



Industry Leaders speak

Cristina Lazzati

Editor, GDO WEEK Italy



Free From

The market of 'Free-From' products is reaping successes in Italy, too, under the pressure of consumers who are increasingly attentive and demanding, and who in food look for a source of well-being and prevention. To all this, increased awareness that intolerances can find tasty answers in the shelves of supermarkets, too, adds. The answer given by large-scale retail trade did not waste any time: 'free-from' products appear, usually positioned close to either organic or vegan area. Gluten-free products are at the top of the list, also favoured by the exemptions that are offered by the regions to certified celiac patients. To these products, free from lactose ones add, which are placed in some chains in the refrigerated area. On the other hand, the presence of sugar-free and fat-free products, by now present for years in the various categories, is more scattered.

An incitement in this sense has come by industry, too, which over time has been able to develop free-from products with tastier recipes and with more attractive packaging, letting them come out from the 'ghetto' of diets, either slimming or forced ones.

In trend, there is the development of free-from products designed for children, in Italy, too. As a matter of fact, the problem of child obesity begins to be felt. Finally, 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 of free-from products among the references of the specialized channel.