



# HW Cooking Ingredients and Meals in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Organic cooking ingredients and meals looks set for a bright future thanks to new law but sales stall in 2023 as economic pressures mount

Gluten free claims remain a key sales driver among health-conscious shoppers

Increasing health awareness benefits sales of no sugar and no salt products, while ethical concerns fuel demand for plant-based products

#### PROSPECTS AND OPPORTUNITIES

Italians take the sugar out of their spreads as obesity rates rise

Ferrero set to roll out plant-based Nutella to support those with dietary restrictions

Italy's ageing population likely to boost sales of immune support cooking ingredients and meals

#### CATEGORY DATA

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### Health and Wellness in Italy - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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