

**SNAPSHOT OF OPPORTUNITIES IN ITALY'S PULSE SECTOR****MARKET TRENDS****ITALY IS THE SECOND LARGEST CONSUMER AND IMPORTER OF PULSES IN EUROPE**

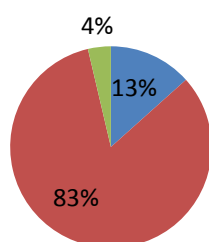
- Rise in healthier eating habits are increasing consumer demand.
- Pulses are regarded as affordable protein alternatives.
- Modern Italian households create a demand for healthy, convenient and high-protein meals.
- Increasing popularity in vegetarianism.
- Rapid growth in vegetarian and macrobiotic restaurants.
- Innovation in pasta products is increasing demand for pulses as ingredients.
- 13% of Italians' monthly grocery budget is for purchasing pulses (i.e. peas, beans, lentils, chickpeas and fava beans).

**PULSE IN BULK****CANADA ACCOUNTED FOR 52% OF ITALY'S IMPORT OF LENTILS AND 16% OF KIDNEY BEANS IN 2015**

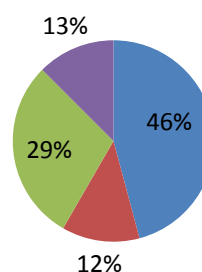
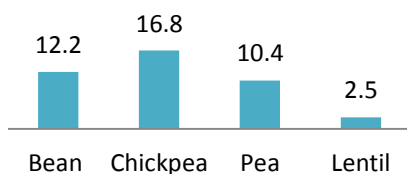
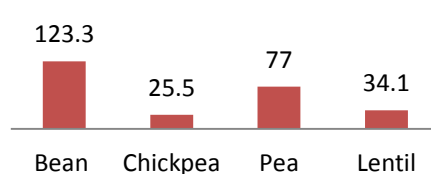
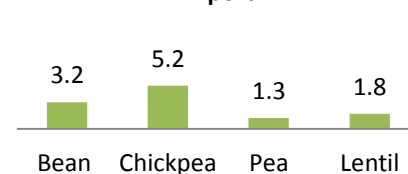
- Canada is the second largest supplier of Pulses in Italy.
- Canada accounted for 18% market share of Italy's pulse imports, worth US\$47M.
- Italy imported 312, 000 tonnes of beans and lentils.
- Imports of lentils increased by 36%.
- Production of lentils rose by 33%, chickpea crops by 28%, and beans by 21%.
- Italy mainly imported from Canada, the United States, China, & Turkey.
- Pulse production in Italy increased by 11% for a total of 121,649 tonnes.

**83% OF ITALIAN'S PULSE CONSUMPTION IS DEPENDENT ON IMPORTS****Consumption per Capita by Pulse Production & Trade**

■ Production ■ Import ■ Export

**Consumption per Capita by Pulse Type**

■ Bean ■ Chickpea ■ Pea ■ Lentil

**Consumption per Capita in '000 Tonnes****Production****Import****Export****VOLUME SALES OF PULSES IN ITALY GREW BY 2% IN 2015**

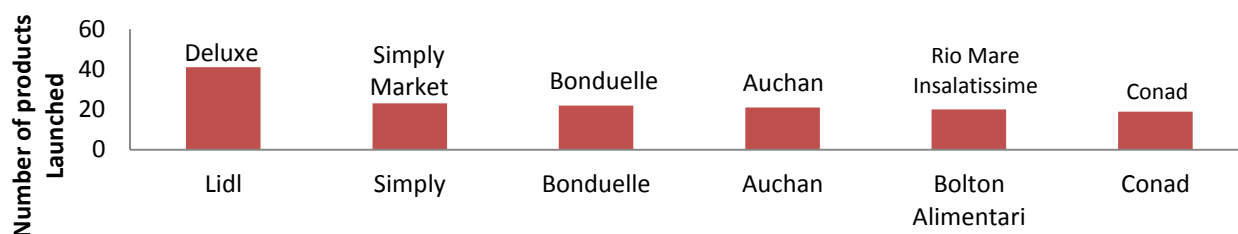
- Lentils had the highest growth of 3% reaching 64,000 tonnes.
- Pulse was widely sold unpackaged.
- Retail accounted for 76% of total volume sales and foodservice 22%.

**TOTAL VOLUMES SALES OF PULSES IN ITALY ARE EXPECTED GROW AT A RATE OF 1% FROM 2016 TO 2020**

- Consumer education campaigns are expected to boost interest in pulses even more.

**PULSES AS INGREDIENT****ITALY'S INNOVATION IN FOOD HAS PRODUCED PASTA & SNACKS MADE FROM PULSES FOR GLUTEN FREE/LOW/GLYCEMIC/LOW CARBOHYDRATE DIETS**

- From 2010 to 2015, **1090** products using **pulses as ingredients** were launched.
- **76%** of product launches were **new products, variety, and range**.

**SNAPSHOT OF OPPORTUNITIES IN ITALY'S PULSE SECTOR****ON AVERAGE ITALIAN COMPANIES ARE LAUNCHING OVER 182 PRODUCTS CONTAINING PULSES AS INGREDIENTS PER YEAR****Italy's Top Companies to launch pulse products with their leading brands from 2010 to 2015****INCREASE IN VEGETARIAN AND VEGAN EATING HABITS****Growing Claims**

1. Vegan
2. Low/No/Reduced Lactose
3. Vitamin/Mineral Fortified
4. On-the-Go
5. Added Calcium

**Declining Claims**

1. Low/No/Reduced Transfat
2. Digestive (Functional)
3. Ethical - Charity
4. Prebiotic
5. Hormone Free

**GROWING FOCUS ON ENVIRONMENTAL PACKAGING & WASTE****Top Package Type**

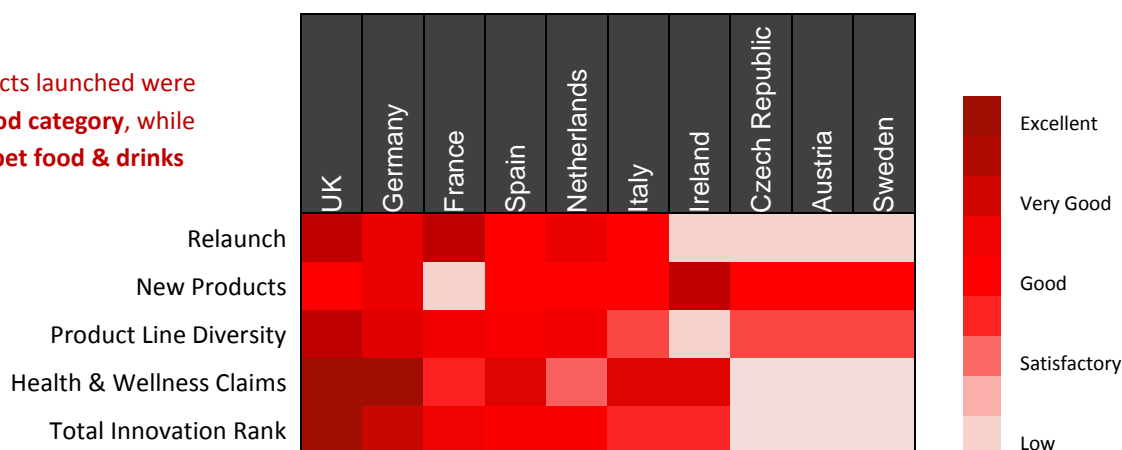
1. Flexible
2. Can
3. Tray
4. Tub
5. Carton

**Top Packaging Material**

1. Plastic unspecified
2. Metal Steel
3. Polypropylene plastic
4. Glass Plain
5. Metallised Film

**FIFTH LARGEST INNOVATIVE PULSE MARKET IN EUROPE**

**96% of products launched were within the food category, while 4% were in pet food & drinks**

**FACTORS OF CONSIDERATION**

- All imports are covered under the European Union (EU) regulations.
- Custom duties are applied to all products and rates depend on product being processed or unprocessed.
- Value-added tax, insurance, and freight cost should be included in import value.
- Imports from a third country must clearly identify country of origin.

**RECOMMENDATION FOR ENTRY**

- Awareness of Government of Canada programs that offers competitive advantage abroad.
- Be cognizant of regional differences between North and South Italy.
- Develop a good understanding of regulations and procedures that comply with trade.
- Follow import guidelines to avoid imports being detained.
- Develop clear market strategy prior to entry.

**HOW WE CAN HELP**

We offer multiple [programs and services](#) to help you achieve your international business goals, such as the Agri-Food Trade Service, AgriMarketing Program, and Canada Brand.

[International Trade Commissioners](#) are also an excellent point of contact for export advice and can provide Canadian industry with on-the-ground expertise regarding market potential, current conditions, and local business contacts.

**HAVE WE PIQUED YOUR INTEREST?**

For more information on opportunities in Italy or to join our distribution list, make suggestions, or request more information, contact Single Window at [MAS-SAM@agr.gc.ca](mailto:MAS-SAM@agr.gc.ca)



Visit our online library of public reports for more information on this and other markets.

Find out about our programs, services and tools to support your exporting efforts.

[Exporting from Canada](#)



Commodity Innovation Series

# **SNAPSHOT** OF OPPORTUNITIES IN ITALY'S PULSE SECTOR



--	--