

Italy: Consumption of fresh-cut products on the up

The positive trend which started in the first semester of 2017 continues as the fresh-cut range keeps growing in Italy. As shown by Nielsen data (Market*Track - Iper+Super+Lis+HD – Updated 08/10/2017), the increase in sales between July and September compared to the same period in the previous year is +5.3% in volume and +5.4% in value.

The increase in consumption was mainly determined by the fact that the number of families purchasing fresh-cut products has reached 19.4 million. "Italians are recognising the potential of this sector. The fact that purchases are on the up is significant. People buy our products not only for the quality and added value, but also for our continuous ability to innovate," explains Gianfranco D'Amico, President of AIIPA IV Gamma.

These products offer numerous advantages: they are fresh and ready to eat, they do not need to be washed and can be compared to fresh produce from a nutritional point of view.

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