

# Supermarkets in Italy

March 2025

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## Supermarkets in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Supermarkets see steady growth in 2024 supported by strong portfolio of private label products

Sustainable and responsible retailers are among the winners as Carrefour launches Pescherecci Italiani concept

Supermarkets becoming increasingly involved within local communities

## PROSPECTS AND OPPORTUNITIES

A positive outlook for supermarkets in Italy with players likely to focus on regional and local suppliers Growing role of artificial intelligence in supermarkets

Online grocery shopping likely to cannibalise in-store sales for supermarkets

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Sustainability concerns having a growing influence on the market

Retailers investing in digitalisation strategies

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Christmas Holidays

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