



# Produce Delivers Growth in January for Italian Retailers

*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 remained mild in January 2025, at 1.7% year-over-year.
- The cost of food in Italy increased a little more, at +2.1%. According to Trading Economics, food inflation for the quarter is expected to average +2.5%.
- Italy's unemployment rate averaged 6.3% in January, continuing to tick up from the fall months when unemployment was in the high 5% rates.
- The producer price index experienced a significant increase in January, at +4.4% compared to the annual average of 1.3%.

Source: National Statistics Institute

## Sales Performance

January was a strong month for produce sales in the Nielsen universe of Italian retailers. The four January weeks generated just shy of \$337 million in fresh vegetable sales. This represents an increase year-over-year (+6.3%) as well as an increase versus the prior four weeks (+8.2%). The top two sellers, salad and potatoes both had strong growth. Others with substantial year-over-year gains in January were green asparagus, celery, cucumbers, radishes and eggplant.

The 52-week vegetable performance shows solid 3.7% sales growth on a \$4.3 billion marketplace. Potatoes had the strongest year-on-year growth of the big sellers, whereas broccoli and cucumbers 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
<b>Fresh vegetables</b>	<b>\$337.1M</b>	<b>+6.3%</b>	<b>+8.2%</b>	<b>\$4.3B</b>	<b>+3.7%</b>
Salad	\$75.3M	+0.8%	+10.2%	\$1.1B	+0.3%
Tomatoes	\$49.7M	+9.1%	+9.8%	\$742.5M	+1.4%
Potatoes	\$54.7M	+7.6%	+1.6%	\$611.5M	+6.2%
Onions	\$20.3M	-0.6%	+1.3%	\$254.4M	+0.4%
Carrots	\$19.5M	+4.0%	+11.4%	\$234.7M	-1.8%
Mushrooms	\$13.8M	+9.6%	+4.0%	\$149.1M	+4.8%
Lettuce	\$7.9M	-1.2%	+9.1%	\$118.1M	-0.2%
Asparagus (green)	\$815K	+44.2%	+1.1%	\$84.0M	+7.5%
Peppers	\$5.8M	+5.6%	+14.5%	\$82.6M	+6.4%
Broccoli	\$8.8M	-1.9%	+14.9%	\$78.6M	+16.3%
Artichokes	\$5.9M	-9.6%	+14.7%	\$37.9M	-0.2%
Celery	\$3.4M	+16.8%	-4.3%	\$34.1M	+5.4%
Cucumbers	\$1.3M	+21.3%	+17.1%	\$24.8M	+26.1%
Radishes	\$907K	+23.8%	+5.8%	\$13.2M	+8.0%
Rucola	\$669K	-14.2%	+2.6%	\$12.5M	-5.0%
Beets	\$1.1M	+3.8%	+19.7%	\$11.9M	+0.8%
Turnips	\$1.3M	+7.5%	+17.8%	\$10.0M	-1.9%
Eggplant	\$617K	+12.3%	+22.5%	\$8.7M	+13.2%
Leeks	\$1.0M	+9.4%	+25.2%	\$8.4M	+9.6%
Beans	\$533K	+0.6%	+1.6%	\$7.5M	+4.1%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 28, 2025