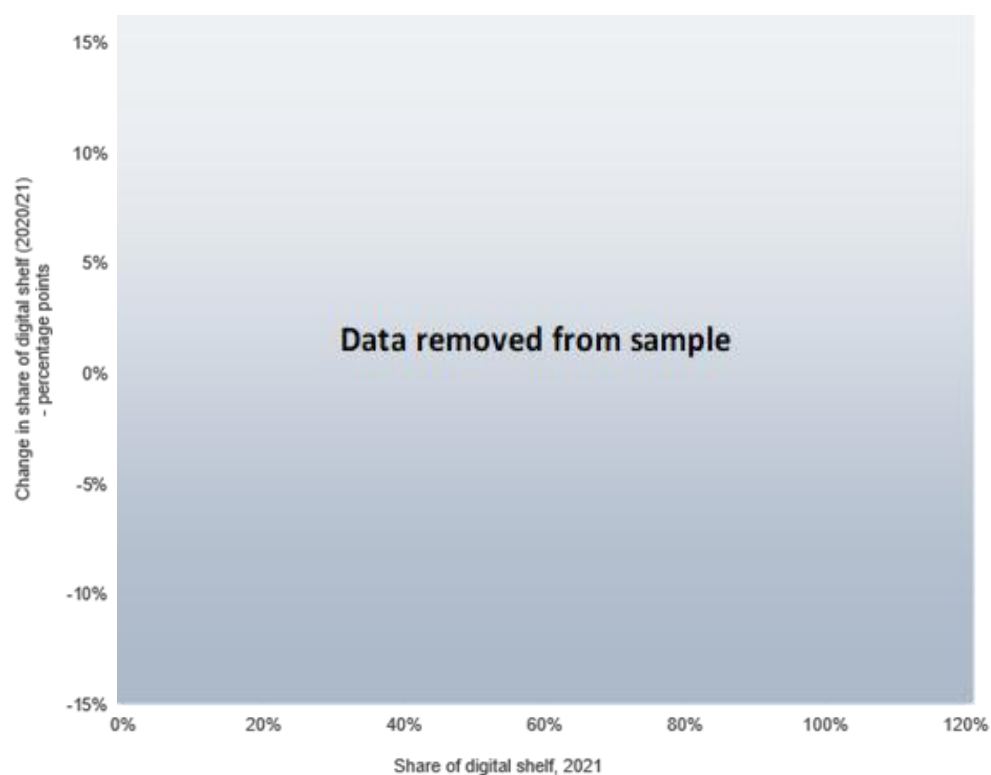
Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

Chart 21 Consumer Health: Product availability and Price Positioning of SKUs with Sustainability Claims from Top 5 Competitors in Italy, 2021



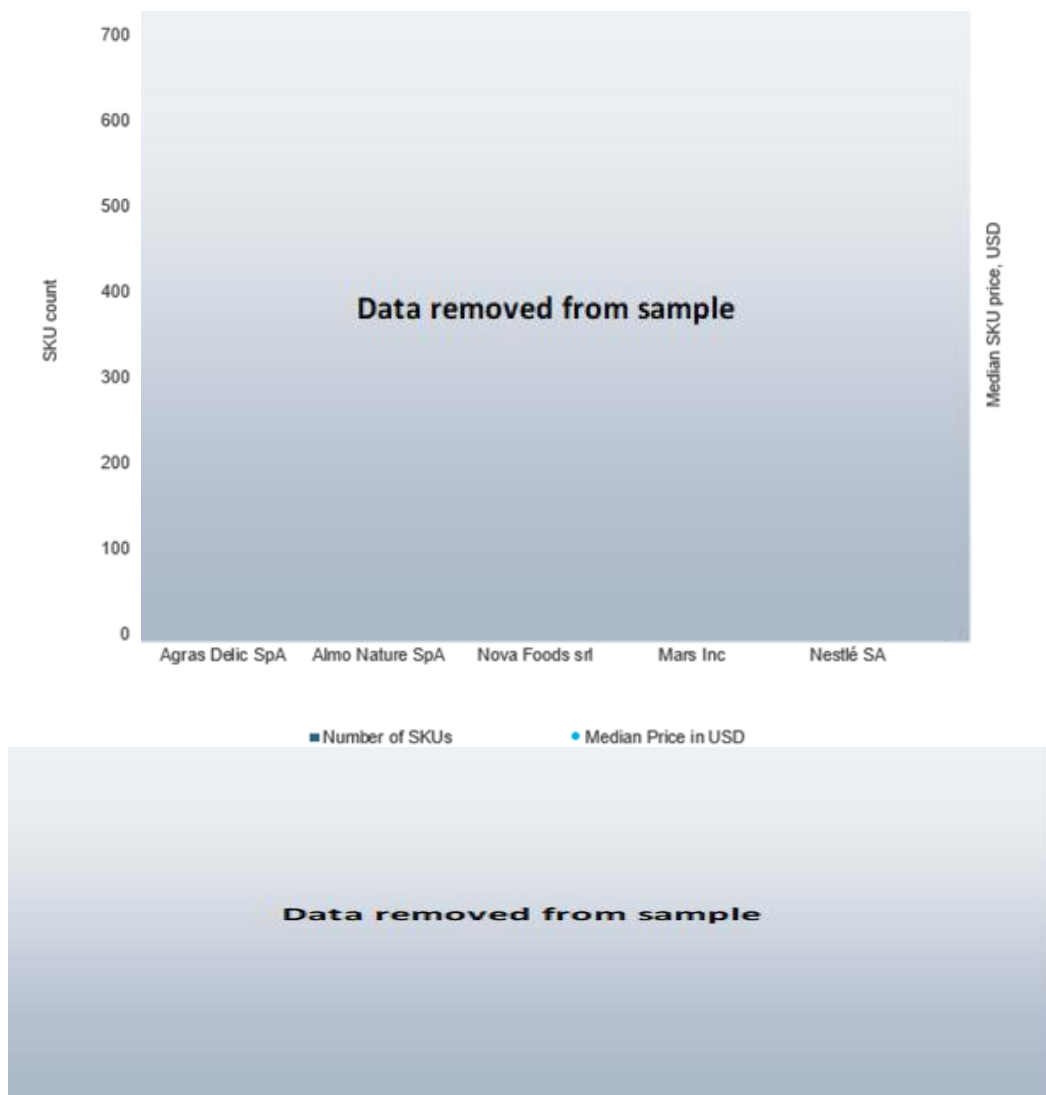
Source: Sustainability Competitor Tracker

Chart 22 Consumer Health: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy



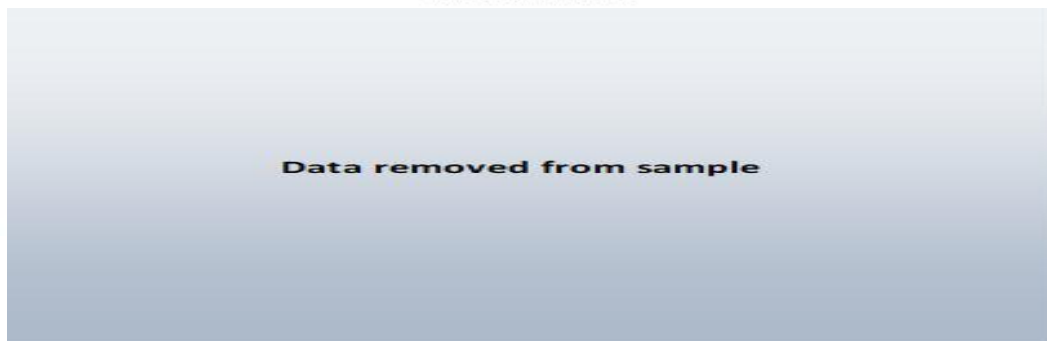
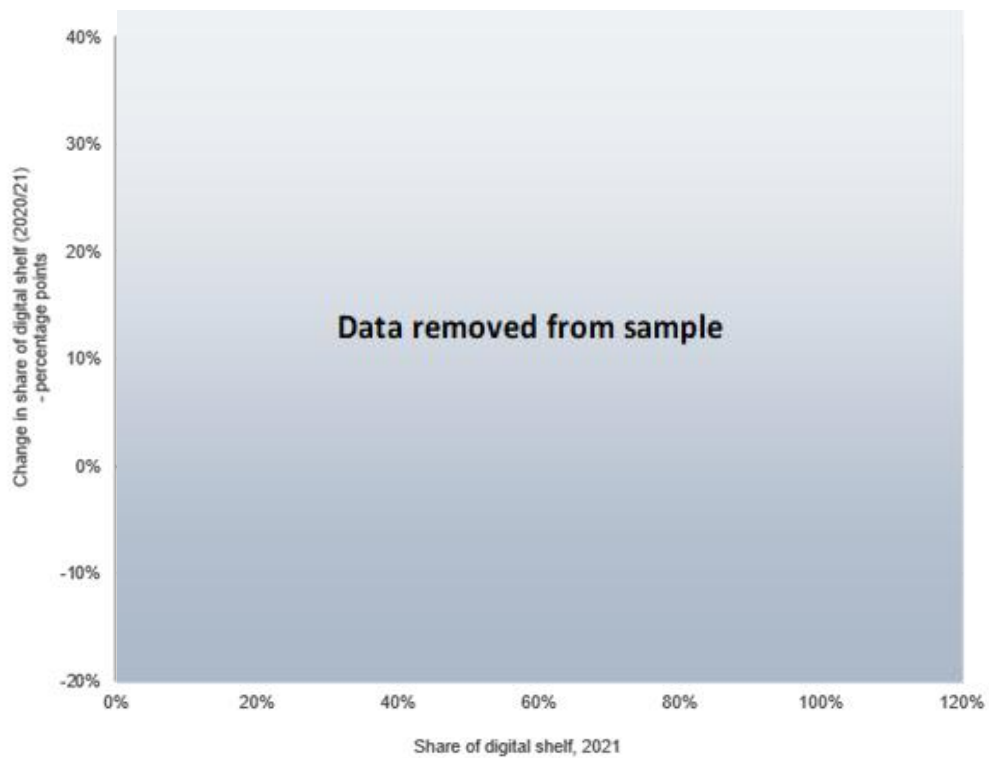
Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

Chart 23 Pet Care: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021



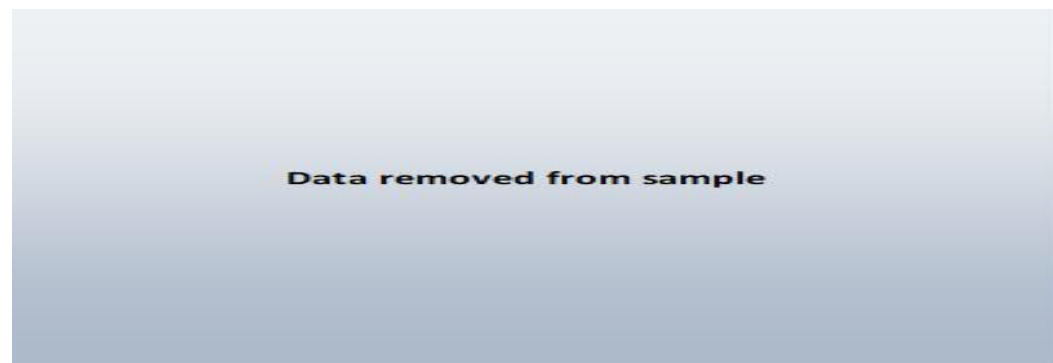
Source: Sustainability Competitor Tracker

Chart 24 Pet Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy



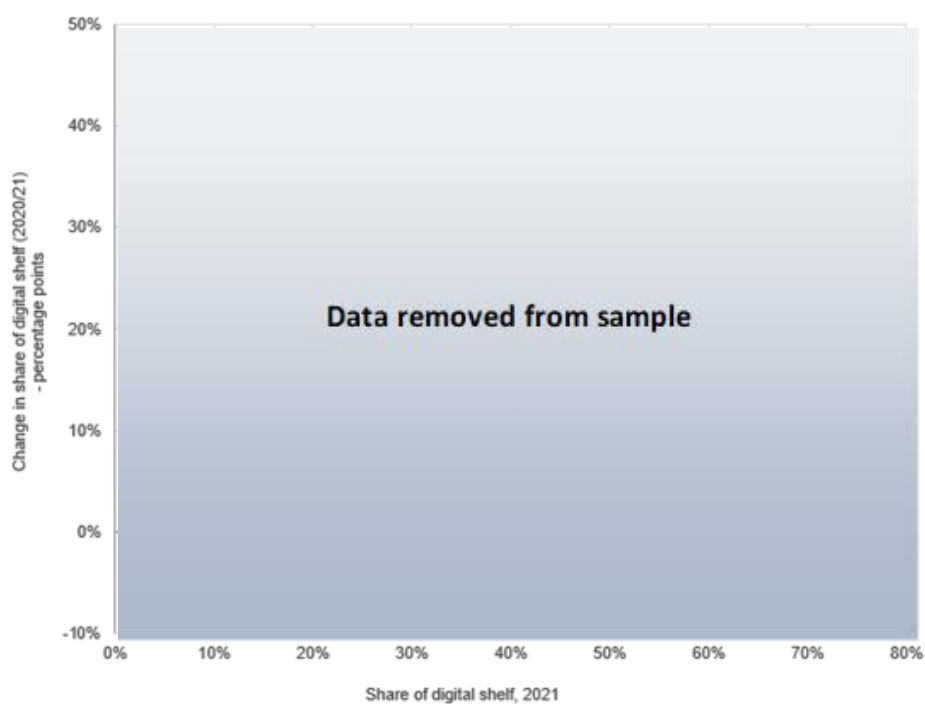
Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

Chart 25 Snacks: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021



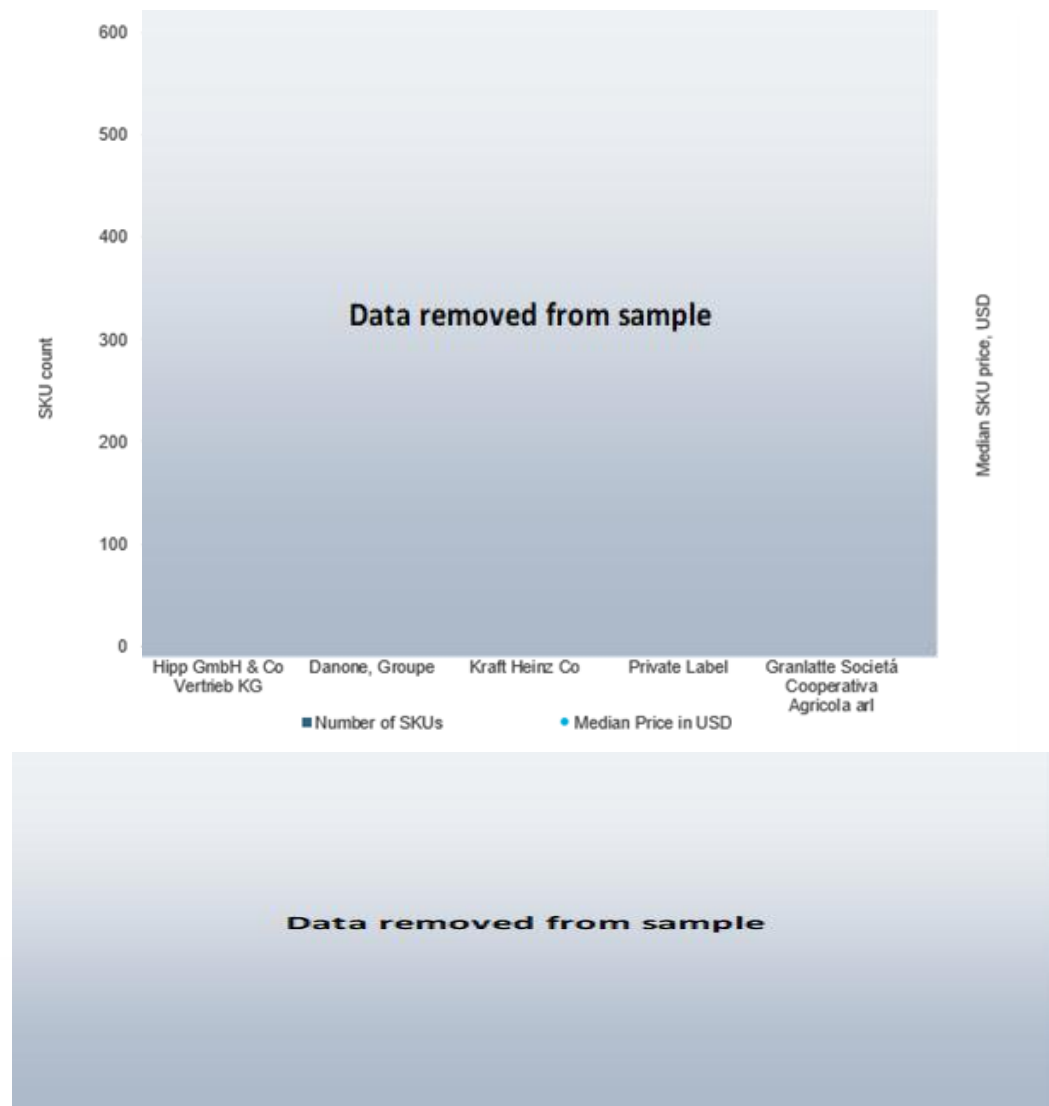
Source: Sustainability Competitor Tracker

Chart 26 Snacks: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy



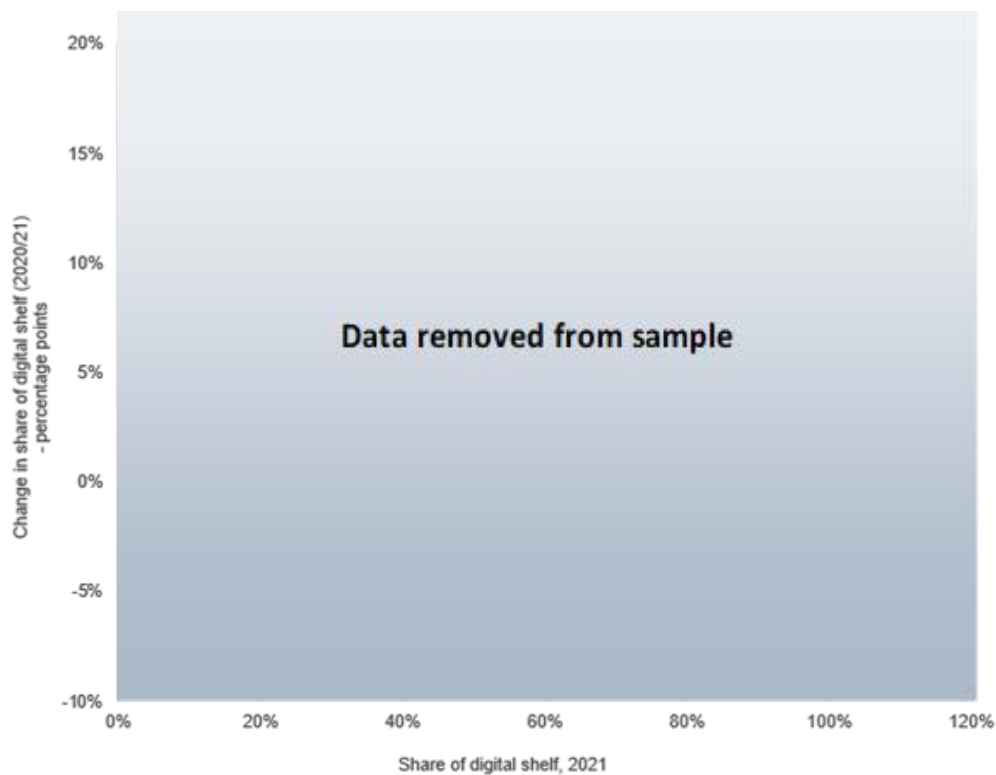
Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

Chart 27 Dairy Products and Alternatives: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021



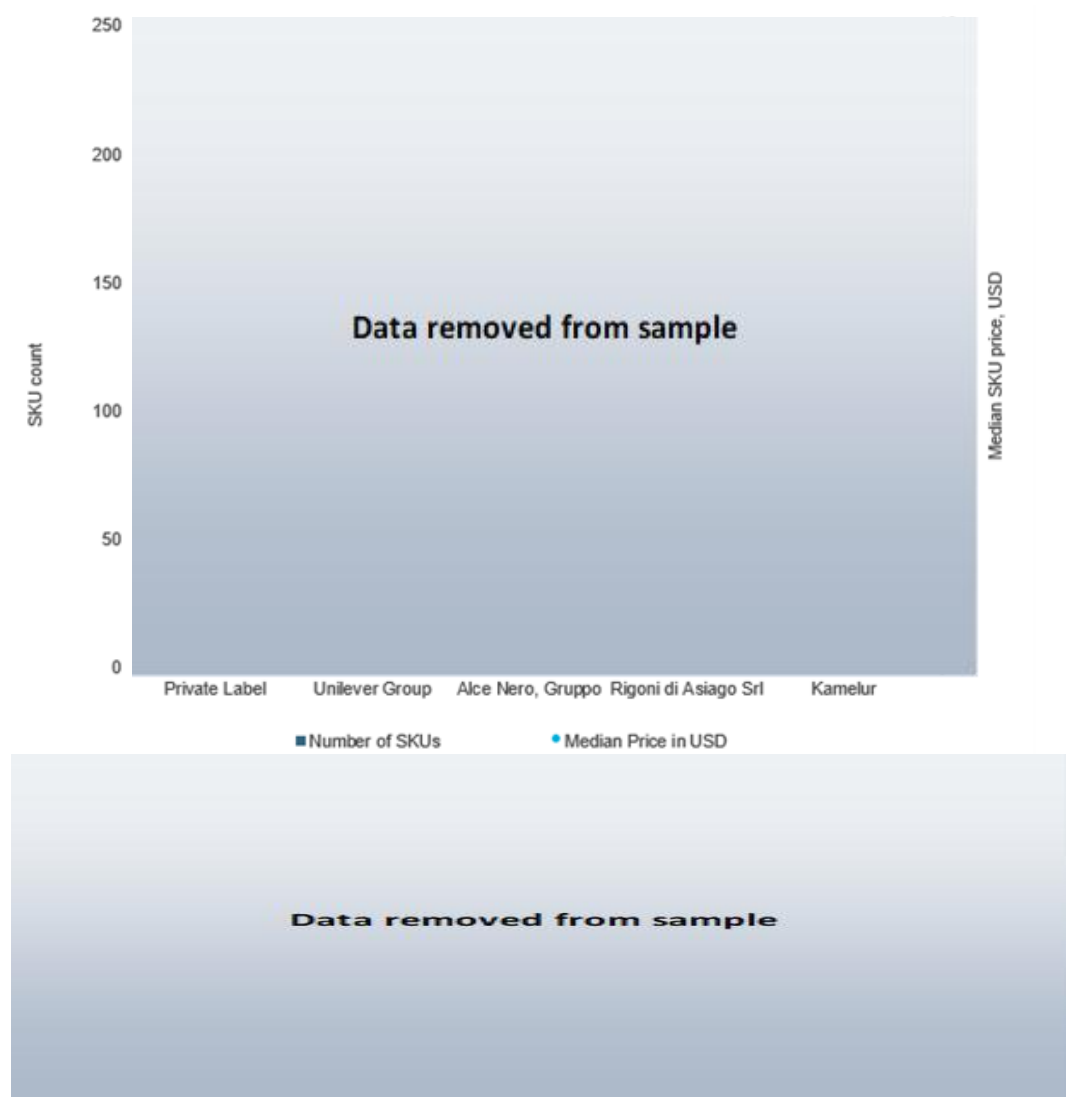
Source: Sustainability Competitor Tracker

Chart 28 Dairy Products and Alternatives: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy



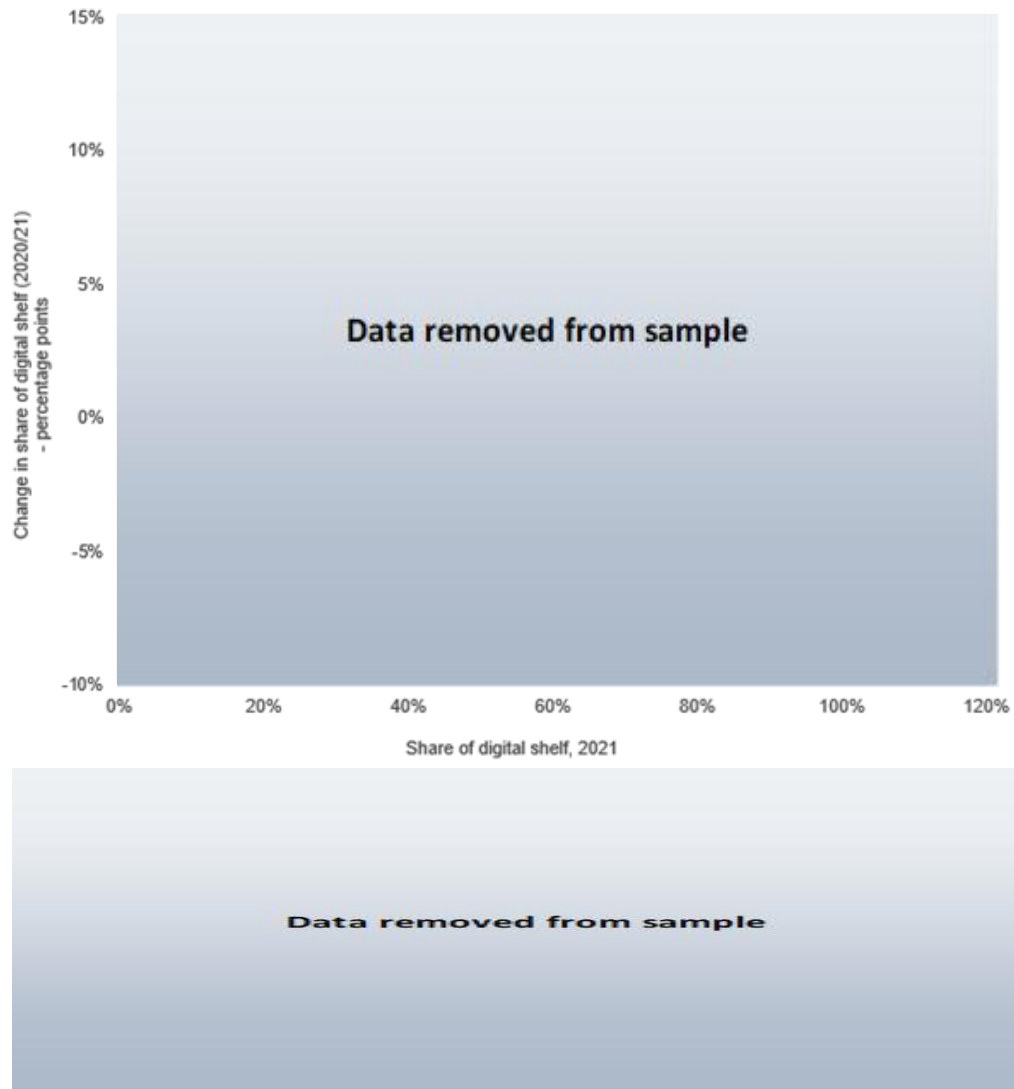
Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

Chart 29 Cooking Ingredients and Meals: Product availability and Price Positioning of SKUs with Sustainability Claims from top 5 competitors in Italy, 2021



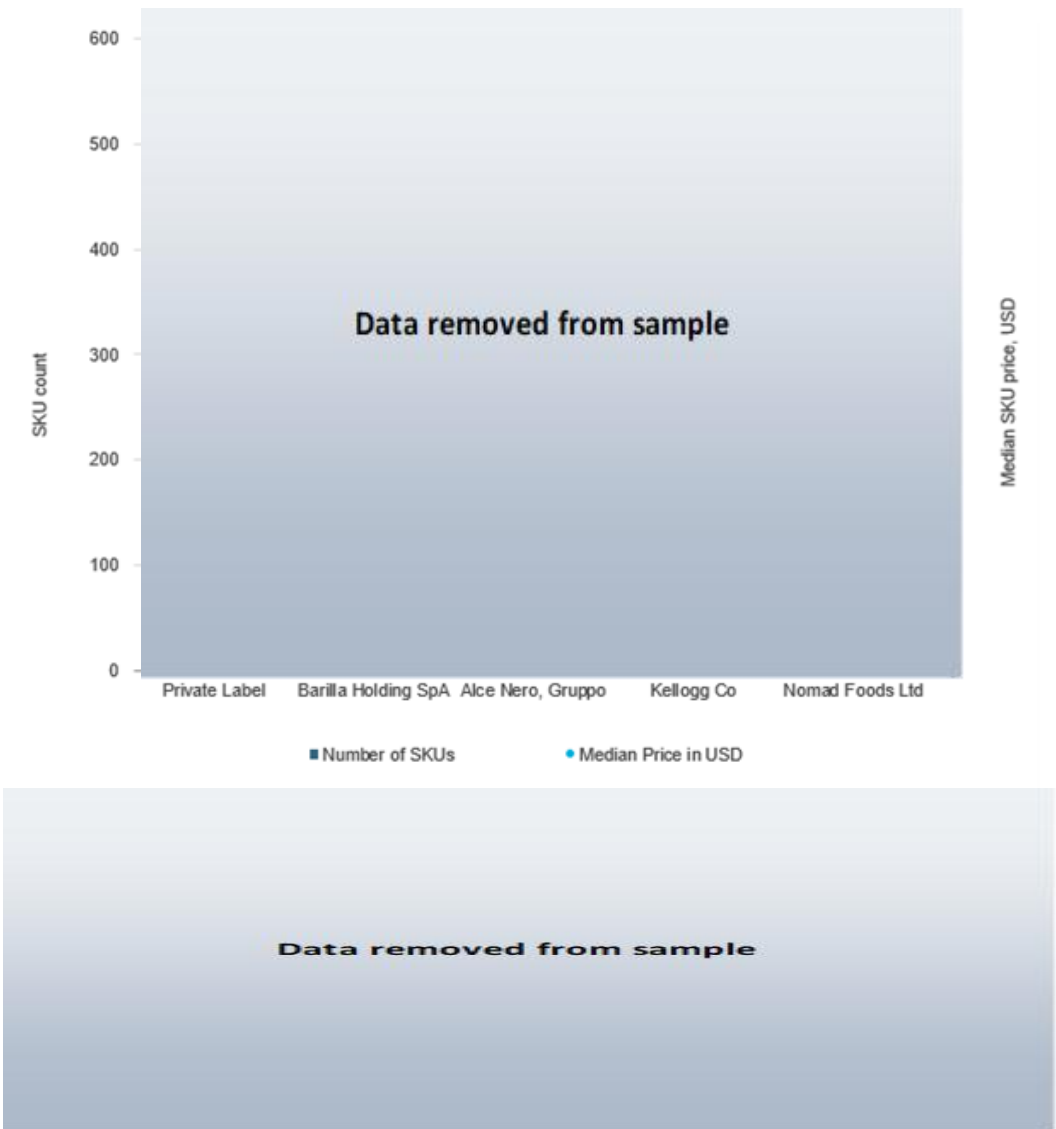
Source: Sustainability Competitor Tracker

Chart 30 Cooking Ingredients and Meals: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy



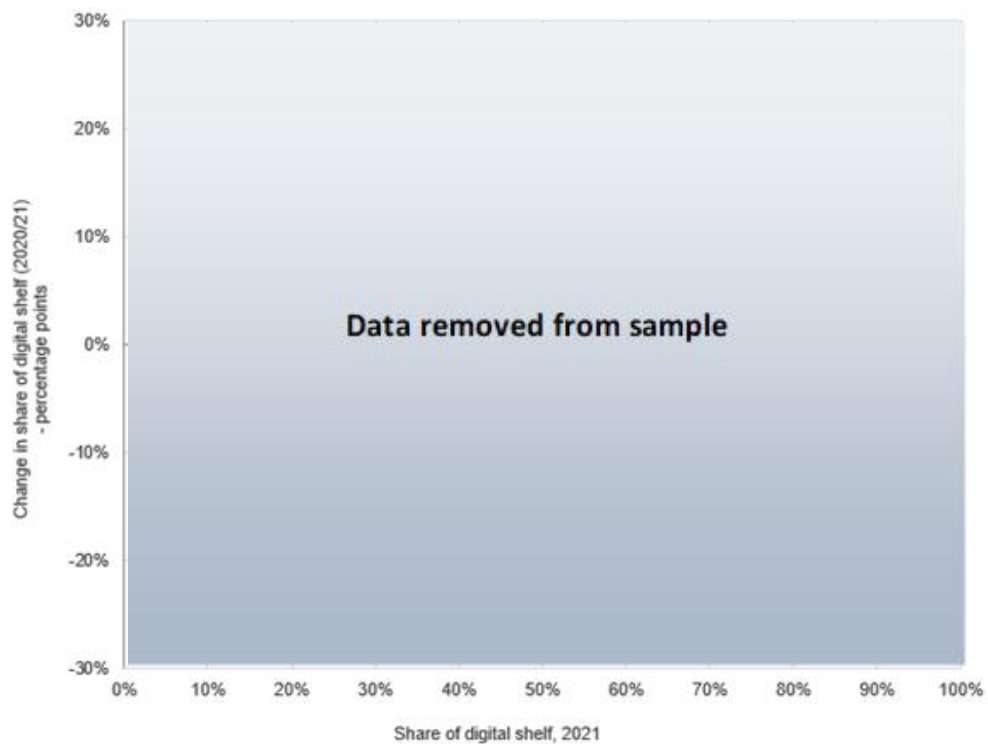
Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

Chart 31 Staple Foods: Product Availability and Price Positioning of SKUs with Sustainability Attributes from the Top 5 Competitors in Italy, 2021



Source: Sustainability Competitor Tracker

Chart 32 Staple Foods: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with Sustainability Attributes of the Top 10 Competitors in Italy

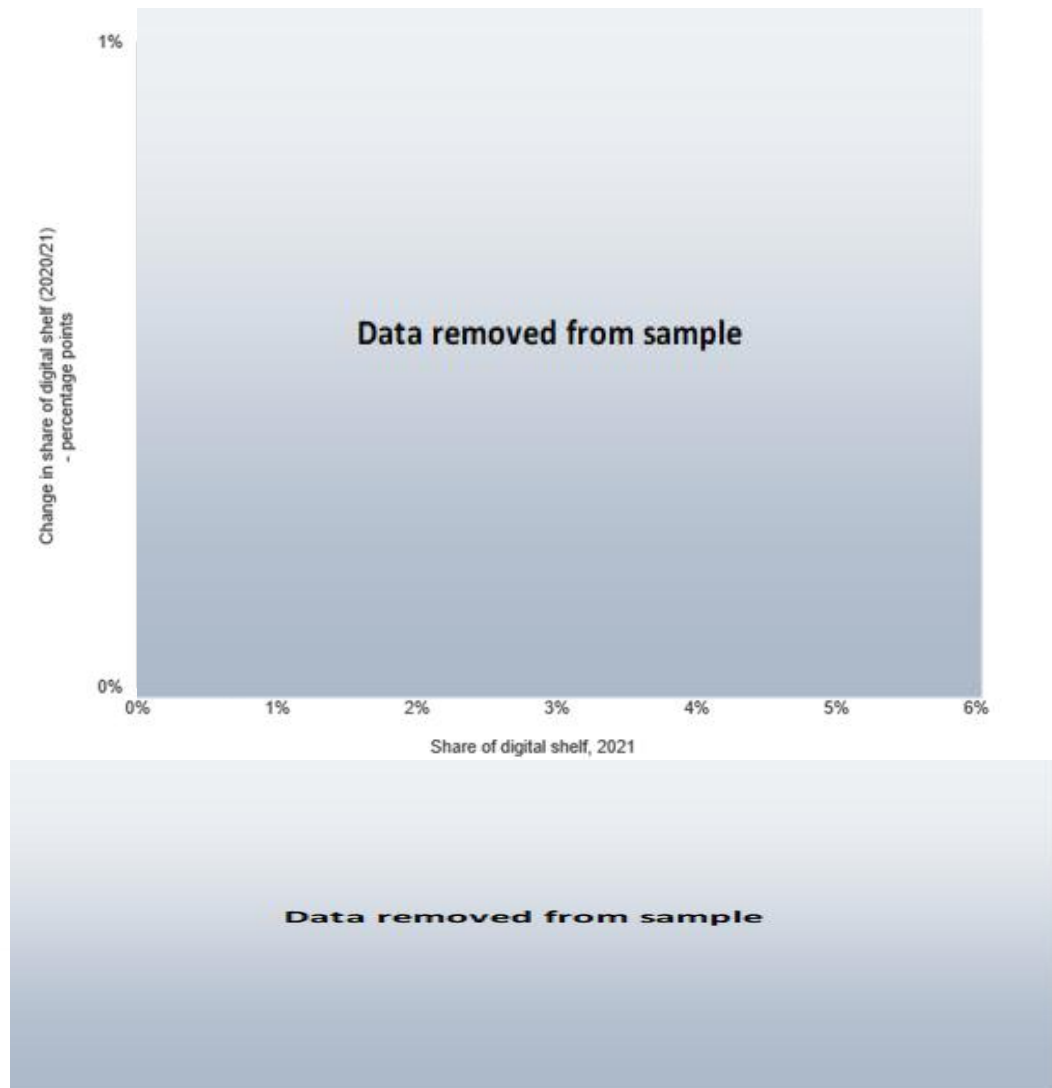


Source: Sustainability Competitor Tracker
Note: Bubble size – SKU count

SEIZING THE OPPORTUNITY – BY INDUSTRY

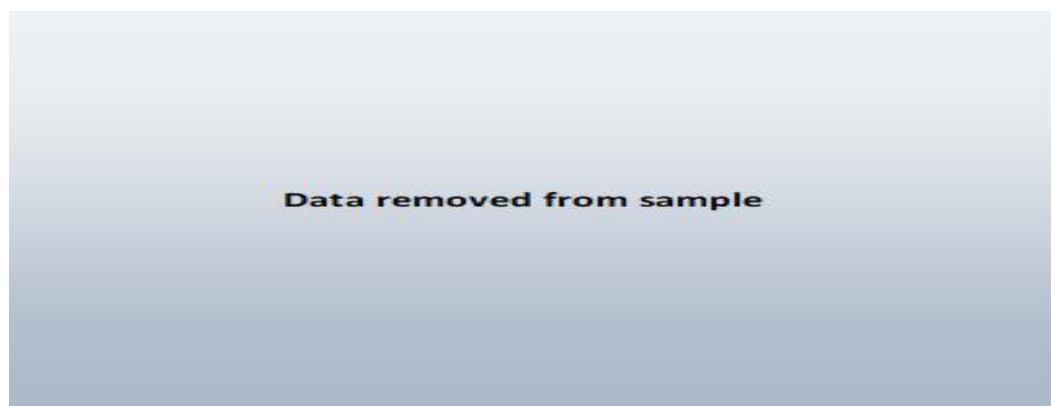
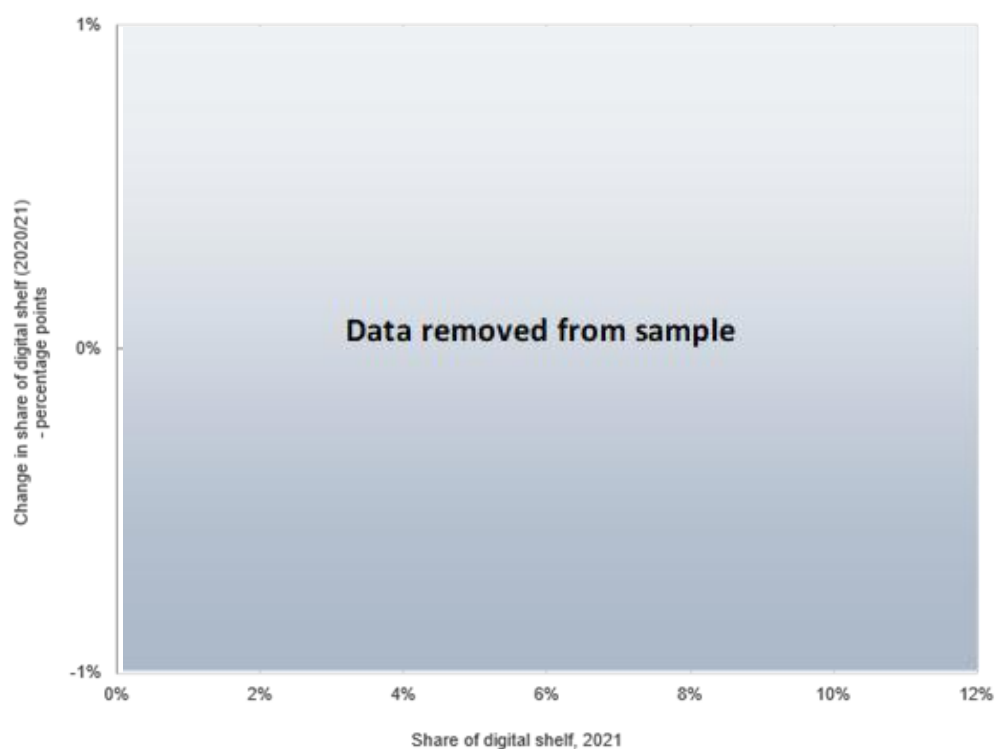
Discover opportunities for sustainable products across seven industries looking at product availability metrics (Number of SKUs and Share of Digital Shelf of products with sustainability claims).

Chart 33 Beauty and Personal Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy



Source: Sustainability Opportunity Tracker
 Note: Bubble size – SKU count

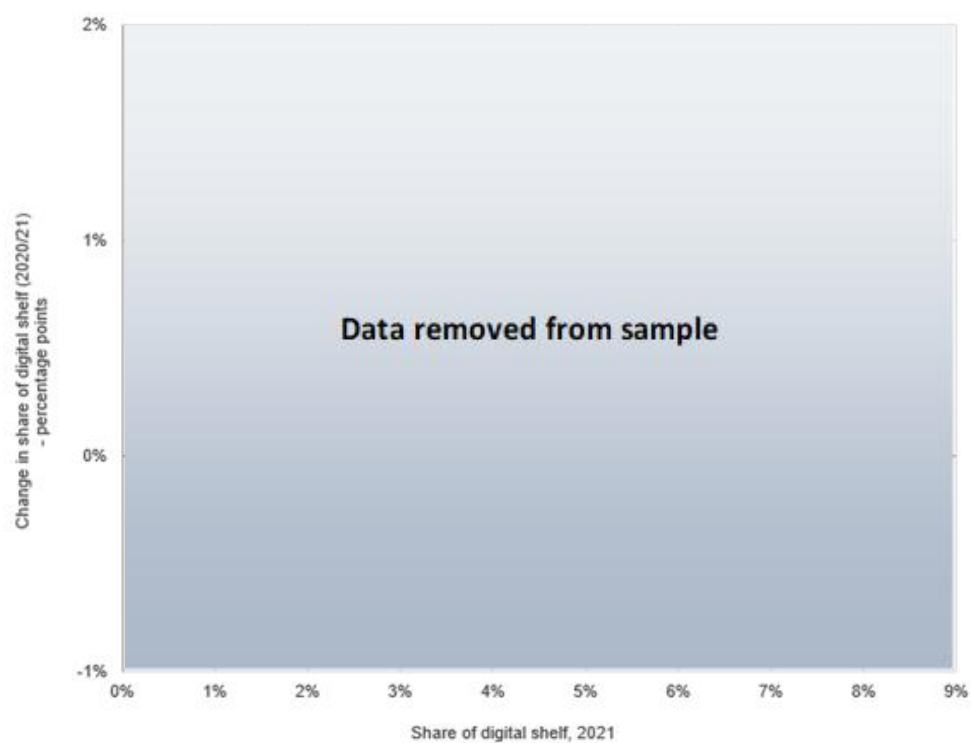
Chart 34 Consumer Health: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy



Source: Sustainability Opportunity Tracker

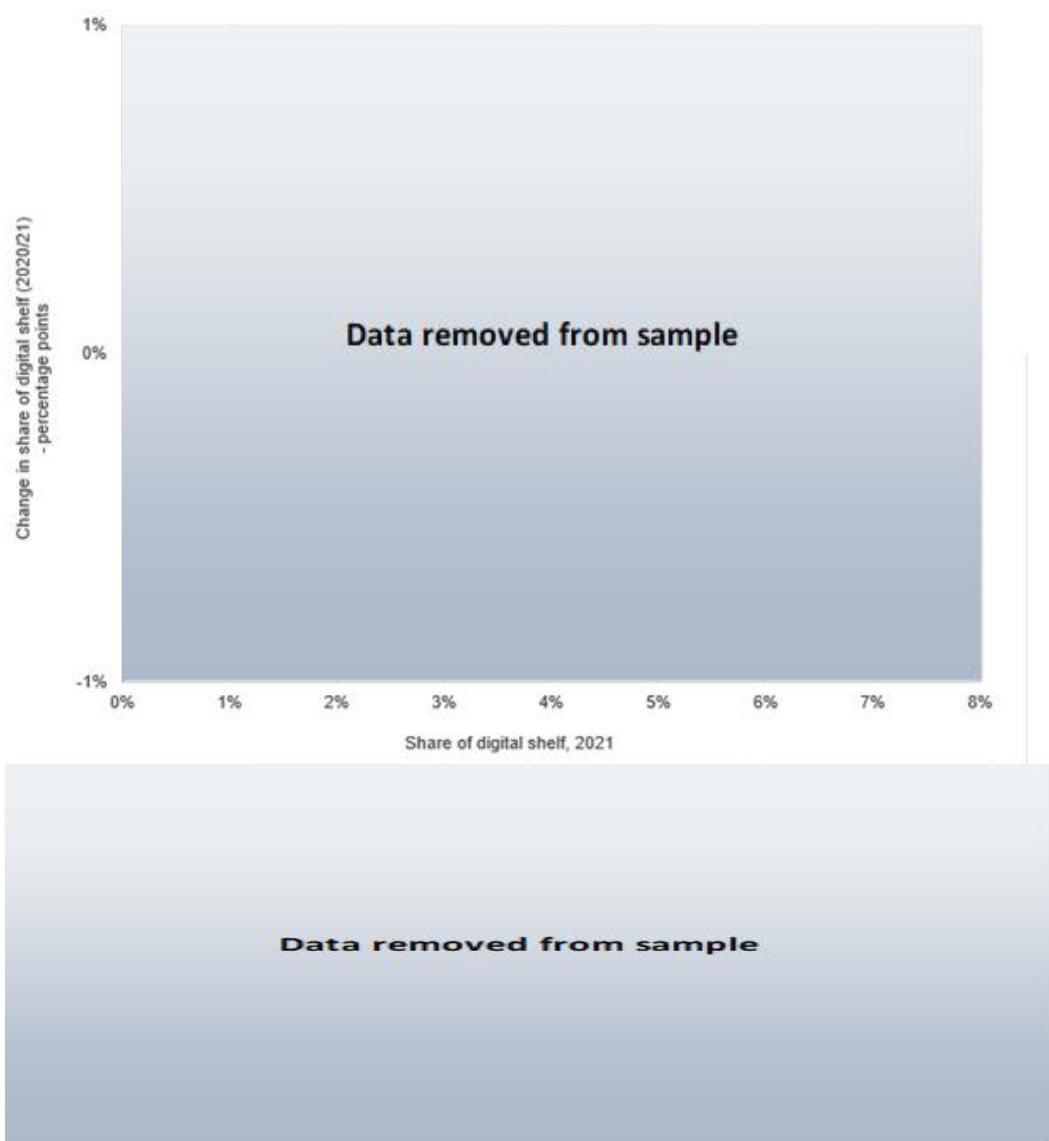
Note: Bubble size – SKU count

Chart 35 Pet Care: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy



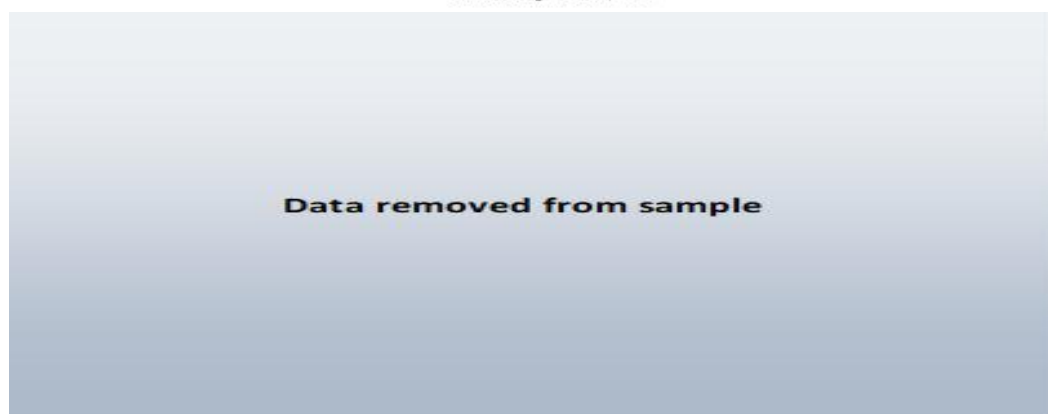
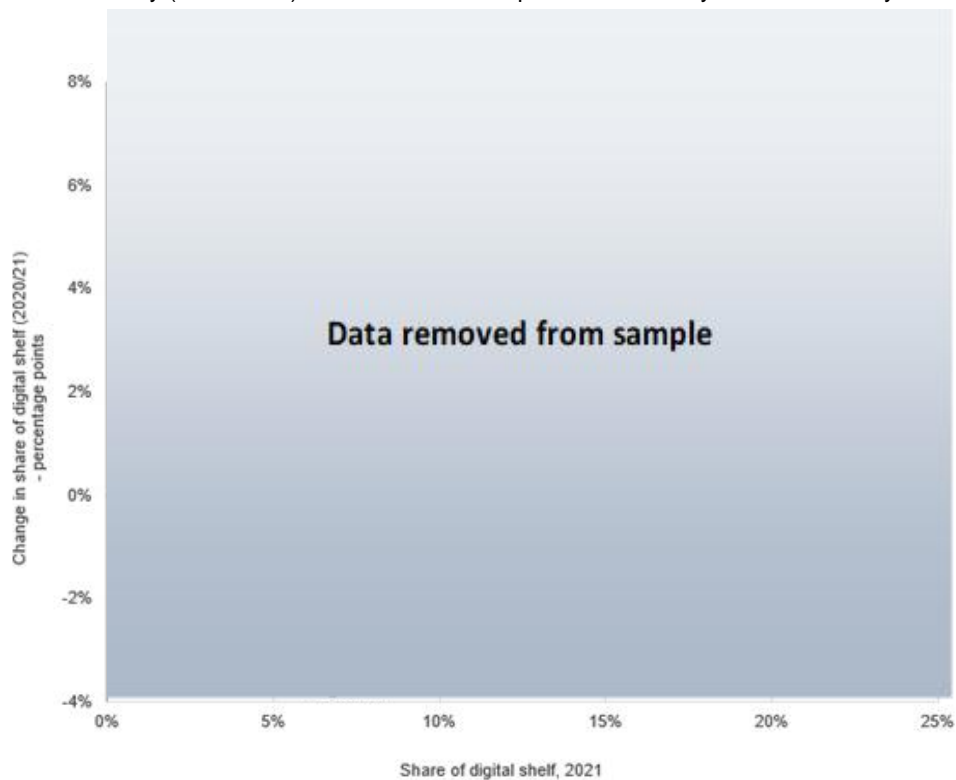
Source: Sustainability Opportunity Tracker
Note: Bubble size – SKU count

Chart 36 Snacks: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy



Source: Sustainability Opportunity Tracker
Note: Bubble size – SKU count

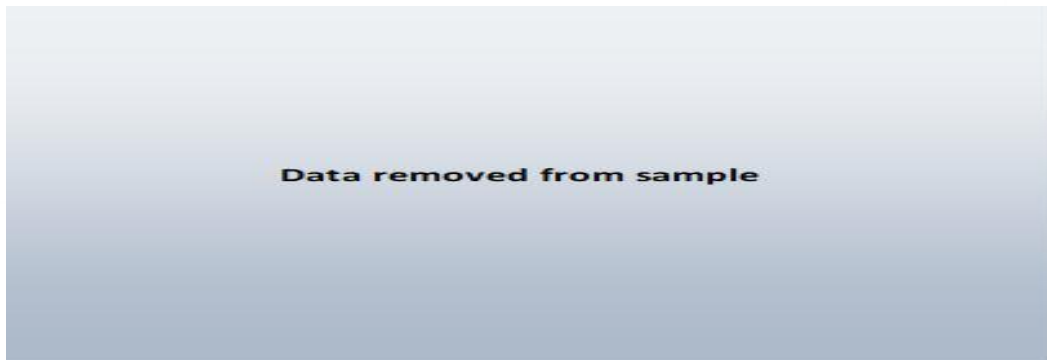
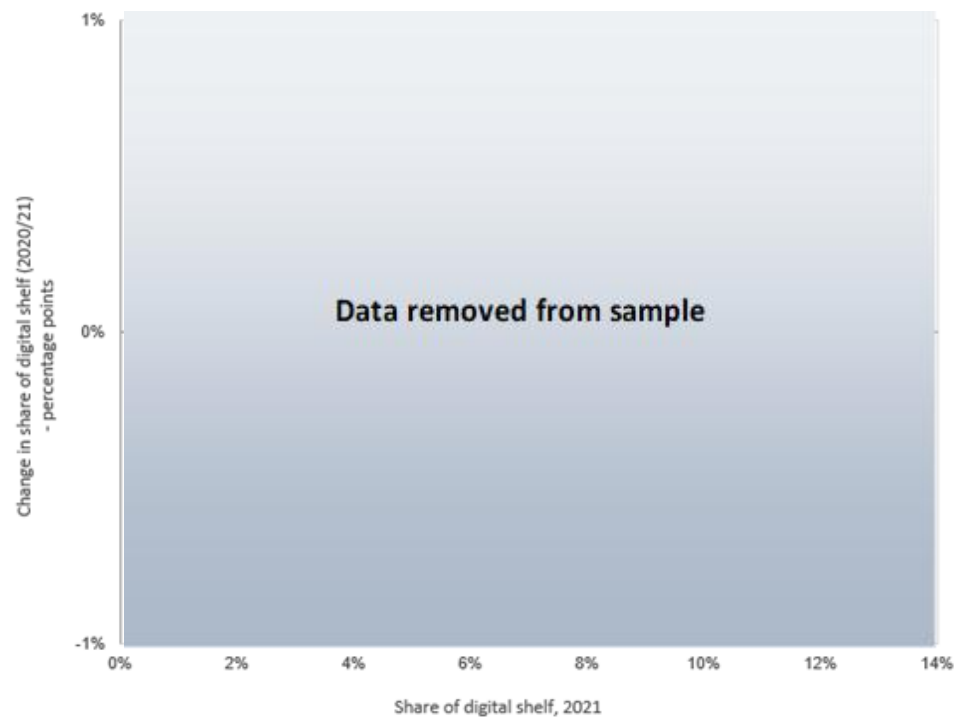
Chart 37 Dairy Products and Alternatives: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy



Source: Sustainability Opportunity Tracker

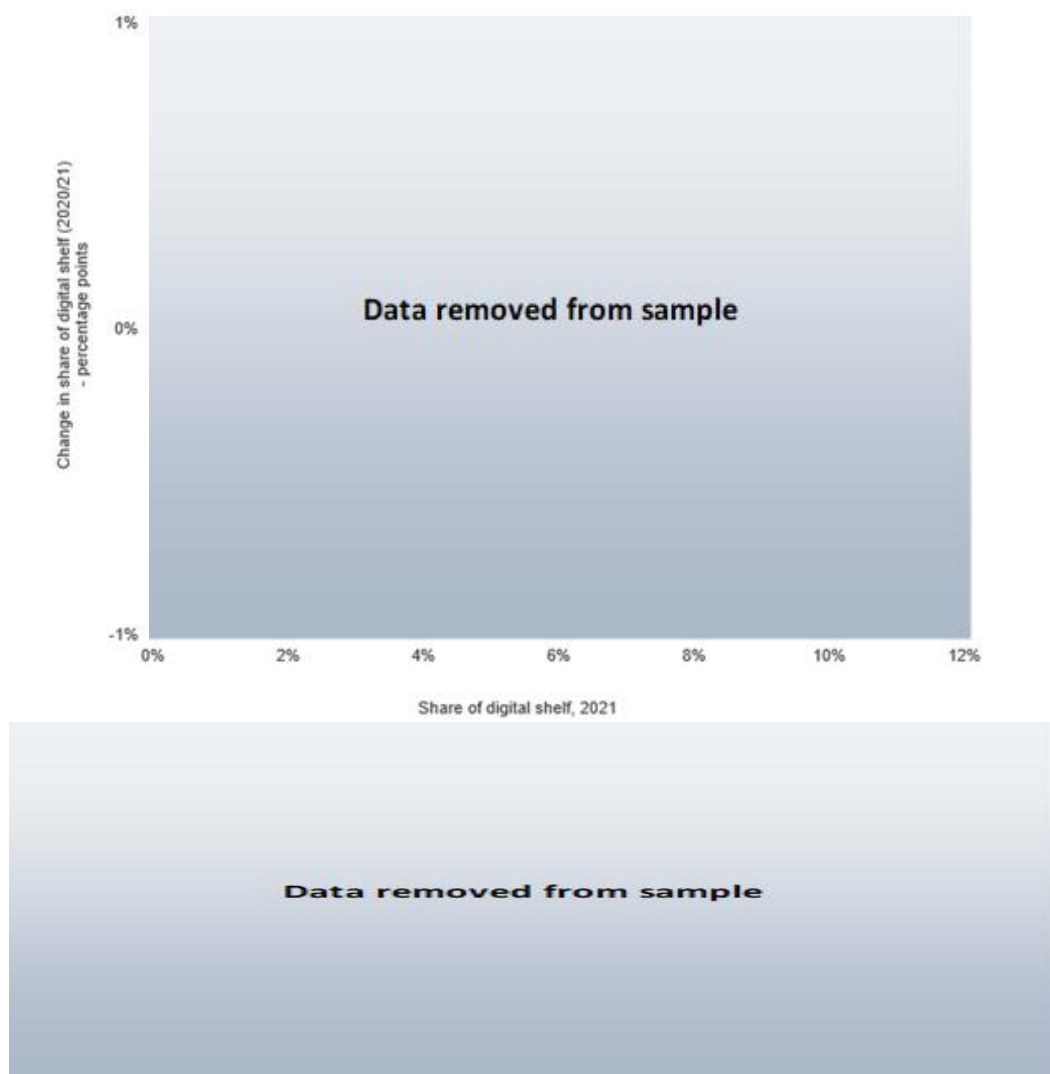
Note: Bubble size – SKU count

Chart 38 Cooking Ingredients and Meals: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy



Source: Sustainability Opportunity Tracker
Note: Bubble size – SKU count

Chart 39 Staple Foods: Product Availability in 2021 and Change in Product Availability (2020-2021) of SKUs with the Top 10 Sustainability Attributes in Italy

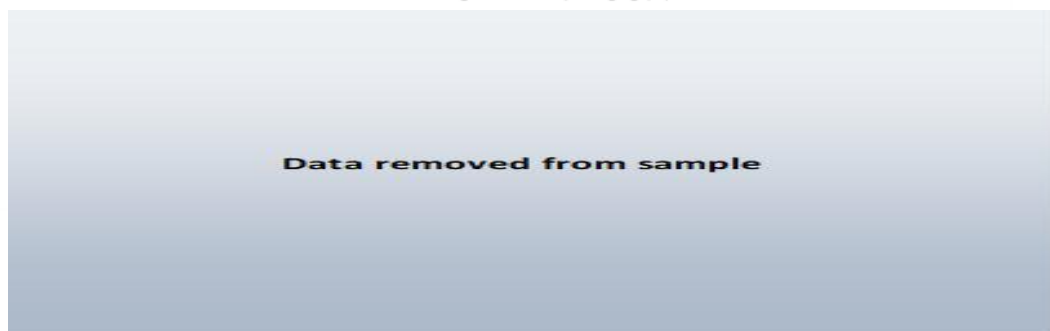
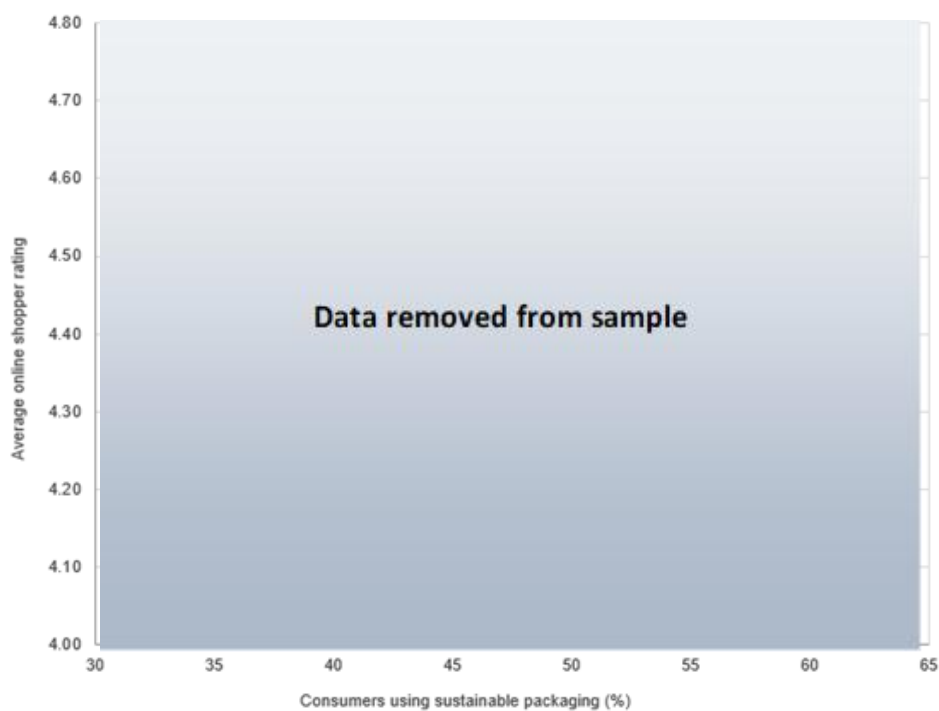


Source: Sustainability Opportunity Tracker
Note: Bubble size – SKU count

SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTES

Discover opportunities for sustainable products across 15 markets including Italy leveraging consumer insights and product information.

Chart 40 Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy, 2021

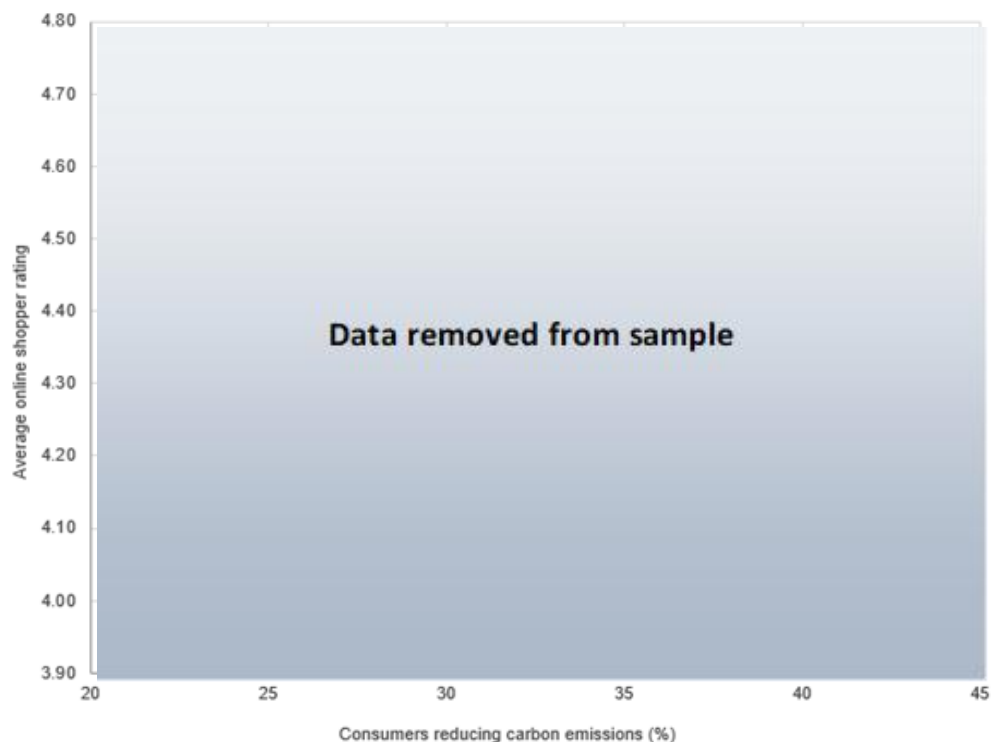


Source: Sustainability Opportunity Tracker

Notes: Bubble size – SKU count

Data is an average of seven industries, Beauty and Personal Care, Consumer Health, Pet Care, Snacks, Dairy Products and Alternatives, Cooking Ingredients and Meals and Staple Foods. Average online shopper rating is the average star rating (online ratings from a scale of 1-5) for specific group of SKUs with selected sustainability attributes. They intend to indicate shopper satisfaction with the selected SKUs. Ratings in the chart are the weighted average of the seven industries.

Chart 41 Carbon Neutral Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



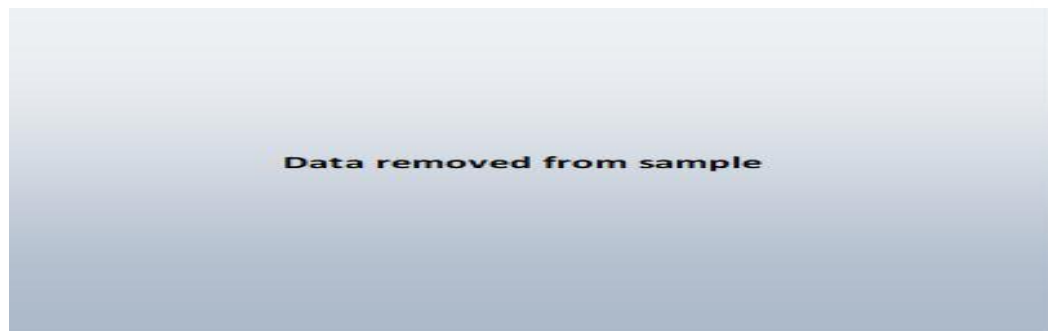
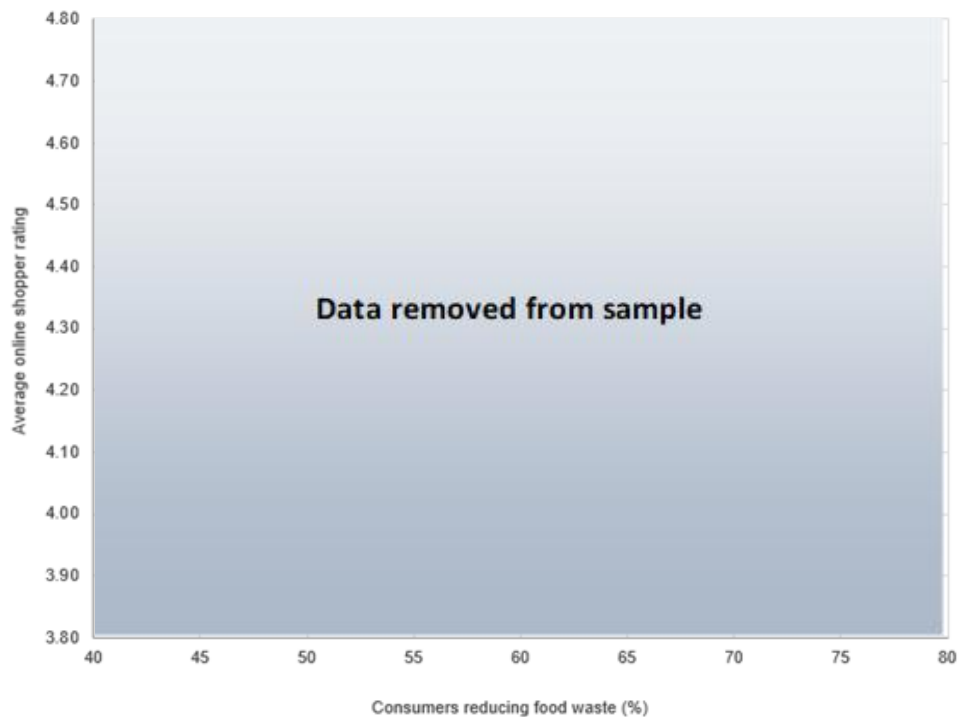
Data removed from sample

Source: Sustainability Opportunity Tracker

Notes: Bubble size – SKU count

Data is an average of seven industries, Beauty and Personal Care, Consumer Health, Pet Care, Snacks, Dairy Products and Alternatives, Cooking Ingredients and Meals and Staple Foods. Average online shopper rating is the average star rating (online ratings from a scale of 1-5) for specific group of SKUs with selected sustainability attributes. They intend to indicate shopper satisfaction with the selected SKUs. Ratings in the chart are the weighted average of the seven industries.

Chart 42 Zero Waste Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Italy, 2021



Source: Sustainability Opportunity Tracker

Notes: Bubble size – SKU count

Data is an average of seven industries, Beauty and Personal Care, Consumer Health, Pet Care, Snacks, Dairy Products and Alternatives, Cooking Ingredients and Meals and Staple Foods. Average online shopper rating is the average star rating (online ratings from a scale of 1-5) for specific group of SKUs with selected sustainability attributes. They intend to indicate shopper satisfaction with the selected SKUs. Ratings in the chart are the weighted average of the seven industries.