

# Snacks in Italy

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## Abstracts

Sales in snacks in Italy in 2024 are being characterised by growth in terms of value, while volume tends to be a little lower due to lingering inflationary pressures. That said, inflation is notably easing in 2024, thus heralding a gradual return to impulse purchases of non-essentials – such as snacks. Added to which, as consumers have returned to out-of-home lifestyles since the era of the pandemic, this means more snacking opportunities on-the-go, along with snacks being consumed with lunch in...

Euromonitor International's Snacks in Italy report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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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Value over volume sales continue due to lingering inflationary pressures

Innovations, from collaborations to toys and vegan alternatives, help to support sales in seasonal chocolate and chocolate with toys

Neurological experiments connected to the tasting of chocolate tablets make Vanini stand out from the crowd

#### PROSPECTS AND OPPORTUNITIES

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**SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN ITALY**  
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Sweet biscuits see ongoing developments towards a “healthier” image

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Potato chips seen both traditional and modern product innovations

### PROSPECTS AND OPPORTUNITIES

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