

# Italy's Extra Virgin Olive Oil Market Poised for Growth: Projected to Reach USD 910 Million by 2035 | Bertolli, Monini

*Italy Extra Virgin Olive Oil Market  
Research Report: By Packaging Outlook,  
By Distribution Channel Outlook and By  
Category Outlook - Forecast to 2035*

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/EINPresswire.com/ -- The [Italy Extra Virgin Olive Oil \(EVOO\) market](#) is on a steady growth trajectory, with projections indicating an increase from USD 580 million in 2024 to USD 910 million by 2035. This represents a

compound annual growth rate (CAGR) of approximately 4.18% over the forecast period. This growth is driven by evolving consumer preferences, advancements in packaging, and shifts in distribution channels.



## Packaging Outlook: Bottles and Jars Lead, Cans and Alternatives Gain Traction

Traditional packaging formats, particularly bottles and jars, continue to dominate the Italian EVOO market. Consumers associate these formats with quality and authenticity, making them the preferred choice for premium products. However, cans are gaining popularity due to their durability and ability to protect the oil from light and oxygen, thereby preserving its quality. Innovative packaging solutions, such as bag-in-box and eco-friendly materials, are also emerging, reflecting the industry's response to environmental concerns and consumer demand for sustainable options.

## Distribution Channel Outlook: Store-Based Retail Prevails Amidst E-Commerce Growth

Store-based retail channels, including supermarkets, specialty stores, and hypermarkets, remain the primary distribution points for EVOO in Italy. These outlets offer consumers the advantage of product inspection and immediate purchase. However, the rise of non-store-based channels, particularly e-commerce platforms, is reshaping the market landscape. Online sales are experiencing significant growth, driven by convenience, a wider product selection, and the

increasing digital literacy of consumers. Producers are investing in robust online presence and direct-to-consumer models to capitalize on this trend.

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### Category Outlook: Organic Segment Experiences Robust Growth

The conventional EVOO segment continues to hold a substantial market share, catering to the traditional preferences of Italian consumers. Nonetheless, the organic segment is witnessing robust growth, fueled by heightened health consciousness and environmental awareness. Consumers are increasingly seeking products that are free from pesticides and chemicals, leading to a surge in demand for organic EVOO. Producers are responding by expanding their organic offerings and obtaining relevant certifications to meet this growing demand.

### Industry Developments: Emphasis on Traceability and Quality Assurance

In response to concerns over product authenticity and quality, Italian authorities have implemented measures to enhance traceability in the EVOO market. Notably, the introduction of certification labels aims to combat fraud and ensure product authenticity. These labels enable consumers to trace the origin of the olive oil, thereby fostering trust and confidence in Italian EVOO products.

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### Key Trends: Health Benefits and Culinary Applications Drive Consumption

The growing awareness of the health benefits associated with EVOO consumption, such as its anti-inflammatory properties and heart health advantages, is a significant driver of market growth. Additionally, the versatility of EVOO in culinary applications, ranging from salad dressings to cooking, continues to bolster its demand. The trend towards Mediterranean diets, which prominently feature olive oil, further contributes to increased consumption.

### Market Drivers: Cultural Heritage and Export Potential

Italy's rich cultural heritage in olive oil production positions it as a global leader in the EVOO market. The country's diverse olive varieties and traditional production methods contribute to a unique and high-quality product offering. Furthermore, the increasing global demand for Italian EVOO presents significant export opportunities, encouraging producers to enhance production capacities and maintain stringent quality standards to meet international expectations.

## Challenges: Climate Variability and Counterfeit Products

The Italian EVOO market faces challenges related to climate variability, which can impact olive yields and oil quality. Unpredictable weather patterns pose risks to consistent production, necessitating adaptive agricultural practices. Additionally, the market has encountered issues with counterfeit products, undermining consumer trust and affecting sales. Coordinated law enforcement efforts, such as Operation OPSON, have been initiated to combat the production and sale of counterfeit EVOO, aiming to safeguard the market's integrity.

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## A Market Steeped in Tradition and Poised for Innovation

The Italian Extra Virgin Olive Oil market, deeply rooted in tradition, is adapting to contemporary consumer preferences and global trends. With a focus on quality, authenticity, and sustainability, the market is well-positioned for continued growth. Producers who embrace innovation in packaging, expand distribution channels, and uphold stringent quality standards are likely to thrive in this evolving landscape.

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