



## Food and Beverage to Italy.

### Trends and opportunities

#### The market

Italians as a whole are interested in high-quality, fresh, and traditional foods. As an agri-food and seafood importer, Italians are second only to the Portuguese for per capita expenditure on food products.

**August is the peak month for demand, with the greatest diversity of products on sale.** Although, a reduction of purchases is due to the unjustified increase of prices, particularly in the retail distribution.

In the grocery sector, supermarkets have a market share of 43.6 per cent, while hypermarkets have a 14.3 per cent share. The average expenditure per customer is \$88.67 in hypermarkets and \$48.05 in supermarkets, with families usually shopping once a week.

With the BSE crisis, and outbreaks of foot and mouth disease, **there has been an increase in demand for alternative meats** (in particular ostrich and emu), however, Italians are still somewhat sceptical about kangaroo meat. Australia still has limited export quotas on these products to the European Union (Italy included), and consequently exports are unable to keep up with the local growing demand. Italy has also recently banned imports of transgenic agricultural products, and as a result, biological and organic products are selling very well, despite their higher cost.

**Wine consumption is overall decreasing.** Statistics have shown a decrease of 4.1 per cent in total volume for still red wine, a minus seven per cent in total volume for still white wine, and a -9.8 per cent in total volume for still rose wine. Sparkling wine and non-grape wine have registered respectively an increase of 4.7 per cent and 2.6 per cent in total volume.

Mineral water (still or sparkling) tends to be the most popular non-alcoholic beverage during meals. Mineral water production is mainly for domestic consumption. A new market is emerging for imported top quality mineral water, especially in the major cities.

**In Italy e-commerce is currently lagging behind the rest of Europe, and this applies equally to the food and beverages sector.** Websites selling food, beverages and general products are increasing, with Meteora S.p.A one of the most popular online marketplaces. However, Italians prefer to shop in person and Italian consumers are often reluctant to provide credit card details to online suppliers. Providing buyers with alternative forms of payment may increase reliability and trust.

#### Opportunities

Australian fruit and vegetables exporters have excellent opportunities for supplying Italy in the off-season. The best opportunities for Australian suppliers are in:

- ≠ Alternative meat varieties
- ≠ Cereals
- ≠ Fruit and vegetables, both for fresh consumption and for industrial use (puree, juices, etc)
- ≠ Gourmet foods and snacks (sweet and savoury)
- ≠ Organic and natural foods
- ≠ Seafood

#### More information

For further information please contact Austrade on 13 28 78 or email [info@austrade.gov.au](mailto:info@austrade.gov.au)

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