



FIERA MILANO

TUTTOFOOD
MILANO

Ufficio stampa
Fiera Milano

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

Ufficio stampa
Il Quadrifoglio

Italia
Elisa Facchetti
+ 39 02 36596033
account1@quacom.it
Estero
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.

+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

Ufficio stampa / Press office

WAITING FOR TUTTOFOOD: FOOD&BEVERAGE LOOK AHEAD AND CONTINUE TO GROW

Milan, 21st October 2020 - Agriculture and food business is hanging on. In fact, it's on the up. This is especially thanks to exports, which for some markets **have also grown in double figures**. This is the picture that emerges from the numbers for the first half of this year, while waiting to take stock of the trends, partake in a little networking and develop business at **TUTTOFOOD 2021, at fieramilano from 17 to 20 May**.

After processing the **Istat Coeweb** data relating to the agriculture and food products sectors, what is revealed is that **Italian F&B exports** amounted to **over 22 billion euro in the first six months of 2020, an increase of 3.5%** compared to the same period in 2019. In the lead - with a value of **13.7 billion** and an increase of **+ 5.4% in one year** - are food products exports, followed by those of agriculture with **3 billion and a + 1.8% growth**.

What are the most popular Italian food products abroad? **Bakery products** win the top spot on the podium with a value of **2.3 billion euro** and a double-digit growth of **no less than + 15.6%**, followed by **processed and preserved fruit and vegetables**, exporting **1.9 billion**, registering an increase of **+ 6%**, and **dairy products** with **1.8 billion, up by + 0.8%**.

As for the major destination markets, **Japan** recorded the greatest growth with **+ 16.9%**, **China, + 13.7%** and **Oceania at + 8%**, with historical markets also performing well, such as **Germany + 6.7%**, **Switzerland + 5.7%**, **the United States and France, both with + 4.2%**. Another interesting fact is that exports are directed in a fairly balanced percentage to Europe and non-European markets, a sign that in recent years the **Made-in-Italy companies** have focused on the development of **emerging markets**. In particular, in the first half of this year, exports to the **EU-27** (without the United Kingdom) touched **12.5 billion euro**, while exports to the **rest of the world** accounted for **more than 9.6 billion**.

Among the Italian territories that have contributed most to exports, **Emilia-Romagna leads the way, with over 4 billion**, while **Veneto and Lombardy** complete the podium almost neck and neck, exporting **3.43 and 3.42 billion** respectively, with **Piedmont following a few lengths behind with about 3 billion**. Above the billion mark in value are also **Campania with almost 2 billion euro, Tuscany (1.26)** and **Trentino-Alto Adige (1.16)**.

That the emergency has made nearly everyone rediscover the pleasure of food and experimenting in the kitchen is also confirmed by the data from **companies in the household sector** recorded in the commercial register which, between new and modified businesses, has already had **3,750** new entries since January.

For info: www.tuttofood.it/en, @TuttoFoodMilano.