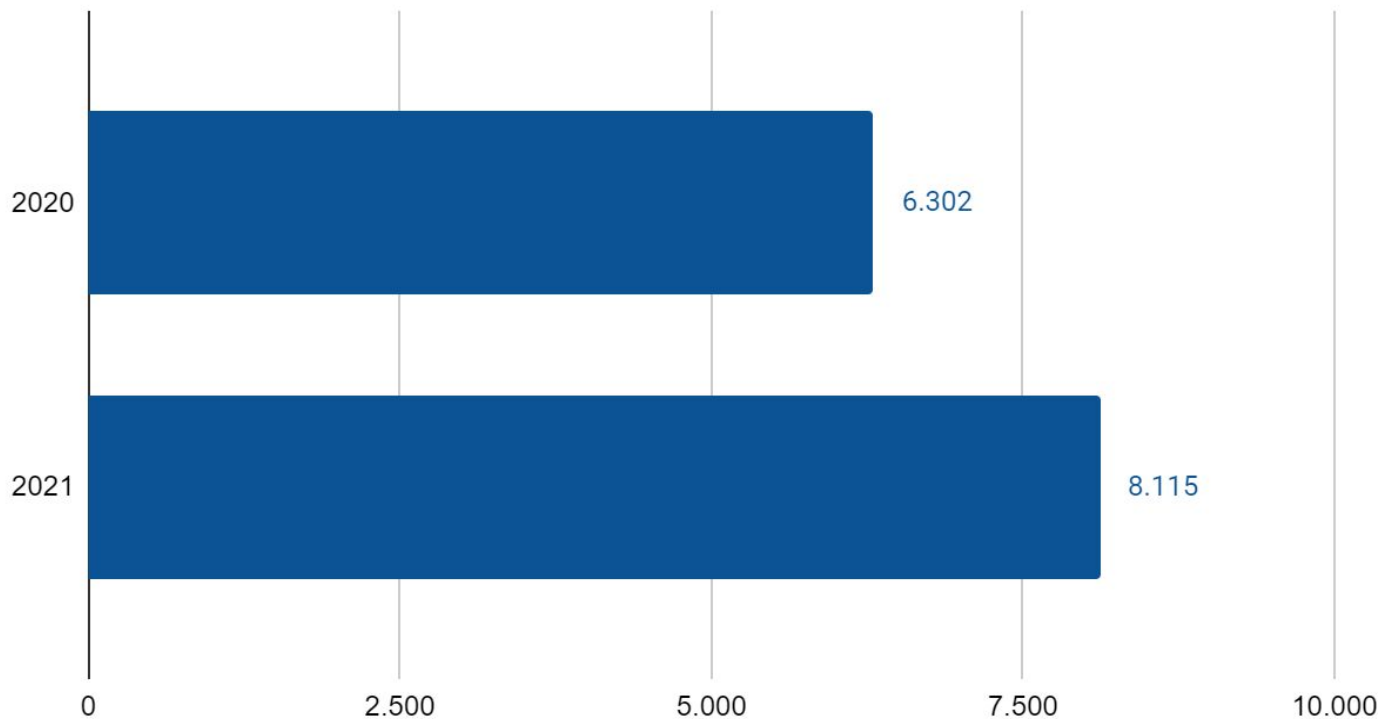


Piccoli frutti in Italia: consumi e prezzi

Thomas Drahorad

Fruttinfiore
26 marzo 2022

Consumo mirtilli Italia (tonnellate)

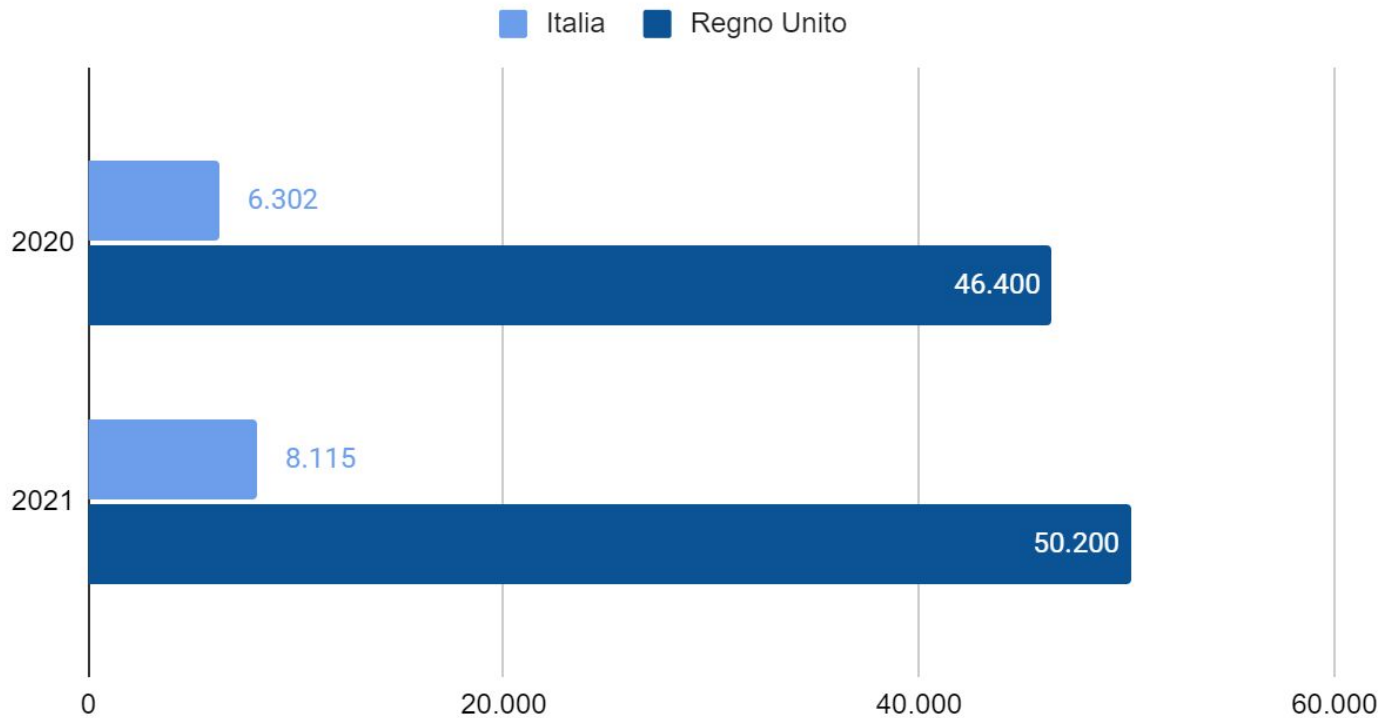


+28,8%

Mirtillo: dimensione del mercato Italia

*Italian
Berry*

Consumo mirtilli (tonnellate)



Mirtillo: consumo Italia e Regno Unito

*Italian
Berry*

Volume per
famiglia
acquirente:

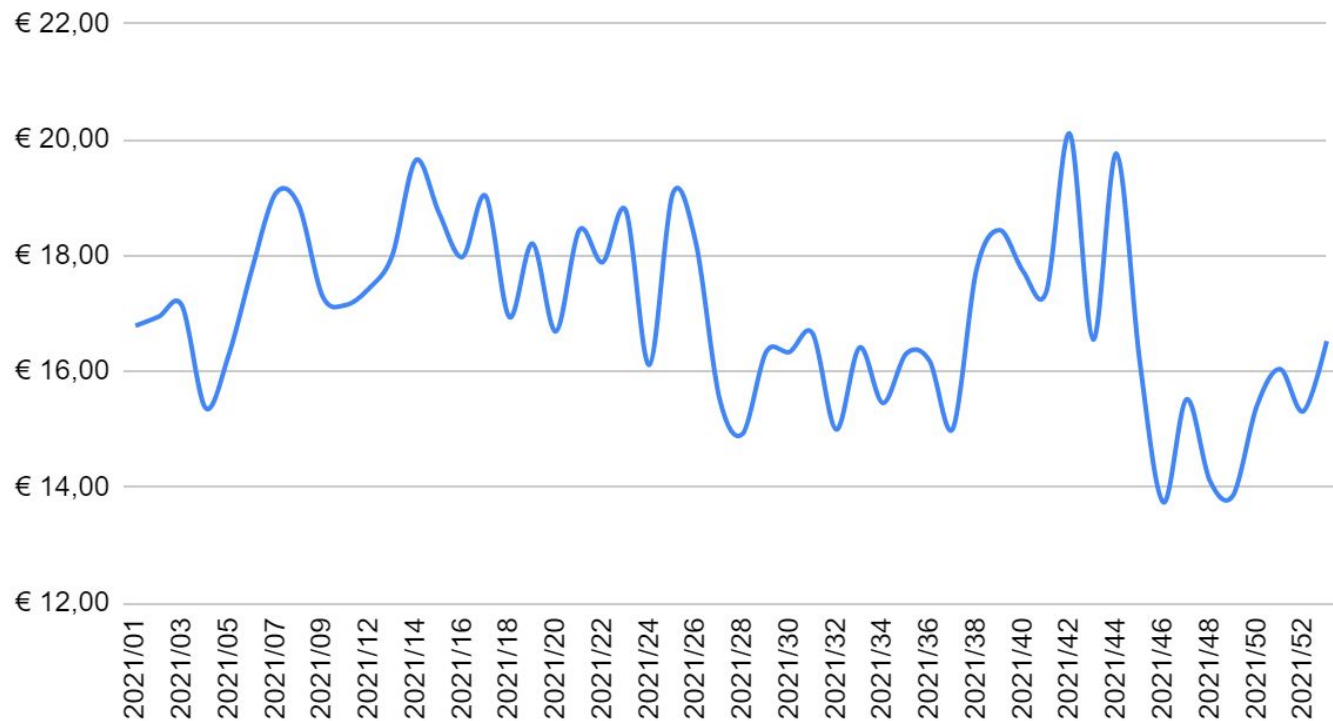
2020: 580 g
2021: 880 g

Penetrazione:

2020: 12,1%
2021: 12,8%



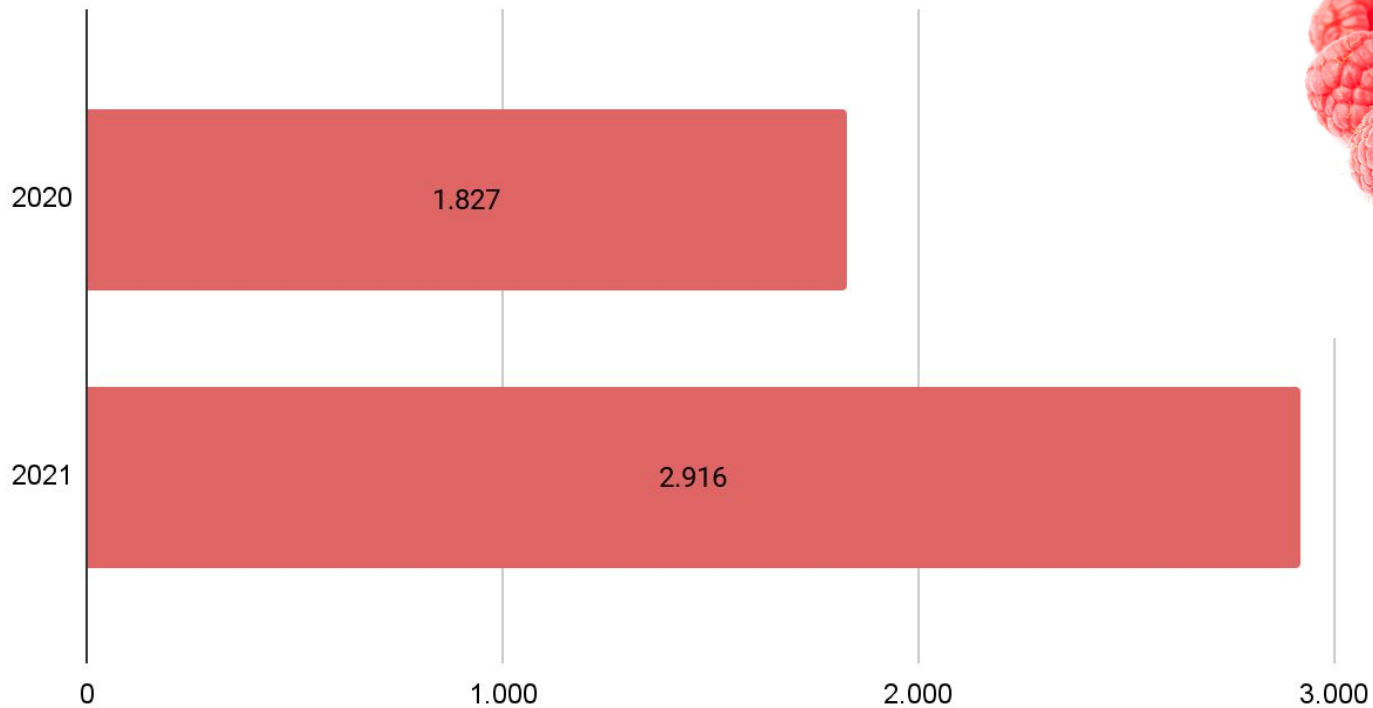
Mirtillo standard 125g - media prezzo al dettaglio (€/kg - 2021)



Mirtillo: prezzo al dettaglio

*Italian
Berry*

Consumo lamponi Italia (tonnellate)

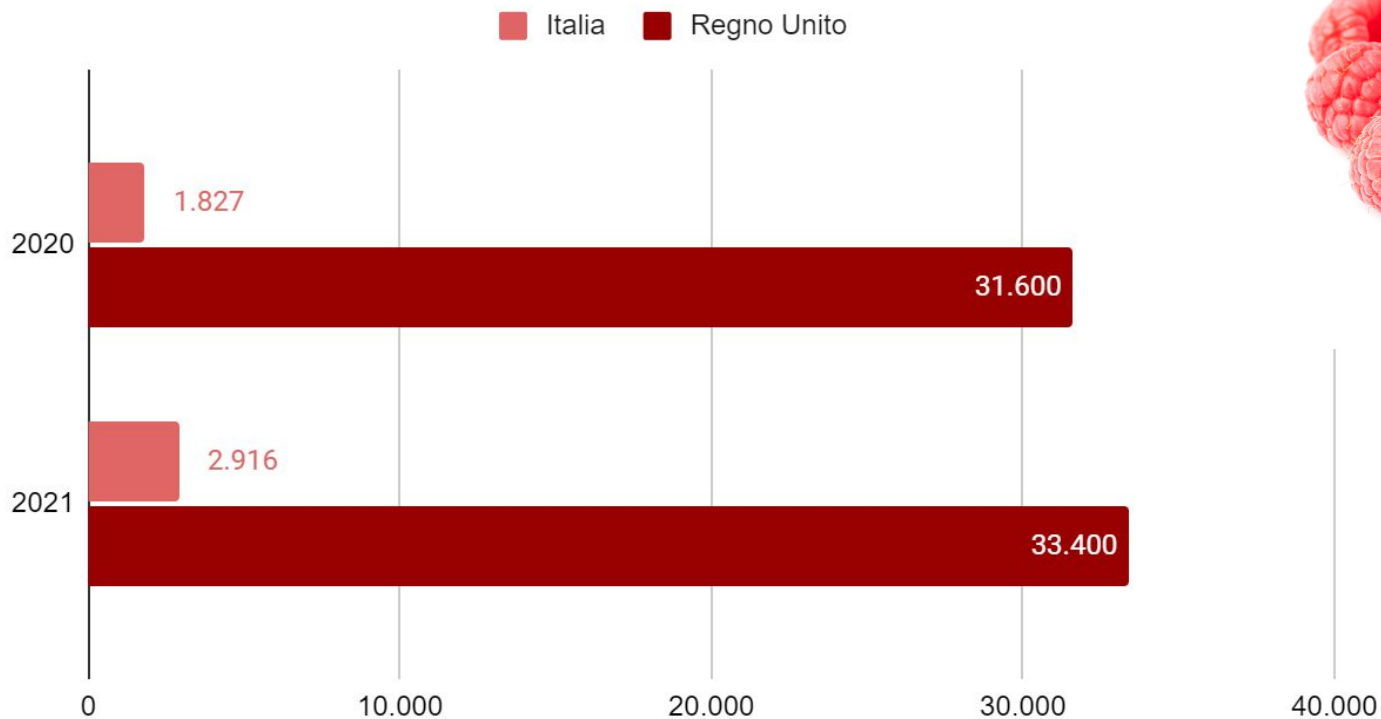


+59,6%

Lampone: dimensione del mercato Italia

*Italian
Berry*

Consumo lamponi (tonnellate)



Lamponi: consumo Italia e Regno Unito

*Italian
Berry*

Volume per
famiglia
acquirente:

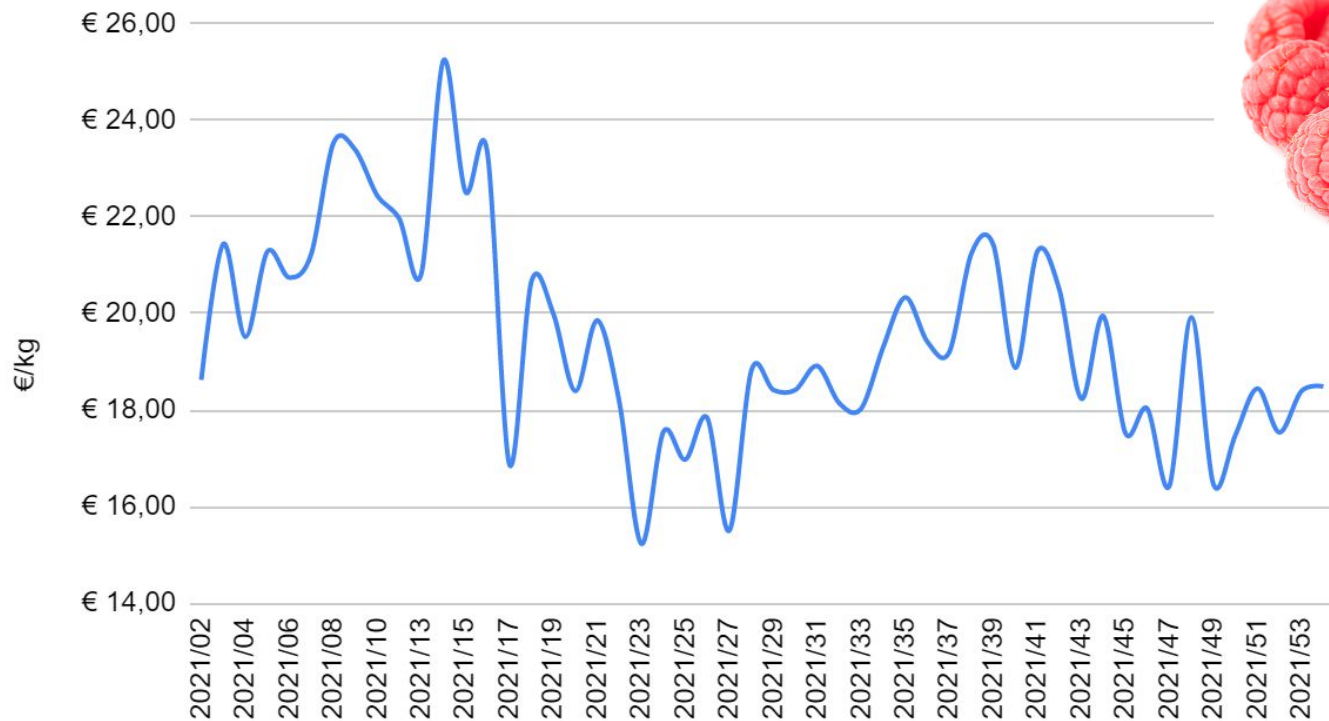
2020: 680 g
2021: 790 g

Penetrazione:

2020: 11,9%
2021: 12,7%



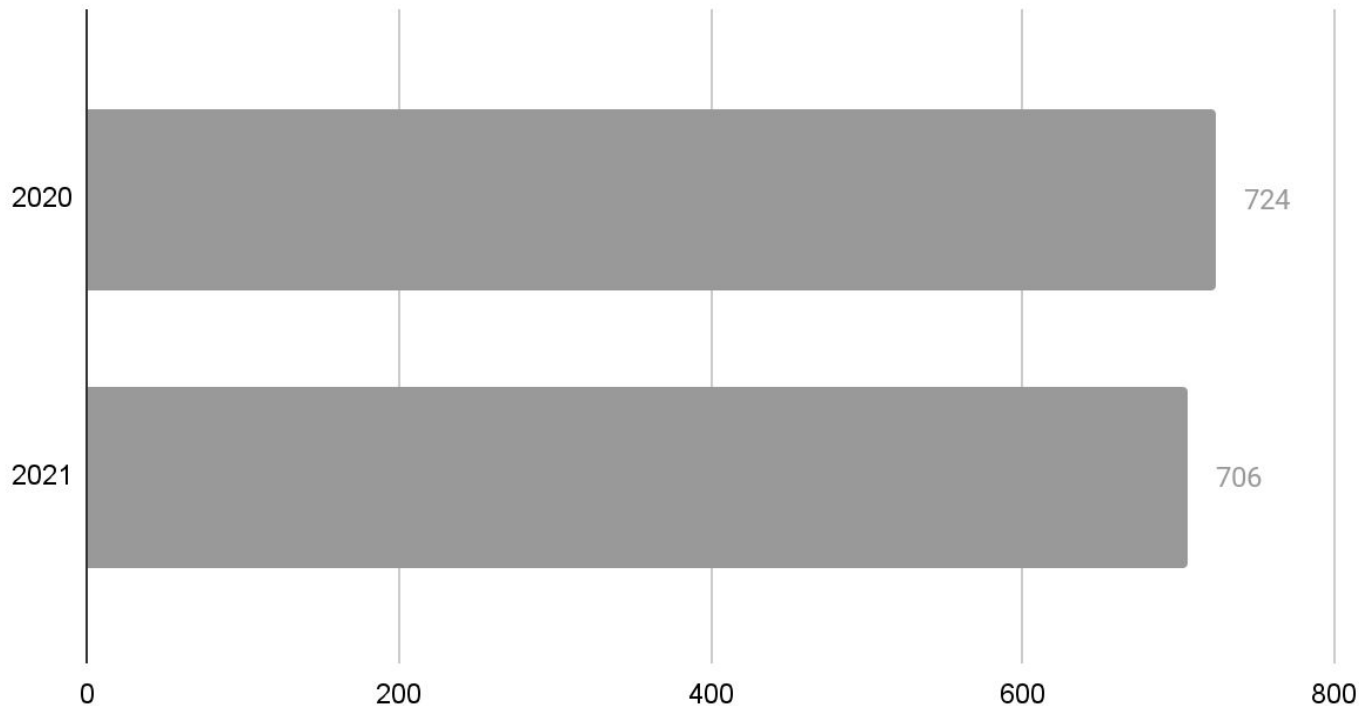
Lampone standard 125g - media prezzo al dettaglio



Lampone: prezzo al dettaglio

*Italian
Berry*

Consumo more Italia (tonnellate)

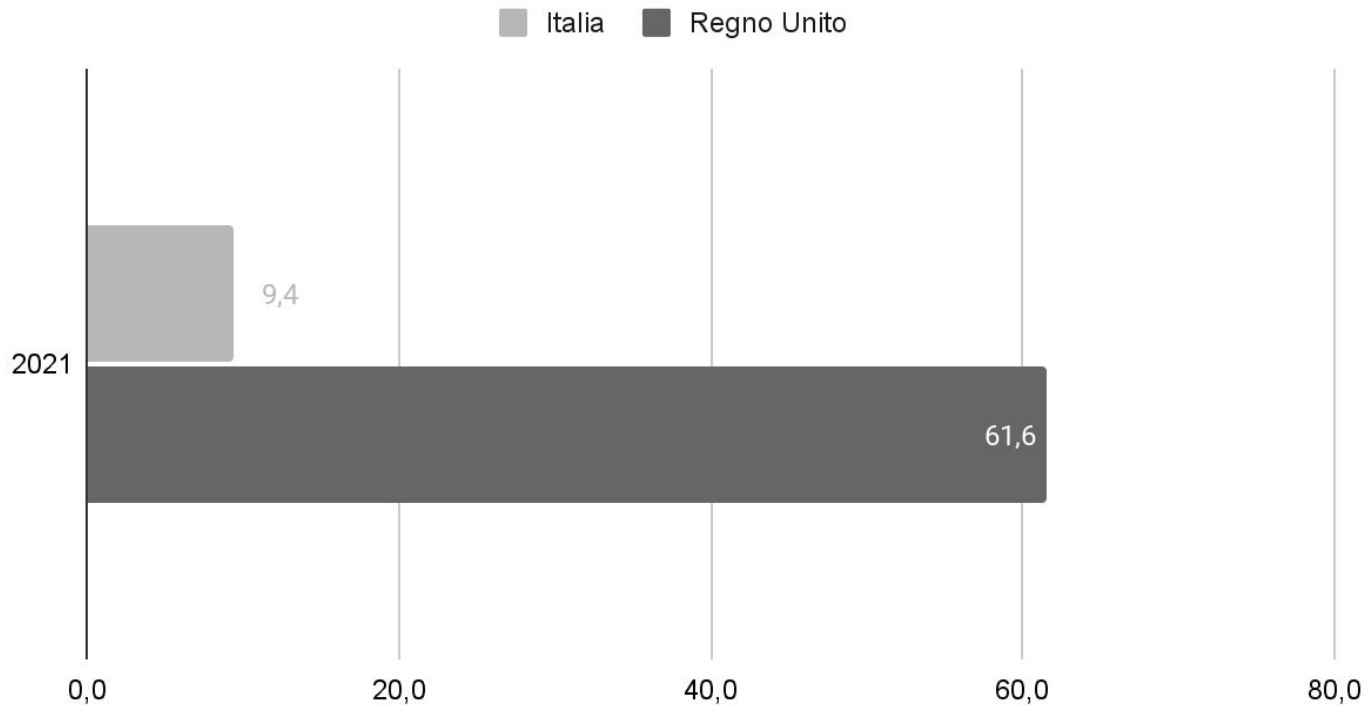


-2,5%

More: dimensione del mercato Italia

*Italian
Berry*

Consumo more (€ M)



More: consumo Italia e Regno Unito

*Italian
Berry*

Volume per
famiglia
acquirente:

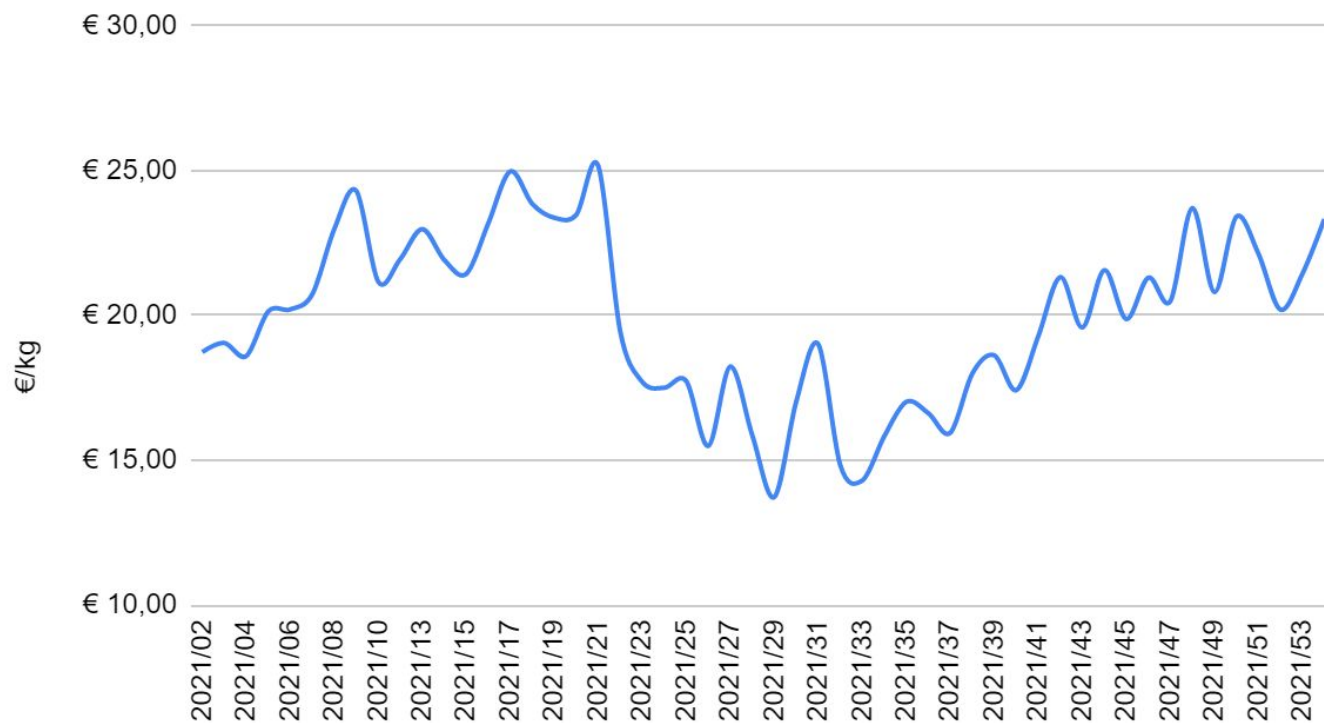
2020: 395 g
2021: 400 g

Penetrazione:

2020: 7,0%
2021: 6,7%



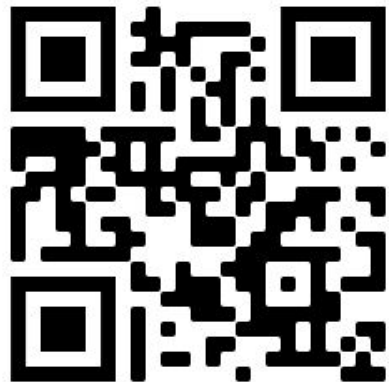
Mora standard 125g - media prezzo al dettaglio



More: prezzo al dettaglio

*Italian
Berry*

Visita il sito www.italianberry.it
e iscriviti alla newsletter
per notizie quotidiane sui piccoli frutti



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Questo report è stato curato da:



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Tutti i diritti riservati

*Italian
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