



Industry Leaders speak

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Is the Free-From sector still growing in Italy? Yes it is, under pressure of consumers who are increasingly attentive and demanding, and who are looking for a source of well-being and nutrition in their food. In addition, people with dietary intolerances are increasingly aware that tasty food items specifically for them can be found on supermarket shelves.

Where are Free-From products located? Usually close to the organic or vegan areas. Gluten-free products are at the top of the list, thanks partly to the favourable exemptions that are offered by the regions to certified celiac patients. In some chains, lactose-free products are being increasingly seen in the refrigerated area. Sugar-free and fat-free products, which have been present for a number of years, are distributed alongside conventional products in the relevant categories.

How are Italian manufacturers supporting Free-From? They are developing Free-From products with tastier recipes and more attractive packaging. This is good because it means that Free-From is now coming 'out of the ghetto' of dietary foods.

What about future trends in Italy? A clear trend is the development of Free-From products designed for children. Here in Italy, the problem of child obesity begins to be seen. Furthermore, the world of pets is not exempt. This market in Italy is growing at a steady and double-digit rate and today witnesses a dramatic increase in Free-From products.

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