

MARKET INNOVATION OVERVIEW

CATEGORY: Olive Oil | **COUNTRY:** Italy

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION:

OLIVE OIL IN EUROPE, MIDDLE EAST AND AFRICA

Add value to organics: Organic launches continue to grow in Europe, though consumers remain reluctant to pay a premium. Exploring more exotic ingredients, emphasising production processes and environmental benefits can reassure consumers of the value of organic products.

Promote local produce: Emphasising regional production and ingredients taps into consumer interest in supporting local producers and suppliers.

Flavours can add appeal to oils: Flavoured oils can appeal as an all-in-one option to add flavour to salads and meals. Ideas for using oils with different flavour infusions would help to encourage sales.



OLIVE OIL IN ITALY

Market Overview

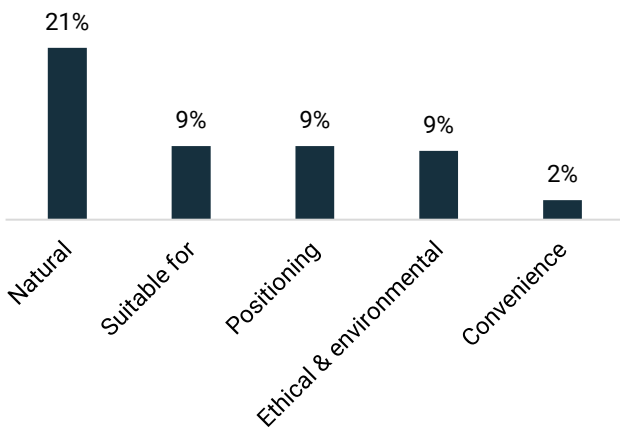
The Italian olive oil sector is expected to grow from €1.47 billion in 2018 to €1.68 billion by 2023, at a CAGR of 2.7%. In volume terms, the sector is expected to grow from 345.7 million kg in 2018 to 375.8 million kg by 2023, registering a CAGR of 1.7%.

Per capita consumption of olive oil in Italy stood at 5.7kg in 2018 and is expected to grow and reach 6.3kg by 2023. Per capita expenditure in Italy stood at €24.3 in 2018 and is expected to reach €28.0 by 2023. (GlobalData, 2020)

New Product Development Analysis

3% of food products launched in Italy in 2019 were Olive Oil products.

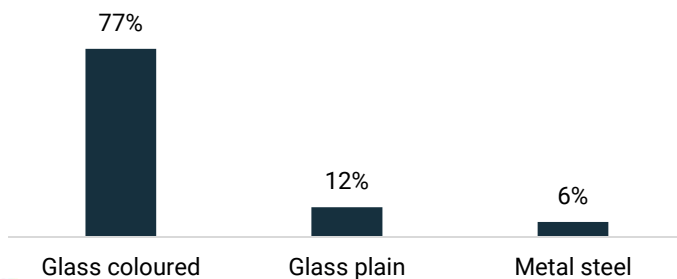
Top 5 Claim Categories in Olive Oil product launches, 2019



In the olive oil sector of Italy's retail market, the 'Organic' claim was featured in more than a fifth of products launched in 2019. The 'Kosher' claim was featured in around 8% of products, while the 'Eco-Friendly Product' saw a share of 7%.

The majority of olive oils launched in Italy were packaged in a 'coloured glass' package. The 'plain glass' and the 'metal' packages were less common.

Top 3 Package Material of Olive Oil product launches, 2019



This organic and cold-pressed oil retails in a 750ml bottle, bearing the EU Green Leaf logo.



This kosher-certified and cold-pressed product is described as a superior quality oil obtained directly from olives and solely by mechanical means.

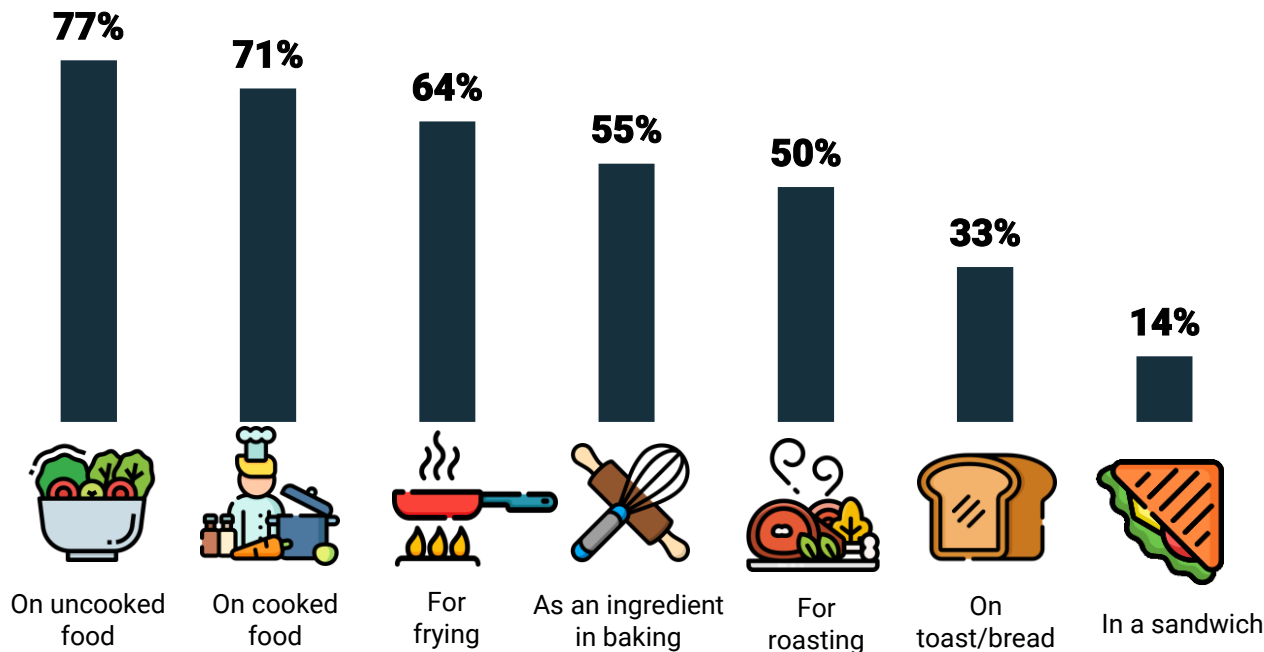


This product is cold-pressed and made with Italian olives harvested according to organic farming methods.



THE ITALIAN CONSUMER

Occasions where oil has been used in the last month (2019)



Words associated with oil (2019)

48%
 CAN BE USED IN
 MULTIPLE WAYS



50%
 NATURAL



47%
 HEALTHY IN
 MODERATION



(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

Oils should do more communicate benefits and uses: Oil producers benefit from a positive consumer perception of edible oil products. Producers should do more to capitalise on these perceptions by offering consumers fortified formulations. In addition, clearer messaging will help consumers to understand the best use of each variety and widen their repertoire.

Olive oil that is linked to the Mediterranean diet could be promoted for his protective role in health: Producers can build a link between these diets and ingredients like olive oil, and the protective role against non-communicable diseases, such as heart disease, that adherence to these diets could deliver.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar
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