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AGRIFOOD AFTER THE EMERGENCY: TUTTOFOOD THE FULL SPECTRUM PARTNER FOR PROFESSIONALS, 365 DAYS A YEAR

- *The food industry is reporting countercyclic figures for February and March, with +17% contingently and a trend of +19%; a new weekly peak for large-scale retailers sales of packaged goods at 1,354 million euro, while 69% of Italian consumers are also turning to their local shops*
- *In March, e-commerce grew by 57% to 95%; food delivery for a growing variety of goods is also performing well.*
- *Consumers are showing preference for fresh-cut and ready-to-use products and preservable multi-products; meat, fish, fresh eggs and vegetables are also on the rise.*
- *TUTTOFOOD stands next to professional users with market monitoring, visibility for supply chain actors and a pathway to the upcoming 2021 edition.*
- *2021 will see the début of TUTTOFRUIT: fresh-cut and ready-to-use, dry, dehydrated and fresh fruit alongside fresh vegetables, legumes and organic produce.*
- *Growing attention for focus markets, which now include Far Eastern countries.*

Milan, 7 May 2020 – The last few weeks have seen changes which normally take years. New purchasing and consumer habits. E-commerce is booming, and digital transformation is undergoing a quantum leap. There has been an unexpected impact on supply chains and international trade.

An industry on the front line

In all these changes, **the Food and Beverage industry is on the front line.** According to the report on the impact of the Covid-19 emergency published by **ISMEA (Agrifood Market Service Institute)** in March 2020, despite the almost complete closure of the **Ho.Re.Ca. channel** the industry is nonetheless one of the least impacted by the crisis and has reinforced its **countercyclic potential**.

Using data provided by Nielsen, the Institute reports that, in the week from 9 to 14 March, spending for **packaged goods in large-scale retailers** reached a new peak of **1,354 million euro**. Overall, from 17 February to 15 March, sales grew by **17%** over the 4 previous weeks (contingent) and **19%** over the same period in 2019 (trend). The majority of spending is still at **supermarkets (43%)** while **online food purchases** have been growing weekly by **57% to 95%**.

This exponential growth is confirmed by the Milan Polytechnic's **B2C eCommerce Observatory**, according to which **Food & Grocery** is the industry to have benefited the most from the boom in online sales. Starting with a penetration of just 1.1% in late 2019, in just a few weeks demand **has remarkably grown**, with a strong preference on the one hand for products perceived to be **safe**, like canned and longlife products, and on the other for goods which offer an occasion for family activities: **bread, flour and yeast**.

Food delivery has also conquered new territory, as suggested by the **Just Eat Observatory**: **90%** of Italians consider it an essential service and **60%** are using it. **Pizza** is the most commonly ordered dish, followed by hamburgers, sushi, chicken and Italian food. **Desserts and gelato are up +133%**, as are **sushi and Japanese food** in the family format (**+124%**) along with healthy **poké bowls (+54%)**.

The trend for **local shops** to supplement large-scale retailers is also growing: a



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survey by **Havas Commerce** shows that **69% of Italians** have returned to their local shops, focusing on **necessary goods (76%), baked goods (49%) and recreational foods (39%)**.

With respect to purchasing habits, ISMEA has also noted a strong trend for **fresh-cut and ready-to-use products** along with **preservable multiproducts**, especially during the first weeks of the lockdown. Of individual categories, **meat (+29% trend and +20% contingent), fish (+28% and +29% respectively), fresh eggs (+26% and +23%) and produce (+24% and +22%)**. Which are the most missed products? According once more to Havas, Italians are saying they miss **shop-made pastry (28%), fresh products (22%) and fresh fruit and vegetables (21%)**.

TUTTOFOOD's commitment to the supply chain

While **protecting the lives and health of people remains an absolute priority**, there is no lack of reasons to look at what comes next. In these difficult weeks, the **TUTTOFOOD** staff have focused even more on implementing our concept of the exhibition as not only an international marketplace, but also as a **full spectrum partner, supporting operator's business 365 days a year**. On the basis of our ongoing monitoring of the markets and consumer styles, **we have created observatories** to help our partners find their way among these new trends. We have **focused on market segments and given professionals a voice** with industry focus articles in our **web magazine**. But, first and foremost, we have continued working on the 2021 exhibition, to ensure it is a major **point of reference for the agrifood business in Italy and abroad**. Starting with the most dynamic market segments.

TUTTOFRUIT launches with fresh produce and innovations in the fresh-cut segment. Following the success of the 2019 **Fruit Innovation** exhibition, fresh fruit and vegetables, together with **fresh-cut packaged products** will be the protagonists of a fully fledged **new section, TUTTOFRUIT**, to even more effectively leverage the potential of **high service content goods**. 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, large-scale retail buyers, Ho.Re.Ca. industry representatives and distribution platform operators**. Our **focus on internationalisation** remains undiminished, thanks to strong investment in **scouting**, with the continuous addition of **new highly profiled buyers** in our top buyer portfolio.

TUTTOFOOD is the international B2B exhibition for the food & beverage industry. The last edition saw 3,079 brands taking part, 16% of whom came from abroad. The 2019 edition was visited by 82,551 professionals, with 23% coming from 143 countries.

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