

# Small Local Grocers in Italy

March 2024

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## Small Local Grocers in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shopping experience advantages small local grocers  
Tradition and modernity meet to satisfy consumer demand in Italy  
Shrinking margins making it hard for small local grocers to survive

#### PROSPECTS AND OPPORTUNITIES

Sustainability set to become a key focus of competition between retailers  
Small local grocers likely to struggle to compete in an increasingly digital world  
Tradition and customer loyalty will remain paramount to the future success of small local grocers

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Retail in 2023: The big picture  
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Sustainability in 2023 and onwards,  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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