

# HW Staple Foods in Italy

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Date: November 2023

Pages: 12

Price: US\$ 990.00 (Single User License)

ID: HF0092EDB894EN

## Abstracts

In packaged cakes, there is a growing demand for products that both satisfy the need for indulgence while still being considered a healthy eating option. In this context, Italian consumers are looking for low fat and low sugar cakes and that are rich in natural and healthy ingredients. Traditionally, packaged cakes were mainly consumed by children in Italy, but these days adults also like to consume them for breakfast as well as at other times of the day. These are mainly millennials who, driven...

Euromonitor International's HW Staple Foods in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Staple Foods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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