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# Meat in Italy

https://marketpublishers.com/r/M526A1F268DEN.html
Date: January 2024
Pages: 21
Price: US$ 990.00 (Single User License)
ID: M526A1F268DEN

## Abstracts

In recent years, the meat category in Italy has been going through an uncertain phase, especially regarding supply. Several factors, such as high breeding costs and feed shortages, are negatively affecting the development of the meat category. Breeding costs have increased due to high feed prices and general expenses related to facilities and animal care. This has made it difficult for many breeders to maintain profitability and has led some of them to reduce the number of livestock raised. Feed...

Euromonitor International's Meat in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

Get a detailed picture of the Meat market;

Pinpoint growth sectors and identify factors driving change;

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

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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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January 2024

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