



*Italian  
Berry*

# The Italian blueberry consumer

Italian Berry – GfK  
01/07/22 – 30/06/23



## Summary

Consumer base

Value

Volume

Trip

Areas

Socio-economic class

Household members

Age of buyer

Urban areas

# Consumer base

Italian Berry – GfK  
Italian household panel  
YE 06/2023

## Households

25,59  
millions

**-1.0%**



## Penetration

23,8  
%

**+2.9pt**



## Buyers

6,09  
millions  
**+12.6%**

## Repeat rate

68,29  
%

**-0.1pt**



# Value

Italian Berry – GfK  
Italian household panel  
YE 06/2023



# Volume

Italian Berry – GfK  
Italian household panel  
YE 06/2023

**Buyers**  
6,09  
millions  
**+12.6%**



**Kg per buyer**  
1,51  
kg  
**-3.3%**



**Volume**  
9.198  
ton  
**+8.9%**



# Trip

Italian Berry – GfK  
Italian household panel  
YE 06/2023

## Frequency

6.0  
occasions  
**+5.5%**

## Volume/trip

0.25  
kg  
**-8.4%**

## Spend/trip

3.10  
€  
**-2.6%**



# Areas

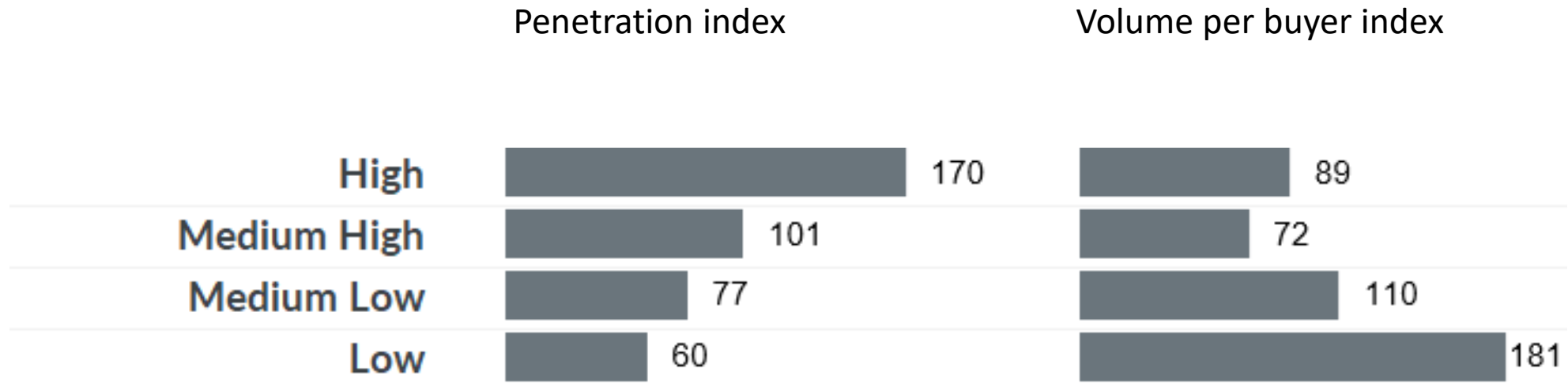
Penetration index

Volume per buyer index

North West	151	74
North East	100	86
Centre+Sardinia	80	91
South+Sicily	67	178



# Socio-economic class

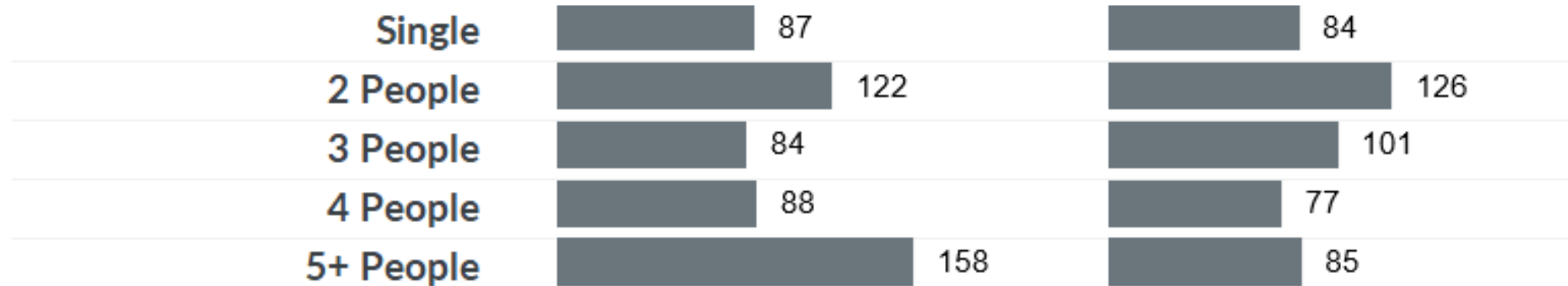




# Household members

Penetration index

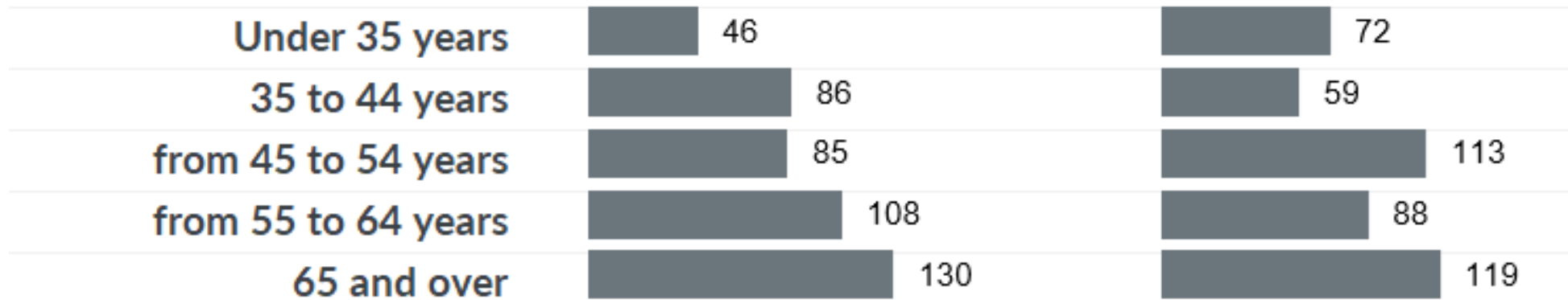
Volume per buyer index



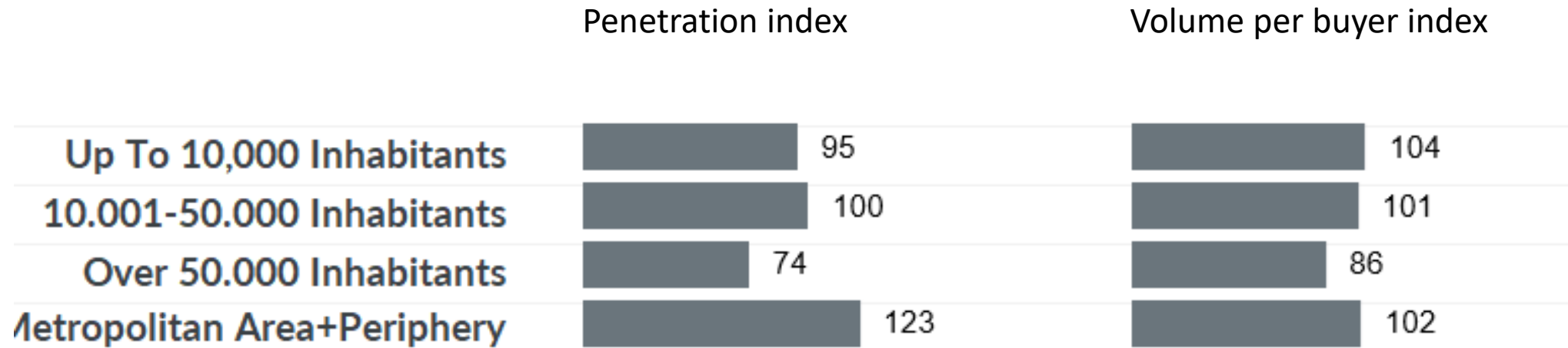
# Age of buyer

Penetration index

Volume per buyer index



# Urban areas





# *Italian Berry*

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