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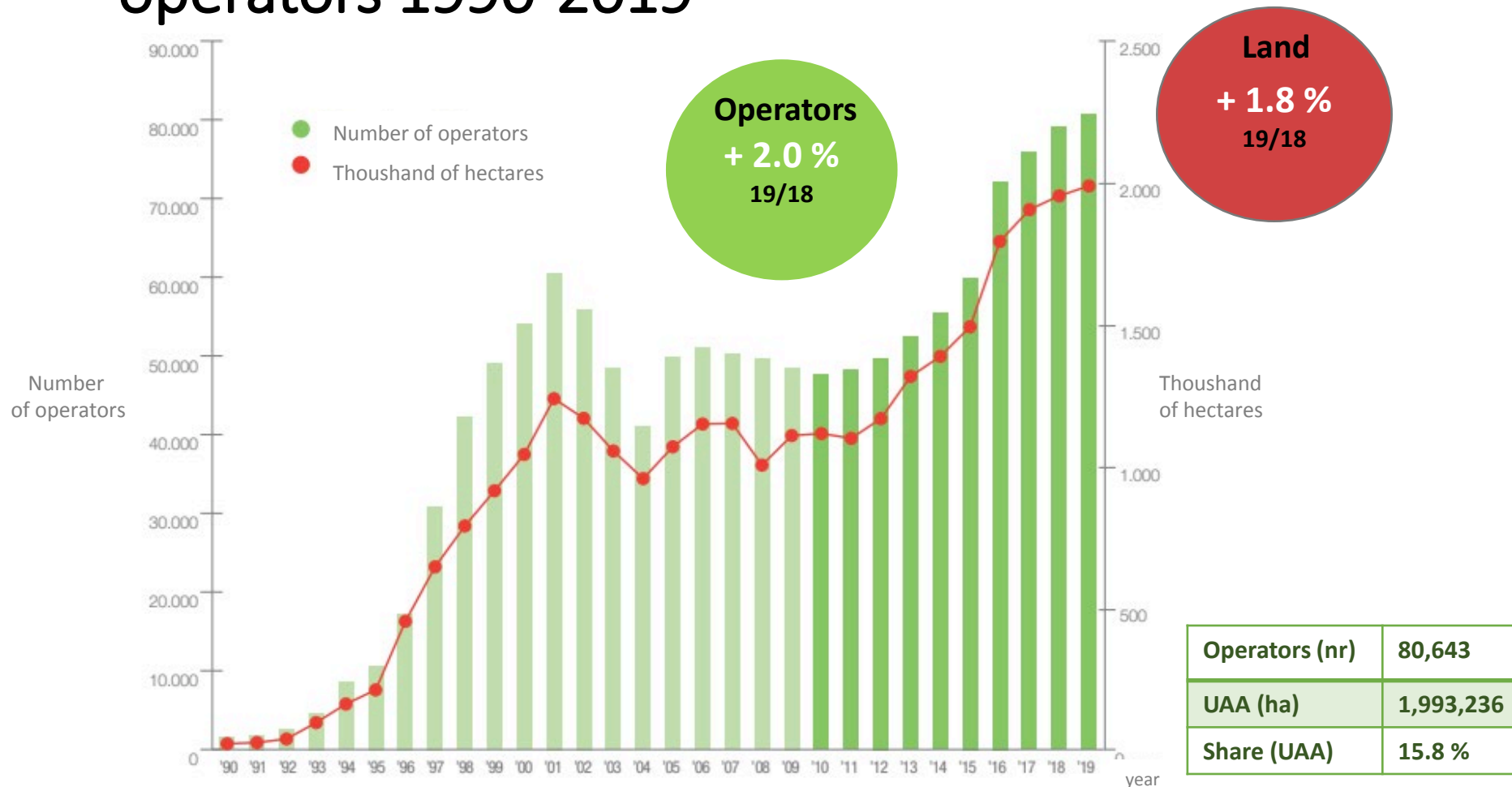
Dipartimento di Scienze Agrarie,
Alimentari ed Ambientali

The Italian Market for Organic Food

BIOFACH eSPECIAL , 17.02.2021

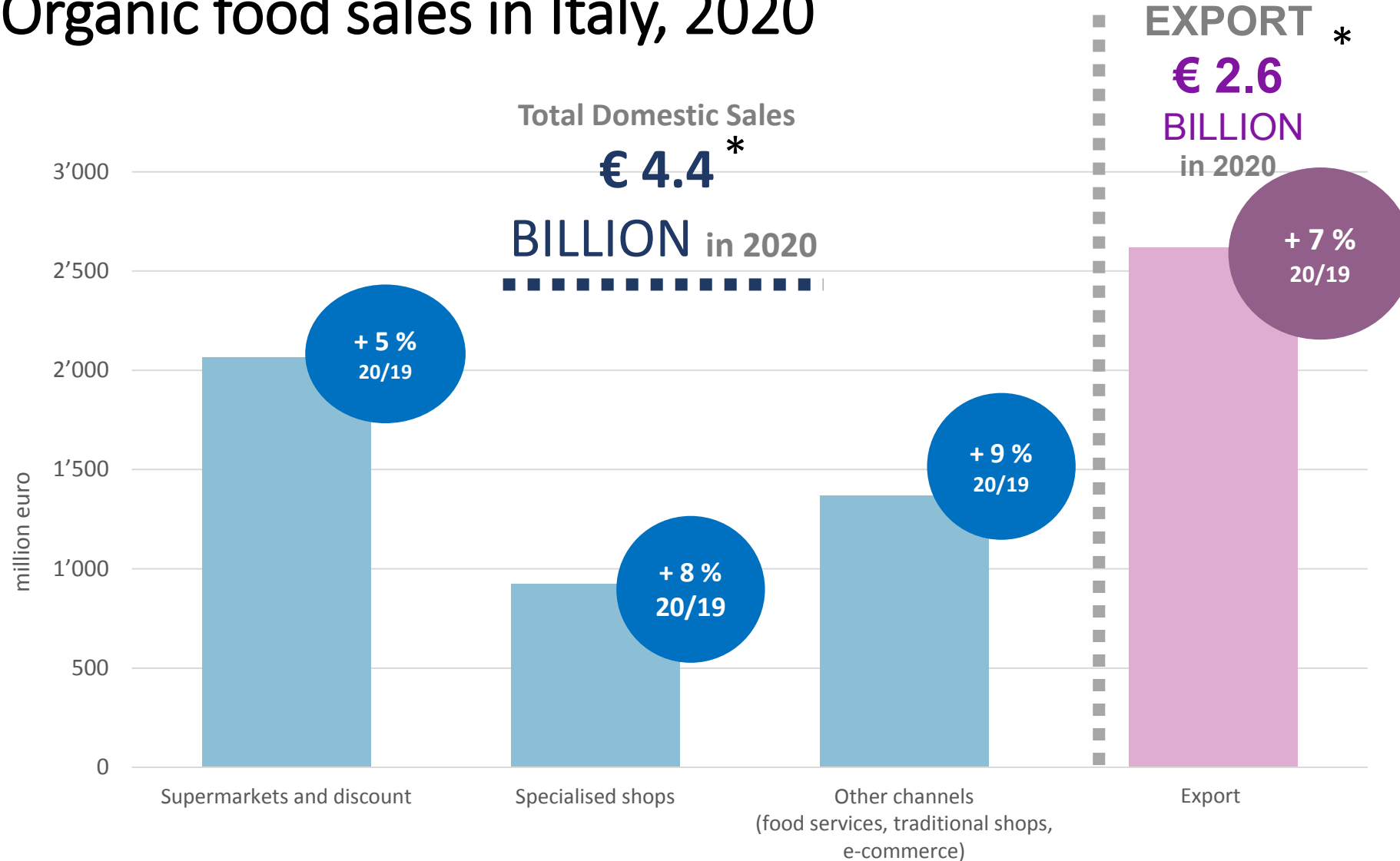
Prof. Dr. Raffaele Zanolì

Development of organic agricultural land and operators 1990-2019



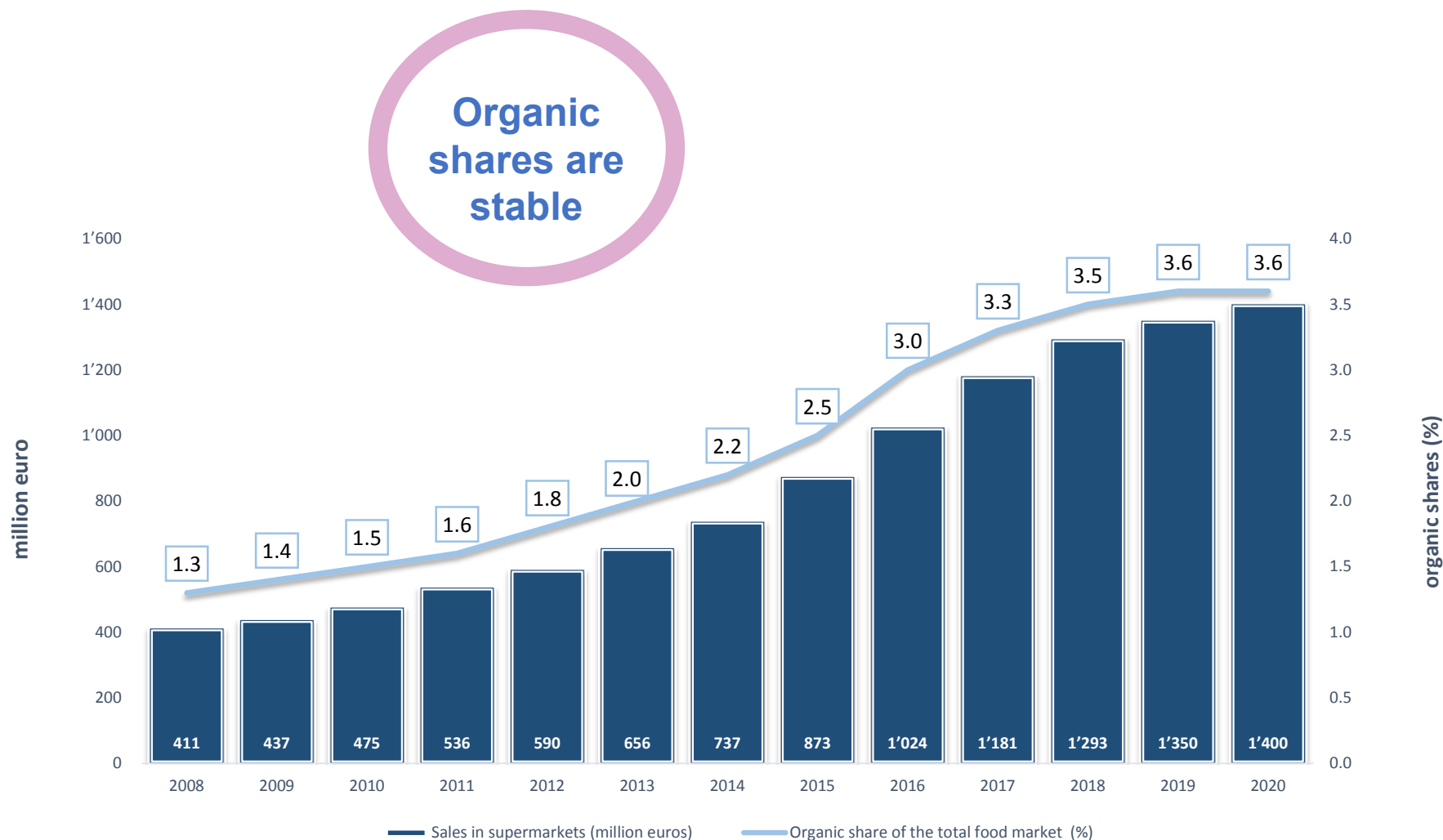
Source: SINAB, 2020

Organic food sales in Italy, 2020

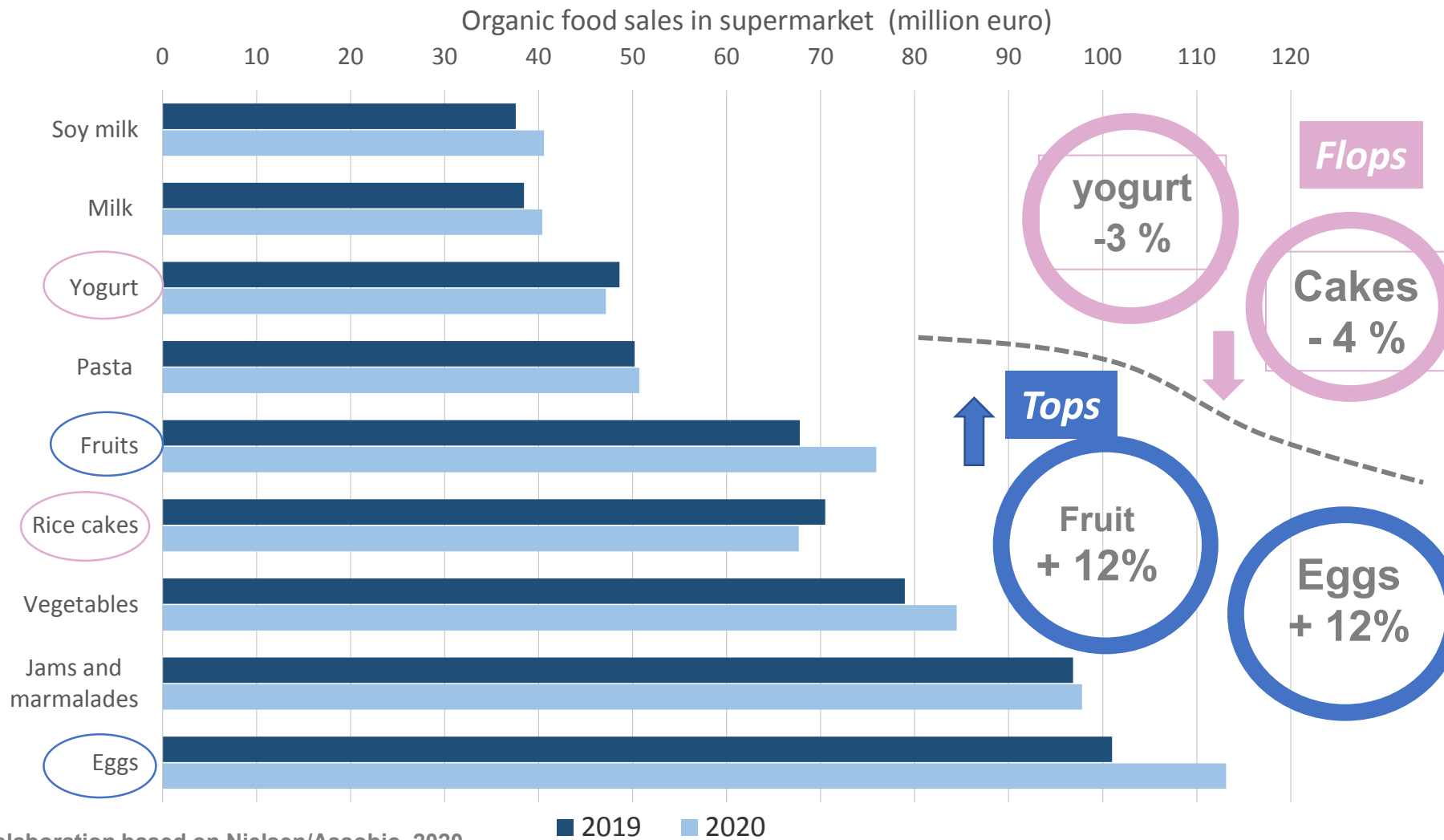


* Own estimation based on Nomisma/AssoBio, 2020

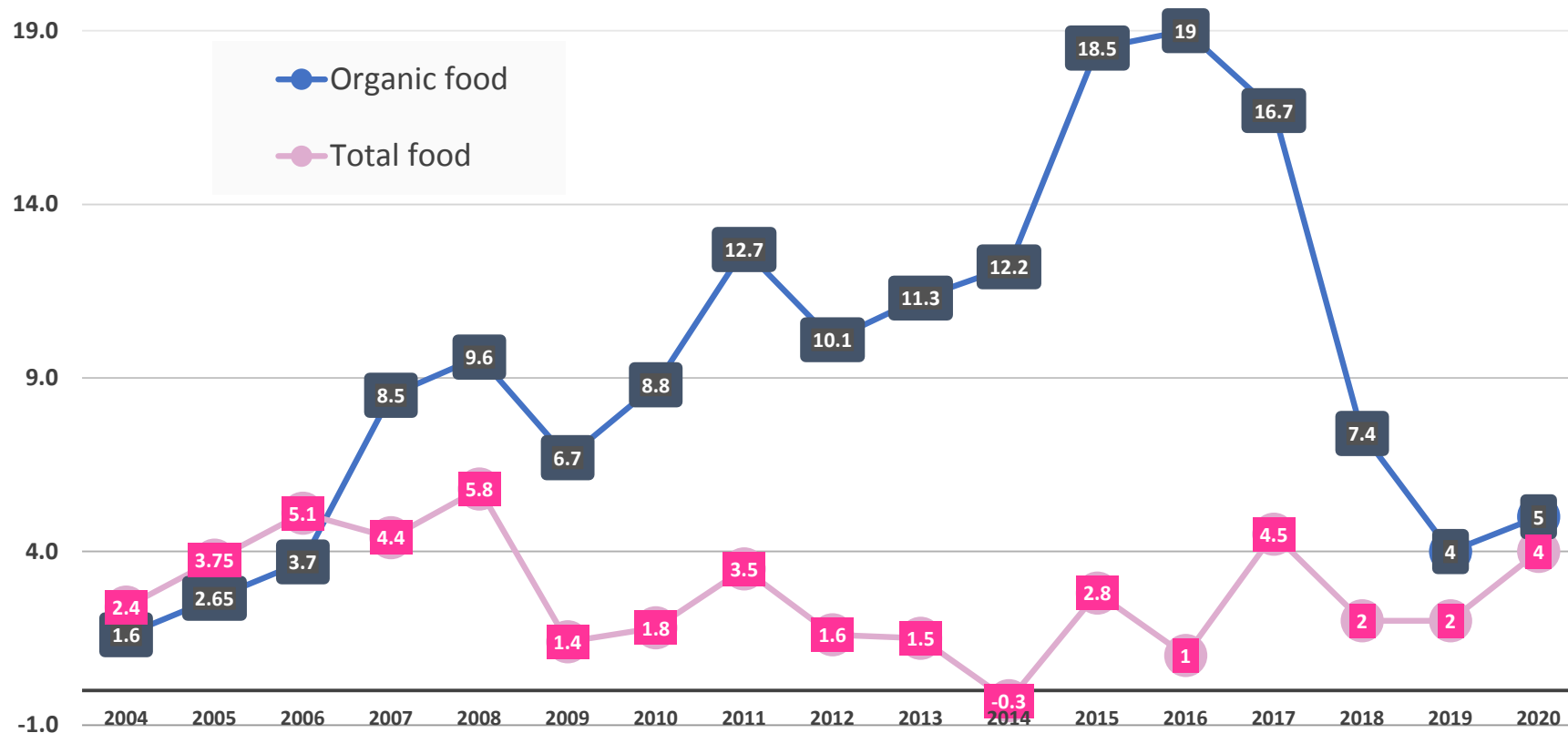
Sales values of organic foods in supermarkets



Supermarkets sales (top 10 products)



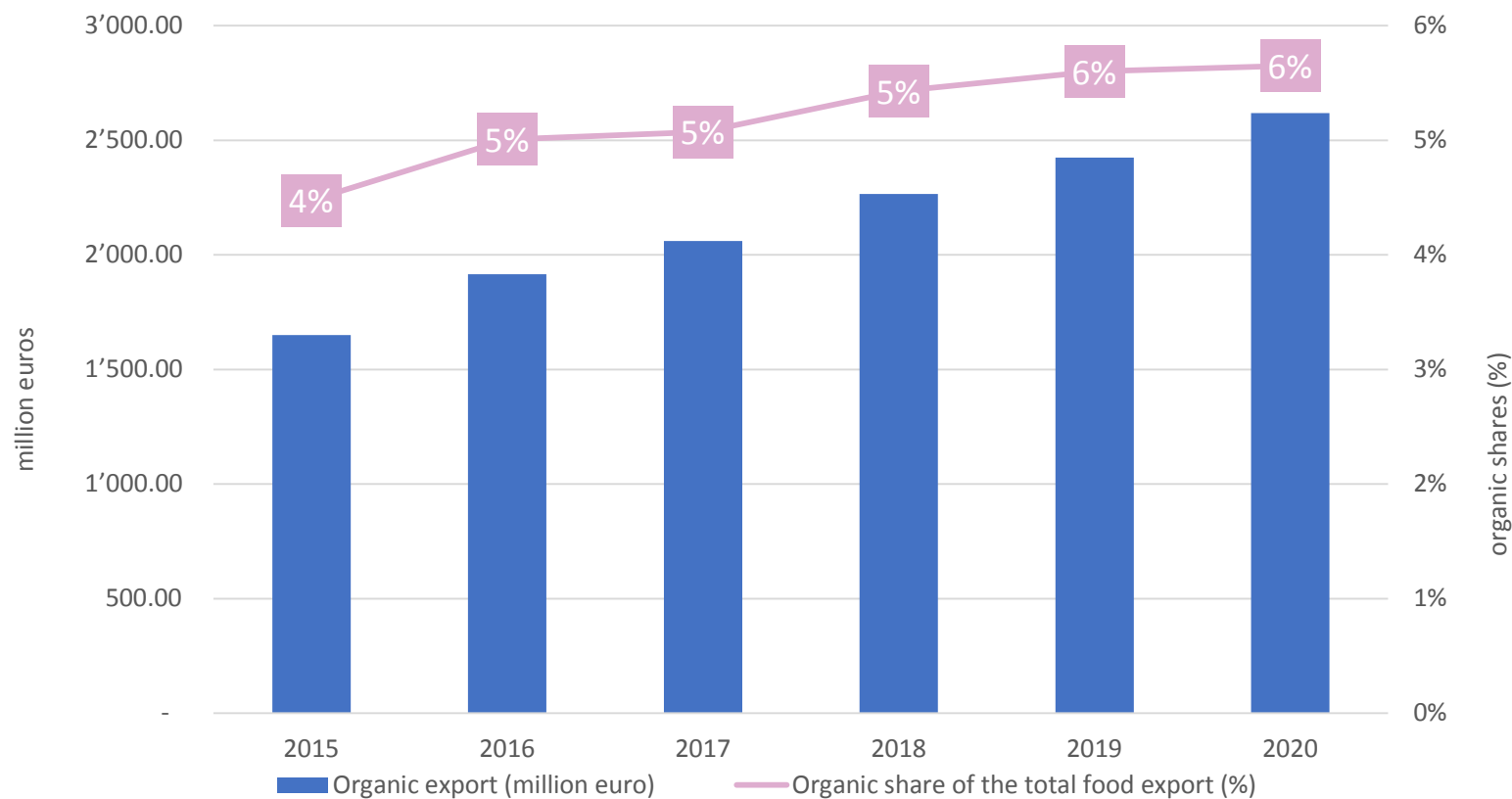
Organic and total food growth (%) rate for the sales values in supermarkets





Organic food export

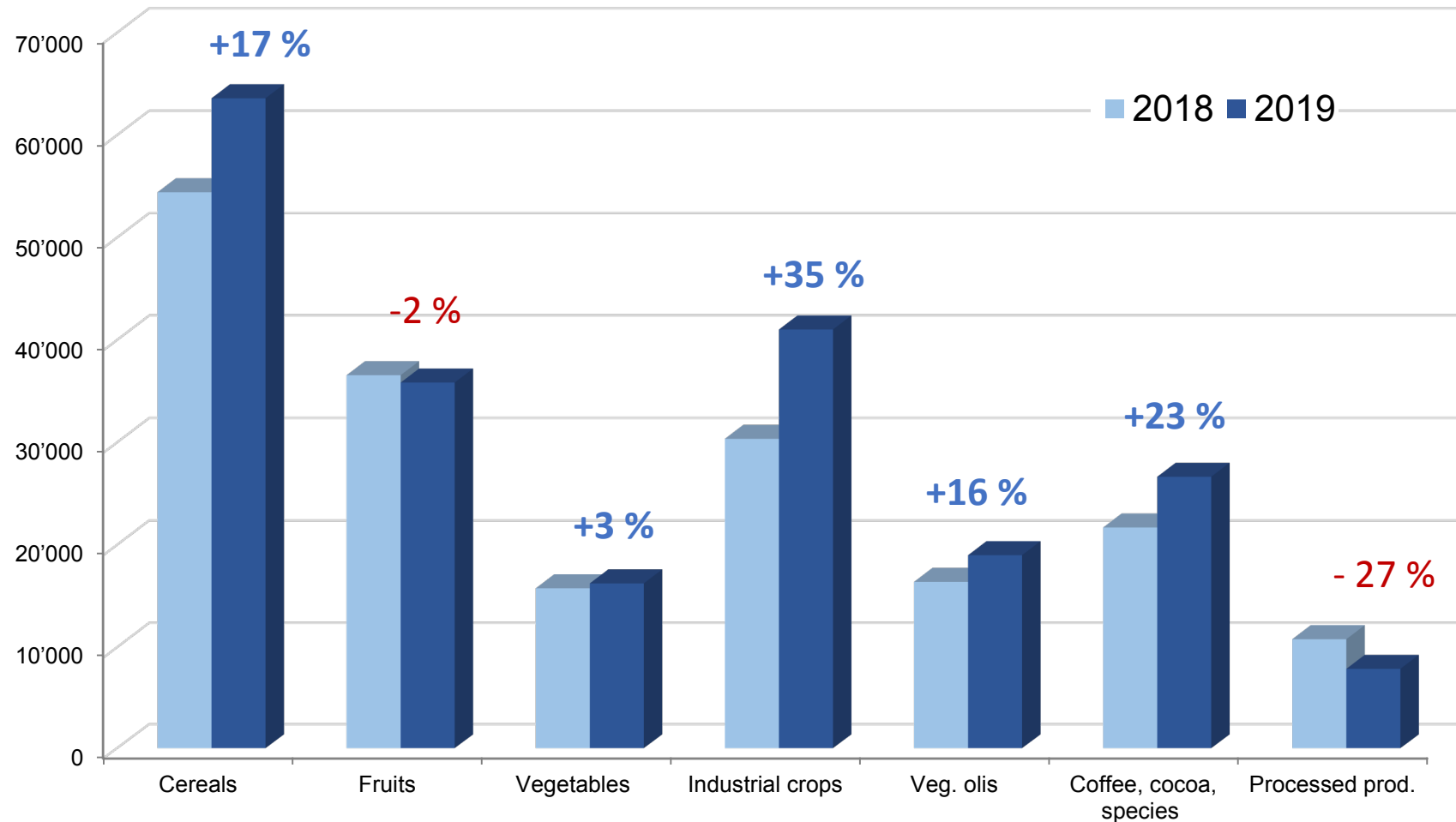
M euros & share



EXPORT

€ 2.6
BILLION
in 2020

Organic Import by product (2019 - 2020)





- Organic food remains dynamic in Italy: average, sales of organic product in supermarkets **rose by 5%**, while specialised increased **of about 12%**.
- **Italian's eating habits in 2020** have changed due to COVID -19 pandemic: food away from home (e.g. food services, restaurant, bar) **decreased of about 30/40%**
- The Italian organic market structure continues to change:
 - supermarket is still leading the organic market (50%).
 - however, specialised shop (share of about 25%) grew at a higher rate than in the past five years **(+12%)**.
- **Organic land grew at a lower rate than in the past (+2%)** and for some categories (e.g cereals, industrial crops and olive oil) the domestic market still relies for a quite big percentage on imports.



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The Italian Market for Organic Food

mipaaf
ministero delle politiche
agricole alimentari e forestali



Thank you !

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