



Core Vegetables Deliver Growth in November

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

- The rate of inflation in Italy increased to 1.5% in November from 0.7% in September 2024.
- Food experienced above-average inflation, at +2.1%. The projections for 2025 are more of the same, at +1.8%.
- Unemployment averaged 7.5% in November 2024, up slightly from the summer and fall months.
- The producer price index decreased -2.8% in November.

Source: National Statistics Institute

Sales Performance

The four November weeks generated \$311 million in fresh vegetable sales in Italy. This represented a 7.3% increase in dollars versus the same four weeks in 2023 and a 2.0% increase versus the prior four weeks (October). Salad, tomatoes and potatoes remained the big sellers, but their growth performances varied widely, with an especially strong performance for tomatoes. Mid-tier sellers, including peppers and broccoli, all delivered robust growth. Cucumbers continued their astounding performance, with nearly 35% growth year-over-year.

The 52-week vegetable performance shows solid 4.7% sales growth on a \$4.0 billion marketplace. Potatoes had the strongest year-on-year growth of the big sellers, whereas cucumbers had the highest growth percentage overall, at +32.8%, followed by broccoli and eggplant and leeks.

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	\$310.6M	+7.3%	+2.0%	\$4.0B	+4.7%
Salad	\$72.1M	+4.0%	-8.6%	\$1.0B	+0.9%
Tomatoes	\$49.7M	+21.0%	-6.0%	\$698.6M	+2.0%
Potatoes	\$47.5M	+2.7%	+1.5%	\$576.0M	+8.4%
Onions	\$18.8M	-2.8%	+9.8%	\$242.4M	+4.2%
Carrots	\$17.3M	-3.2%	-2.4%	\$223.7M	+0.8%
Mushrooms	\$14.0M	+3.0%	+32.5%	\$158.7M	+5.5%
Lettuce	\$8.0M	+3.4%	-10.0%	\$111.6M	+2.9%
Asparagus	\$0.9M	+38.9%	+13.1%	\$79.6M	+6.3%
Peppers	\$5.7M	+19.6%	-9.0%	\$77.5M	+6.6%
Broccoli	\$8.8M	+22.0%	+112.5%	\$74.2M	+24.9%
Artichokes	\$2.2M	-19.1%	+74.7%	\$36.6M	-1.2%
Celery	\$3.0M	+5.0%	+23.0%	\$31.8M	+6.0%
Cucumbers	\$1.4M	+34.9%	+22.2%	\$23.4M	+32.8%
Radishes	\$0.8M	+12.8%	+1.3%	\$12.3M	+7.7%
Rucola	\$0.8M	-2.8%	-13.6%	\$12.1M	-2.9%
Beets	\$0.9M	-3.0%	+9.5%	\$11.4M	+3.1%
Turnips	\$1.1M	-8.9%	+96.7%	\$9.5M	+2.4%
Eggplant	\$0.5M	+12.4%	-14.5%	\$8.2M	+16.2%
Leeks	\$0.8M	+6.0%	+38.9%	\$7.8M	+11.3%
Beans	\$0.5M	-12.2%	+1.2%	\$7.1M	+9.3%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 24, 2024