Food and Grocery Retailing in Italy - Market Summary and Forecasts;
Comprehensive overview of the market, consumer, and competitive context,
with retail sales value and forecasts to 2019

Description: Summary
The economic crises had a significant impact on consumer purchasing behavior, as they reduce their
spending and look out for better deals. Consumers are shifting from hypermarkets towards convenience
stores and discount supermarkets, and are looking to make smaller purchases with frequent store visits,
where they have better control over their purchases; most Italians rely on local food shops for purchases.
Food and grocery accounts for the highest share, with 56.7% of the total retail sales in 2014, growing at a
CAGR of 1.3% over the forecast period, to reach EUR201 billion by 2019.

Key Findings
- Food and grocery is expected to grow at a CAGR of 1.3% over the next five years
- Italian shoppers are increasingly looking for value through discount and private label goods for grocery
purchases.
- The online channel covers only 0.1% of the food and grocery market, due to the difficulty of delivering
products and Italian consumers' preference for local food shops.
- Growing aging population and single households in Italy open new opportunities for retailers
- Packaged food segment is expected to be the most promising market during the forecast period, with a
CAGR of 1.9% over the next five years.

Synopsis
"Food and Grocery Retailing in Italy - Market Summary and Forecasts" is a detailed sector report providing a
comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting food and grocery retail dynamics for
drinks, household products, packaged food, tobacco and unpackaged food from 2009 to 2019
- Sales of food and grocery products through the following channels from 2009 to 2019: Hypermarkets,
supermarkets and hard-discounters; food and drinks specialists; convenience stores (including
Independents) and gas stations; cash and carries and warehouse clubs; other general and non-specialist
direct retailers; value, variety stores and general merchandise retailers; online; drug stores and health and
beauty stores; vending machines; duty free retailers; department stores; other specialist retailers
- An overview of key food and grocery retailers operating across Italy and their presence across distribution
channels

Reasons To Buy
- Gain a comprehensive knowledge on food and grocery sector in the Italian retail market and develop a
competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in food and grocery category to identify the best
opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the
consumer behavior
- Understand the fastest growing categories including drinks, household products, packaged food, unpackaged food and tobacco in the market, with insights on performance across key channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the food and grocery market

- Analysis of key international and domestic players operating in the food and grocery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

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