



Accelerated Growth Rate for Vegetables in March

Building onto years of performance reporting for fresh fruit and vegetable sales at retail in the United States, IFPA is launching a global report series to provide insight into trends around the world. This report highlights the major vegetable sales trends in Italy.

Italy — Marketplace Review

- In March 2025, the inflation rate in Italy was 2.1%, which is a 0.4 percentage point increase from the previous month's rate of 1.70%.
- The cost of food in Italy increased a little more year-over-year, at +2.5% in March and +3.2% in April, according to Trading Economics.
- Italy's unemployment rate averaged 5.9% in April. While a slight improvement from March, unemployment continues to be elevated.

Source: National Statistics Institute

Sales Performance

March was another strong month for vegetable sales in the Nielsen universe of Italian retailers, despite the shift in Easter timing from March 31st in 2024 to April 20th in 2025. Vegetable sales reached \$373 million in the four March weeks, which represented an increase versus the same weeks last year (+5.1%) and compared to the prior four-week period (+3.1%). Vegetable sales were dominated by salad, tomatoes and potatoes, but onions, carrots and mushrooms are powerful mid-tier sellers. Asparagus sales were up versus the prior period but fell short of the March 2024 levels (likely due to the shift in Easter dates).

The 52-week vegetable performance shows solid 3.9% sales growth on a \$4.6 billion fresh vegetable marketplace. Potatoes had the strongest year-on-year growth of the big sellers, whereas cucumbers and broccoli had the highest growth percentages, followed by eggplant.

Dollar sales (in USD)	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$373.3M	+5.1%	+3.1%	\$4.6B	+3.9%
Salad	\$85.5M	+1.8%	+3.4%	\$1.1B	+0.9%
Tomatoes	\$57.7M	+9.7%	+7.1%	\$791.0M	+3.0%
Potatoes	\$53.8M	+2.0%	-2.9%	\$645.6M	+4.4%
Onions	\$21.5M	-5.1%	+1.6%	\$266.5M	-2.5%
Carrots	\$20.6M	+4.2%	+1.1%	\$248.6M	-2.3%
Mushrooms	\$13.5M	+5.0%	-5.3%	\$158.9M	+6.1%
Lettuce	\$9.0M	+7.2%	+4.3%	\$124.5M	+1.2%
Peppers	\$7.3M	+18.0%	+4.1%	\$88.8M	+9.0%
Asparagus (green)	\$8.6M	-11.2%	+389.3%	\$87.2M	+2.2%
Broccoli	\$8.0M	+15.7%	-14.4%	\$84.6M	+18.0%
Artichokes	\$7.6M	-2.2%	-4.9%	\$41.0M	-2.5%
Celery	\$3.2M	+11.6%	-4.0%	\$36.8M	+6.7%
Cucumbers	\$2.1M	+58.7%	+27.9%	\$27.3M	+29.1%
Radishes	\$1.2M	+12.8%	+23.7%	\$14.2M	+9.1%
Rucola	\$0.8M	-11.3%	+13.0%	\$13.0M	-6.0%
Beets	\$1.2M	+9.7%	+4.4%	\$12.6M	+2.0%
Turnips	\$1.5M	+25.8%	-7.3%	\$11.4M	+7.2%
Eggplant	\$0.7M	+18.9%	+0.7%	\$9.4M	+12.9%
Leeks	\$0.9M	+13.3%	-8.6%	\$9.2M	+11.2%
Beans	\$0.6M	-5.7%	-0.6%	\$7.9M	+2.2%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 23, 2025