

UDK 334.012.61

Capponi O.

manager of gastronomy, distribution company «GDO»,
Pisa, Repubblica Italiana

CONTEMPORARY STATE AND DEVELOPMENT PROSPECTS OF THE ITALIAN MARKET OF FOOD SERVICES

Over the last few years, the Italian food service market has shown gradual development, but significant changes in its functioning have occurred due to the COVID-19 pandemic, which has seriously affected most segments of the industry. Italy has one of the largest number of catering establishments per square kilometer, which indicates the importance of this area for the country's economy. This document examines current trends and prospects for the development of the Italian food service market based on current research and forecasts.

The catering market in Italy is valued at USD 105,17 billion in 2024 and is expected to reach USD 136,38 billion by 2029, growing at a CAGR of 5,33% during the forecast period (2024-2029) [1].

The Italian food service market is divided into several main segments: full-service restaurants, self-service restaurants, fast food, street stalls, cafes and bars, as well as delivery-only establishments. These segments show different growth rates, depending on changing consumer priorities and economic conditions. A special place is occupied by food delivery, which developed rapidly during the pandemic, turning into a key direction for many establishments. Full-service restaurants dominate the Italian market. By cuisine, the segment mainly consists of European restaurants, followed by Asian and North American restaurants.

The Italian market is driven by the consumption of beverages such as coffee, spirits and desserts. Italian bars are mainly represented by cocktails, as well as a wide range of liquors. Italy has many popular names in the liqueur category, including Amaro Fernet Branca, Amaretto di Saronno, Campari, Grappa Nardini, Limoncello and Sambuca Molinari.

Cafes and bars had the largest number of points among all types of catering in 2022. Bars and pubs accounted for more than 74% of the points, while cafes accounted for almost 25%. Lombardy, located in northern Italy and home to Milan, had the highest share of bars in the country at 17,21%. The region is known for its vibrant nightlife and culinary excellence. Lazio, including Rome, is second with 10,53% of bars, followed by Emilia-Romagna (9,19%), Campania (8,9%) and Veneto (8,55%). These regions are also known for their rich cultural and culinary traditions. Cafes and specialty coffee shops also play a significant role in the Italian market. In 2022, there were approximately 64,200 cafes and 560 specialty coffee shops in Italy. Cloud kitchens are expected to register a CAGR of 1,23% in terms of number of outlets during the forecast period. Currently, cloud kitchens represent only 0,11% of the total number of catering outlets in Italy. However, with the growth of the online delivery market, the number of cloud kitchens is expected to increase significantly in the future [1].

Milan is considered the city where people most often order food online with home delivery, followed by Rome and Turin. The average value of an order for cloud kitchens increased by approximately 8,83% from 2020 to 2022, driven by the

significant presence of food delivery apps such as Just Eat, Deliveroo, Glovo and Getri, which have significantly expanded the cloud kitchen model. For example, Deliveroo recorded 2 million downloads in 2021 and Just Eat around 1,7 million downloads in the same year [2].

Demand for full-service restaurants (FSR) in Italy is expected to grow due to the growing number of tourists looking to explore the local cuisine. Professionals at FSR establishments offer innovative menus, international cuisine and original recipes to satisfy the preferences of both tourists and health-conscious people. As Italian consumers' demand for local cuisine continues to grow, FSR's average order value remains high at \$23,63. The quick service restaurant (QSR) segment in Italy has experienced significant growth in average order value in recent years. From 2019 to 2022, QSR recorded an increase of 8,55% in the national average order value. Fast food restaurants in Italy are known for offering convenience, speed, and staples like hamburgers and fries. The most popular fast food items in Italy, including pizza and pasta, cost \$8,6 and \$8,5 per serving in 2022, respectively.

The Italian catering market is fragmented, with the five largest companies accounting for 3,26%. The main players in this market are Autogrill SpA, Compagna Generale Ristorazione SpA, Cremonini SpA, La Piadineria Group and McDonald's Corporation.

Thus, the Italian food service market is showing steady growth, with positive prospects for the future. The main driver of development is changing consumer priorities, especially increasing demand for online food delivery. Full-service restaurants remain the most popular, especially among tourists who appreciate traditional Italian cuisine. At the same time, the fast food segment continues to grow, satisfying the need for fast and convenient food. Cafes and bars, which dominate the number of establishments, also play an important role in the market. Market fragmentation leads to high competition, which stimulates innovation and improvement of service quality. At the same time, the development of cloud kitchens is a promising direction, which, despite its small share, may grow significantly in the coming years. Consequently, the food service market in Italy continues to adapt to

new conditions and needs, maintaining the potential for further growth.

References:

1. Italy Foodservice – Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 – 2029) URL : [https://www.giiresearch.com/report/moi1437925-italy-foodservice-market-share-analysis-industry.html#The%20Italy%20Foodservice%20Market%20size,period%20\(2024%2D2029\).](https://www.giiresearch.com/report/moi1437925-italy-foodservice-market-share-analysis-industry.html#The%20Italy%20Foodservice%20Market%20size,period%20(2024%2D2029).) (date of access: 19.10.2024).

2. Industry Trends Food & Beverages Focus on sector business performance and credit risk. URL : <https://atradius.it/pubblicazioni/food-industry-trends-italy-2022.html> (date of access: 19.10.2024).