

Food products industry in 2019

The Fresh Products segment is the driving market

In 2019, Fast Moving Consumer Goods showed signs of growth within an area of overall maturity of the Italian consumption system, closing the year with a + 1.7% growth in value and + 1.4% in volume.

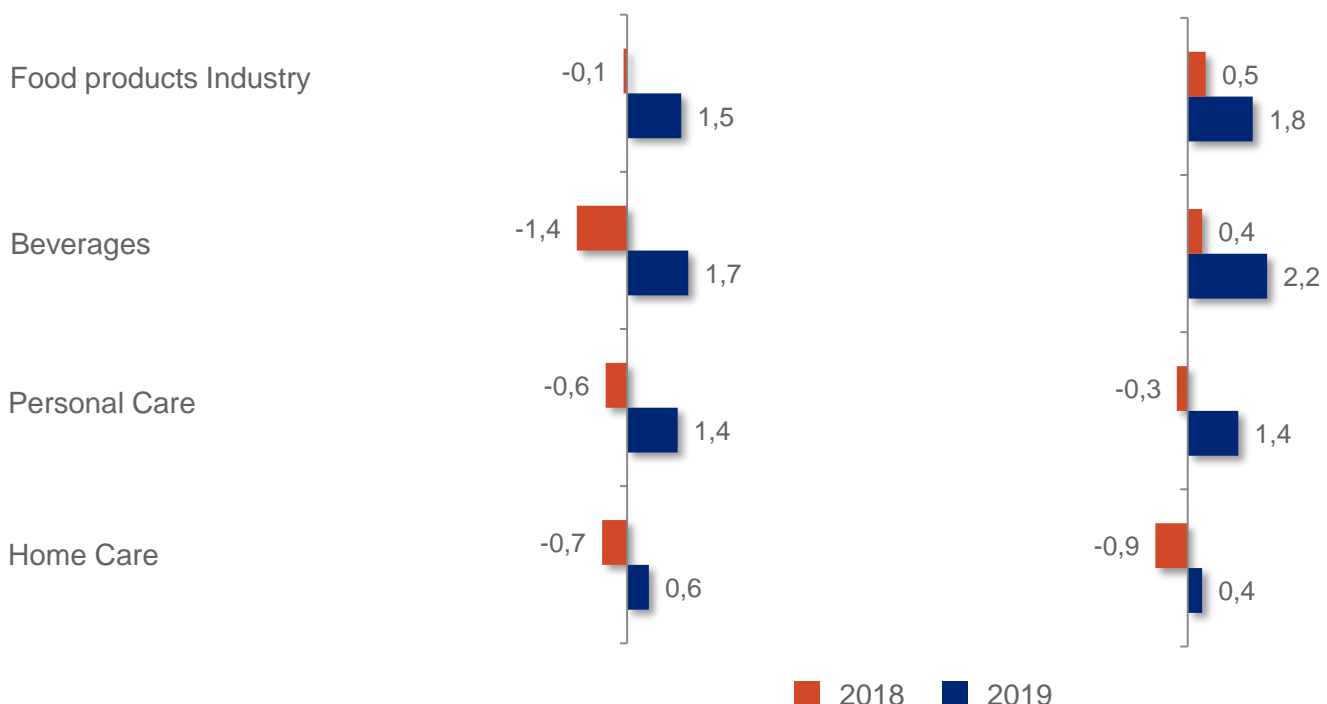
The Food & Beverage sector achieved +1.6 percentage points in terms of volume growth and +1.9 percentage points in value and is once again confirmed as the most dynamic.

Within the Food and Beverages industry, the Fresh Products segment is the driving market: fresh products have always been trend setters in recent years and they confirmed their leadership in 2019 as well. This positivity does not cease to exist if we add to fresh packed products non-packed fresh products and random weight ones, which grow both by volume and even more in value.

Food and Beverages fuelled growth in 2019.

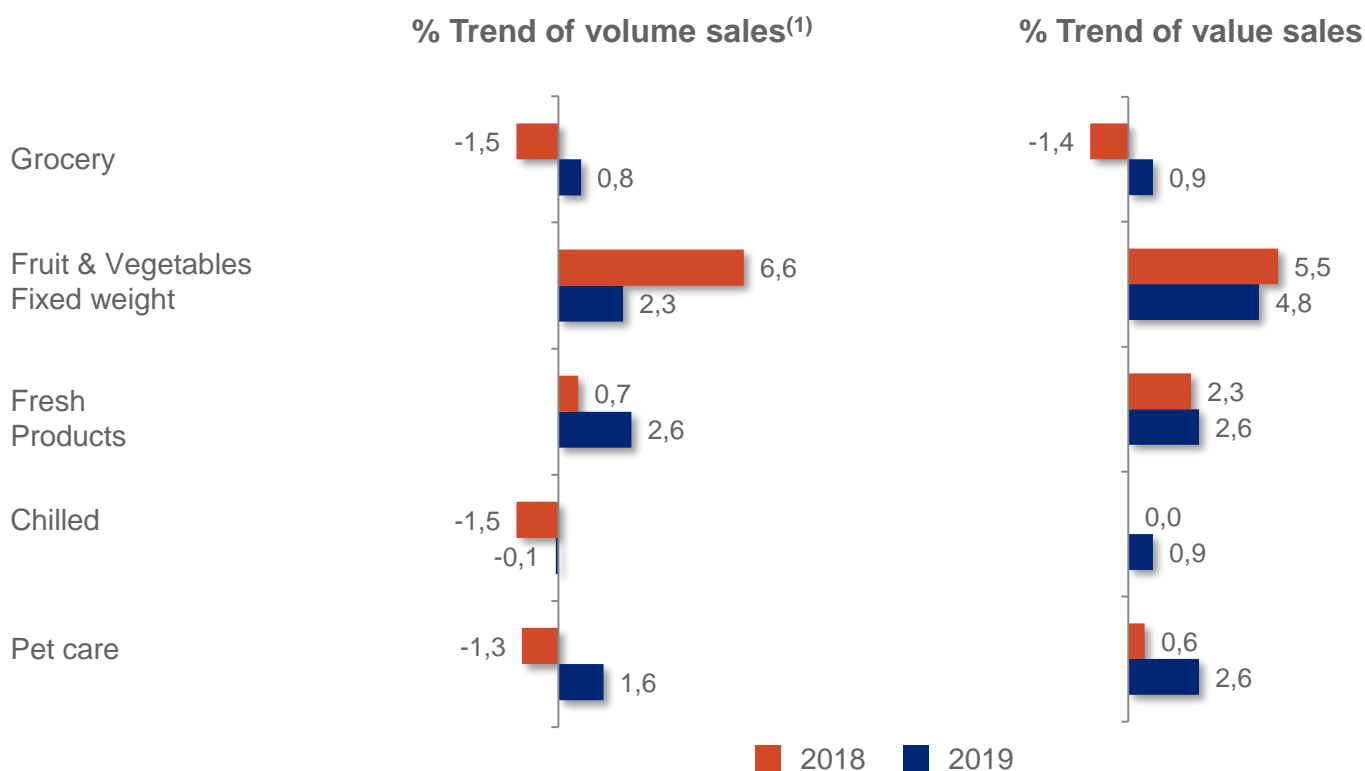
% Trend of volume sales⁽¹⁾

% Trend of value sales



Source: IRI. Hypermarkets, Supermarkets, Self-Service-Small Shops, Drugstores and Hard Discounters.
1 Volume = Values at constant prices - Year 2019

Fresh products are the 'stars' of Food products sales in 2019



Source: IRI. Hypermarkets, Supermarkets, Self-Service-Small Shops, Drugstores and Hard Discounters.
1 Volume = Values at constant prices - Year 2019

The greatest increase in prices is concentrated precisely in fresh non-packed products. The main reasons for this increase are primarily attributable to the fact that it is mainly with regard to these that the increases in the prices of raw materials have been passed on to the final consumer (think of the recent cases of prices increases of pork meat).

Another reason which explains in general the prices increase of all categories is linked to shoppers' changes in their mix of purchases.

In fact, in 2019 the trend, which has now been underway for a few years, of an increasingly interested customer, inclined to buy premium products at the expense of mainstream and low tier ones, is confirmed.

Another persistent trend of 2019 is shopper's tendency to segment markets, driven by the desire to try new and original products.

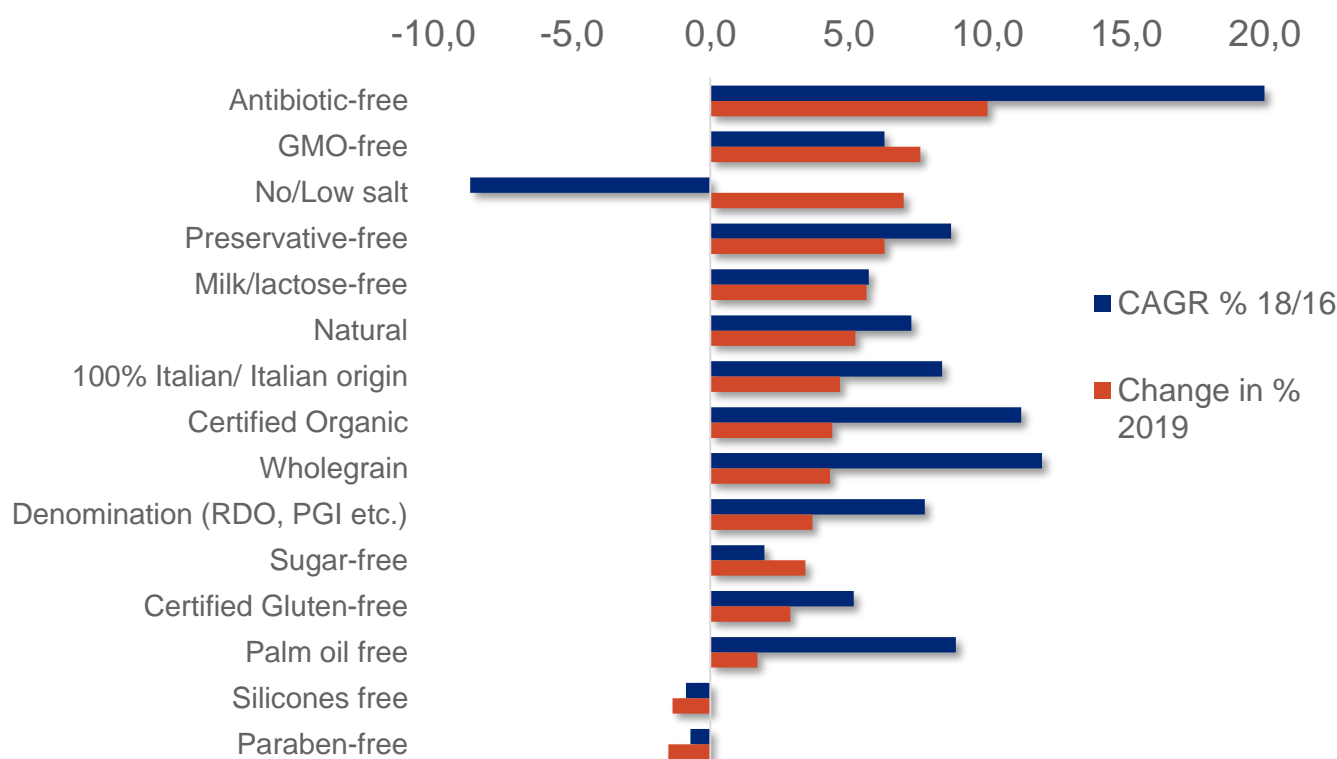
Shoppers
changed their
mix of Food
purchases

The trend-setters which have characterised the Food industry in recent years (organic, gluten-free, lactose-free, wholegrain etc.) continue to grow but at lower rates than in the past. These trends are probably being joined by others such as antibiotic free, 100% natural, with 100% materials of Italian origin etc.

Today food companies' main goal is to intercept all these new consumption trends and make them their own in order to respond to the requests of an increasingly demanding consumer.

The trend
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The trend-setters which have characterised growth in recent years



Source: IRI Liquid Data® with GS1 Immagino Italy. Fast Moving Consumer Goods Hypermarkets, Supermarkets, Self-Service-Small Shops, Drugstores and Hard Discounters. Sales in value. Variations in %

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