

# Food Retail Industry in Italy – Porter’s Five Forces Strategy Analysis

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## Abstracts

The Italian food retail industry has been witnessing a decline since the global economic recession hit in 2008-2009. The industry has been stagnating across all sectors except for growth in the organic food segment. Globalization in the industry and the entry of global brands into the Italian food market has led to the acceptance of other varieties of global food practices into the daily usage of Italians.

Aruvian Research analyzes the Food Retail Industry in Italy in a Porter’s Five Forces Framework Analysis. The framework analyzes the industry through the bargaining power of buyers and suppliers, a look at the competitive landscape, threat of new entrants and the threat of industry substitution.

Apart from the Porter’s analysis, the report also includes a brief profile of the Italian food retail industry.

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