Supermarkets - Italy - 2022

Report Price: £2195 | $2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **The impact of the cost-of-living crisis on the grocery retailing sector**
- **The performance of the major grocery retailers in 2021**
- **The main channels used to purchase food and drink and how this is evolving**
- **How grocery shopping behaviours have changed as a result of COVID-19 and the cost of living crisis**
- **The role of online and the impact of online-only specialists**
- **The impact of the cost of living crisis on consumer shopping behaviours and attitudes towards sustainability.**

If ever a single statistic illustrated the extent to which the cost of living crisis is impacting on Italian consumers' grocery shopping habits it is that 23% of grocery shoppers would consider taking out a short-term loan to pay for groceries, peaking at 41% among Gen Zs.

The changes in grocery spending and shopping behaviour that consumers are making or considering in order to be able to cope with the cost of living crisis that has occurred during 2022 are many and this is just one of them. They are also trading down to own label products from brands and switching to shopping more with discounters, as well as trying to reduce food waste.

The relentless rise of discount food retailers like Eurospin, Lidl, MD and Aldi represents a major threat to the status quo enjoyed by the major mainstream grocery retailing chains in the past few decades. Our research shows that, while their market penetration has increased, crucially they have made the biggest gains in terms of securing consumers' main shops – traditionally more people have tended to use them for secondary rather than main shops but this is changing.

In the midst of a cost of living crisis, retailers have an opportunity to build stronger relationships with their customers and cement their loyalty by being

"The cost of living crisis has changed the way Italians shop for groceries in the past year, with the big winners being the discounters, our research showing strong growth in the proportion shopping with them and also significant growth in the proportion using them for main, rather than top-up/ secondary shops."
- Michael Oliver, Senior Retail Analyst, December 2022

more proactive in showing them ways to save money and reduce waste but also by trying to increase the appeal of their loyalty schemes so that customers are less likely to occasionally stray.

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