

Food NPD - Italy - November 2009

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What is this report about?

Italian retail value sales of food reached €122 billion in 2009, growing by almost 1% on 2008. This modest growth reflects how a reduction in prices initiated by the poor economic outlook and the following recession has affected sales. In addition, more Italians are opting for own-labels and discounter ranges. High inflation and the rising cost of raw materials led to higher retail prices in 2008. Overall, volumes are fairly stable and any decline is likely due to consumers cutting down on food wastage. Healthy, convenient, organic, locally-produced and environmentally-friendly ranges have, however, still reported positive growth.

What have we found out?

- Italian retail sales of food have reached €122 billion in 2009, up by almost 1%. In 2008, value sales grew by 2.5% driven by rising sales of raw materials which reflected in retail prices. Volumes were stable.
- In 2009, due to the recession manufacturers have maintained volume sales by reducing selling price and also increasing promotional activity.
- Some food markets have reported positive growth, but have registered a slowdown in 2008 and 2009, including convenience foods, organic and healthy food options.
- Despite the recession, NPD activity in Italy has remained lively in the selected food markets, but is lower than in the other review countries, such as France, UK, Germany and Spain.
- Own-labels have intensified their NPD activity, and four of the leading multiple retailers in Italy, namely Carrefour, Auchan, Bennet and Conad are in the top ten companies for NPD activity. Two discounters, Md Discount and leading Italian discounter chain Eurospin also appear in the list.

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