

Savoury Snacks in Italy

June 2024

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2024 DEVELOPMENTS

Savoury snacks continue to benefit from the “snackification” trend
New products appear in nuts, seeds, and trail mixes
Potato chips seen both traditional and modern product innovations

PROSPECTS AND OPPORTUNITIES

Healthy growth ahead for the niche of meat snacks
Savoury biscuits will retain their appeal, thanks to fitting well with traditional Italian tastes
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