



ITALY

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RETAIL TRENDS

Retail closed 2015 with a negative turnover (-0.02% - Nielsen – 29/12/2014 – 06/12/2015): only North West increased its turnover, by less than 1%. The grocery area registered +1.4% thanks to food and beverage particularly. During 6 months of Expo Milano (Universal Exposition), large-scale retail trade increased +4% in Milan and +1% in the North West. **Private labels stopped to run at 18.3% but the segment premium is increasing.** It's reducing promotional pressure at last.

CONSUMER TRENDS

2015 registered a slight growth in food consumption (+0.2%). The Italians' trust quotient increased too. People show their **preference towards products which offer quality, health, wellness, food safety, high quality service but also of Italian origin and respect for the environment.** For these products Italians agree to pay more. 4 million Italian people buy food online: the entry of Amazon in the food business is a prelude to the growth of the e-commerce channel.

TREND 1: HEALTH & FREE FROM

Products not only for celiac consumers (+32% gluten free products in 2015) and for consumers with food intolerance, but even for people who prefer healthy products, with a promise of wellness and without certain ingredients (for example lactose or palm oil), or vegan products.

BISCOTTI VEGAN GOCCE DI CIOCCOLATO GERMINAL BIO

Brand: Il Mangiarsano Spa

Launch date: 02/2015

Category: Grocery

Family: Biscuits

General description: The fragrance of a very good breakfast cookie with chocolate chips thanks to a fine recipe whose ingredients compose a delicate balance: sunflower oil for its nutritional properties; rice cream to make the shortcrust friable; germinated rice and seaweed to improve the dough. These cookies are a source of calcium which can be low in a vegan diet.

Why is this product a success? This product is a result of two years of research on the raw materials, in order to create new formulas and offer food with a high nutritional value. Vegan cookies are for consumers who want to modify their diet without changing their own food habits.





TREND 2: BIO & NATURAL

In this area we find not only organic products (+20% in 2015) but in general those made with natural, wholemeal or craft products.

LIEVITO MADRE INTEGRALE

Brand: Molino Rossetto Spa

Launch date: 09/2015

Category: Grocery

Family: Bread Making

General description: It's natural and the dry yeast is obtained from wholemeal flour which guarantees stability in the leavening and improves the product's taste and aroma. Perfect for both sweet and salt recipes, it's well-performing to prepare big leavened products and it offers a rustic and characteristic flavor. It's ideal for recipes based on stone ground wholemeal flour because it enhances the flavor.



Why is this product a success? It meets the needs of consumers who are looking for natural yeasts and of people who prefer a wholemeal diet, both for its unique taste and for its recognized nutritional properties.

TREND 3: SERVICE CONTENT

The wide range of products that mix quality, ease and speed in preparations, satisfying different kinds of opportunities of consumption and solving specific consumer needs.

FLAN DI VERDURE MAGIE DELLA NATURA

Brand: Valbona Srl

Launch date: 01/2015

Category: Fresh Products

Family: Ready Made Meals

General description: A range of six fresh vegetable flans (with spinach, tomatoes, peppers, artichokes, radicchio salad, mushrooms) ready to eat: 30 seconds in the microwave oven are enough. They are produced exclusively with natural and vegetable ingredients, are gluten free, low-calorie and high in fiber. Perfect as a side dish, but due to their smoothness they can also be used as ingredients and are appropriate for one-dish recipes.



Why is this product a success? Flans meet the modern consumers' need: no time to cook, a lookout for fresh and light food. They are meant for people who want to be chefs thanks to suggestions by chef Simone Rugiati. Valbona launched a range for children with Disney licensing.

NEW RETAIL CONCEPT



In the Future Food District at Expo Milan 2015, Coop has created the "Supermarket of the Future": a lab where many innovations have been tested in brand new "digital journey" terms, beginning from the "increased" informative labels which offer consumers a lot of interactive information about products and their environmental impact. Active during the Expo, the Coop Supermarket represented the most innovative developing line of retail for the next 3-5 years. More than one million people visited it.

OTHER MAJOR RETAILERS

The Supermarket chain **U2 (Unes Group)** introduced a perfect formula of everyday low price, based on moving away from special offers and investing in private labels. Huge success in December 2015 for the temporary shop "**Il Viaggiator Goloso**" in Milan. **Sapore di Mare (D.I.Mar)** is a chain specialized in deep frozen fish, whose characteristics and plus-point are a wide and rich-in-quality offer and the shop's layout, which is divided into 26 thematic areas focused on different dishes.

DO NOT MISS

Duomo Market (Duomo Place, Milan) is an excellent project by Autogrill which offers a café, a market, a bistrot, a lounge and a restaurant on three floors.

Fiorfood is the Coop's format opened in the heart of Turin, combining a grocery store, a restaurant and a bistrot on 3 levels.

Feltrinelli RED, a bookshop chain that combines traditional book selling and a restaurant in the same space: books shelves and tables are mixed together in a special layout.