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Extra virgin olive oil is the most exported Italian food in North America



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Extra virgin olive oil is the most exported Italian food in North America. This is according to data reported by ExportPlanning processed for Tuttofood, which says that in the U.S., extra virgin olive oil reached a volume of more than 824 million euros in 2021 and will reach 978 million euros in 2025, a growth of 4.4 percent. In Canada, it is expected to grow from the current 97 million euros to 126 million in 2025 (+6.7%)

Behind extra virgin olive oil are water, soft drinks with 441 million euros, but with 4.8 percent growth by 2025, amounting to a 561 million euro business. Also at the top of the "ranking" are Italian cured meats, which at the export level account for about one-third of the U.S. market with a share of 32.2 percent, projected to rise to 36.9 percent by 2025. At the business level it is about 125 million euros.

Cured meats are also going strong in Canada, one-fifth of the total and will go from 50.5 percent in 2021 to 21.7 percent in 2025.

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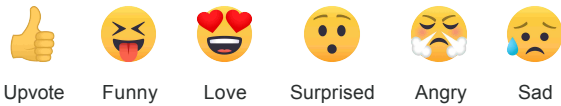
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Analyzing the U.S. market alone, there is double-digit growth in alcoholic beverages, which will rise from the current 400 million euros to 700 million in 2025. Ditto for bakery products, with estimated growth from 350 to 510 million euros.

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