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TUTTOFOOD
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THE BUSINESS OF HEALTHY EATING: TUTTOFOOD VALORISES THE EXPANSION OF THE FRUIT AND VEGETABLES SECTOR WITH THE NEW TUTTOFRUIT SECTION

- *TUTTOFOOD 2021 launches TUTTOFRUIT, the new section dedicated to fresh-cut and ready-to-use products, fresh and dry fruit and vegetables, herbs and spices*
- *TUTTOFOOD confirms its position as an innovator capable of transforming the most dynamic consumer trends into business opportunities*
- *In 2019, fresh-cut products grew by +1.1% in value for a total of 877 mn euro, with purchasing by 20 million families*
- *Sales of dry fruit in the mass retail segment grew by 2.5% in value, with a peak of +7.9% for shelled goods*
- *An international market in which Italy is the second largest European producer after Spain, and the first producer of table grapes, pears, kiwis and apricots*

Milan, 25th February 2020 – Snacks are **fresh**, preferably pre-cut, often **impulse purchases** at the supermarket checkout. With spring and summer on the way, light working lunches take the form of a **bowl** of vegetables, fruit and **superfoods**. And for many consumers, dinner, even away-from-home, is **vegetarian/vegan**, made of a mix of cooked vegetables, legumes and wholegrain cereals.

Ready-to-use fruit and vegetables are an increasingly popular consumer trend, combining healthy eating with the rhythms and requirements of modern life. And **TUTTOFOOD**, the International Food Fair scheduled to be held at **fieramilano, 17 - 20 May 2021**, confirms its placement as an innovator capable of expressing the most dynamic emerging trends, dedicating special attention to these segments of the market.

TUTTOFRUIT: a new section for a growing market segment

On the heels of the success of the 2019 edition of the **Fruit Innovation** exhibition, next year fresh fruit and vegetables, together with **fresh-cut** (fresh packaged fruit and vegetables) and **ready-to-use** (packaged cooked fruit and vegetables) products, will be the protagonists of a fully fledged **new section**, **TUTTOFRUIT**: they will have their own section of the exhibition, thus valorising more effectively **fruit and vegetable products with a high service content**. In addition to fresh-cut and read-to-use products, professional visitors will find **dry, dehydrated and fresh fruit** as well as fresh vegetables, legumes, **organic products** and aromatic herbs and spices. Significant numbers of national and international producers are expected, while Italian and foreign professionals will include, among others, **importers and wholesalers, mass retail buyers, Ho.Re.Ca. industry representatives and distribution platform operators**.

TUTTOFOOD thus transforms into a concrete business opportunity a trend which is not just about lifestyle, but **is also economic**, with year-on-year growth. According to market figures published by **Nielsen**, in 2019 fresh-cut products grew in value by



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+1.1%, reaching a total turnover of **877 mn euro**, and in volume by **+3.1%** - even in a year often negatively affected by unfavourable climatic conditions. The growth of the sector was driven both by the growing number of consumers, which reached the threshold of **20 mn families**, and by the increased average spend (**1.89 euro**) and frequency of purchase (**19.5 purchases/year**). The by-volume increase figures indicate that there is space for further growth in value, highlighting **high added value solutions** like bowls with condiments and cereal salads for lunch away-from-home.

Dry fruit also performed well, as indicated by the **IRI** figures for mass retail, and grew in 2019 by **2.5% in value** and **2.7% in volume** over the previous year. **Shelled products** stand out with growth of **+7.9%** in value and **+12.8%** in volume. In line with new consumer trends, the **semi-toasted** subcategory finished 2019 with growth in sales of **5.8% in value** and **3.8% in volume**.

Focus on internationalisation

Fruit and vegetables is an increasingly central market, and not just in Italy. According to **Eurostat**, in 2019 EU production of fresh fruit exceeded **102 mn tons**, while vegetables (**59.5 mn**) grew by **3%** over the previous season. Italy is the **second largest European producer** after Spain, for both fresh fruit (**10.8 mn tons**) and fresh vegetables (**6.9 mn**). In particular, it is the largest European producer of **table grapes, pears, kiwis and apricots**.

Thanks to its level of internationalisation, which makes it unique among Italian exhibitions, **TUTTOFOOD 2021** will be the ideal occasion for grasping these opportunities for business. A total of **3,079 brands** were present at the 2019 edition, of which **16% international** from 43 countries, with particularly high numbers of those from the **USA, China, the UK, France and Germany**. There were a total of **82,551 professional visitors**, of which **23% foreign** from **143 countries** and, in particular, from the **USA, Spain, France, Germany, the United Kingdom and China**. Visiting operators are composed, in particular, of decision-makers from the **food industry (31%) and distributors, wholesalers, representatives (31%)**, with a significant presence also from the world of **retail (9%) and food service equipment and catering (8%)**.

Thanks to a major investment in scouting, also in collaboration with **ITA/ICE Agenzia**, new high-profile buyers are constantly integrated in the top buyer portfolio. The focus areas of the next edition will be **the USA, Canada and Middle East**, alongside a reinforcement of traditional markets. A total of **13,609 business meetings** were organised at the 2019 edition. **92% of buyers** stated they were satisfied or extremely satisfied and **91%** would recommend visiting **TUTTOFOOD** to others.

For more information: www.tuttofood.it/en, @TuttoFoodMilano.