



# HW Staple Foods in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Italians look for a healthy slice of cake

Gluten free claims find favour in 2023 as consumers pursue healthier diets

Ageing Italian population helps stimulate demand for brain health and memory staple foods

#### PROSPECTS AND OPPORTUNITIES

Pasta and bread evolving to deliver a wider range of healthier options

Italians are likely to become more sensitive about what goes into the food they eat with a strong focus on gluten and fibre

Growing obesity concerns likely to push consumers to make healthier choices for themselves and their families

#### 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

#### DISCLAIMER

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