



Euromonitor
International

Staple Foods in Italy

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DISCLAIMER

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2024 DEVELOPMENTS

- Baked goods maintains value sales while volume is flat, although the category is robustly adaptive
- The traditional piadina sees a high-protein makeover to meet health and wellness trends
- Packaged cakes sees a variety of new product launches, as players adapt their recipes to suit evolving tastes

PROSPECTS AND OPPORTUNITIES

- Frozen Nutella Croissants are cited as a product to watch
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Shelf stable tomatoes start to recover from their 2023 setbacks
Smaller formats of shelf stable vegetables appeal to consumers due to lower prices and less food waste

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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- Noodles benefit from convenience and trends for Oriental cuisine
- Barilla retains its lead in dried pasta and repays its loyal customers with price cuts in 2024

PROSPECTS AND OPPORTUNITIES

- Noodles will maintain a positive performance, however, challenges come from the ultra-processed nature of instant options
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