



# Fruits in Italy

January 2024

Table of Contents

## Fruits in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumption up despite challenges posed by climate change  
Italian consumers show strong taste for fresh fruit

#### PROSPECTS AND OPPORTUNITIES

Melinda invests in sustainable storage  
Meeting the challenges posed by climate change  
Summary 1 - Major Processors of Fruits 2023

#### CATEGORY DATA

Table 1 - Total Sales of Fruits by Category: Total Volume 2018-2023  
Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2018-2023  
Table 3 - Retail Sales of Fruits by Category: Volume 2018-2023  
Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2018-2023  
Table 5 - Retail Sales of Fruits by Category: Value 2018-2023  
Table 6 - Retail Sales of Fruits by Category: % Value Growth 2018-2023  
Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023  
Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2023-2028  
Table 9 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028  
Table 10 - Forecast Retail Sales of Fruits by Category: Volume 2023-2028  
Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Retail Sales of Fruits by Category: Value 2023-2028  
Table 13 - Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

## Fresh Food in Italy - Industry Overview

### EXECUTIVE SUMMARY

Fresh food in 2023: The big picture  
2023 key trends  
Retailing developments  
What next for fresh food?

#### MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2018-2023  
Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023  
Table 16 - Retail Sales of Fresh Food by Category: Volume 2018-2023  
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023  
Table 18 - Retail Sales of Fresh Food by Category: Value 2018-2023  
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2018-2023  
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023  
Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2018-2023  
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028  
Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028  
Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028  
Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028  
Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2023-2028  
Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

#### DISCLAIMER

## SOURCES

### Summary 2 - Research Sources

#### 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/fruits-in-italy/report](http://www.euromonitor.com/fruits-in-italy/report).