



March Delivered Dollar and Volume Growth for Fresh Produce

Building onto years of performance reporting for fresh fruit and vegetable sales at retail in the United States, IFPA is launching a global report series to provide insight into trends around the world. This report highlights the major vegetable sales trends in Italy.

Italy — Marketplace Review (March 2026)

- Italy's consumer price index rose +1.7% year-over-year in March versus +1.5% in February. The increase was largely driven by higher energy costs linked to geopolitical tensions, while services inflation remained elevated and core inflation stayed relatively contained.
- Inflation expectations for full-year 2026 have moved higher amid rising energy prices. Current forecasts generally project inflation between +2.4% and +3.2% for 2026.
- Labor market conditions remained favorable in March. The unemployment rate declined to 5.2% from 5.3% in February, remaining near historic lows.
- Economic activity continued to expand modestly during the first quarter of 2026. Domestic demand and investment remained the primary growth drivers.
- Current medium-term forecasts point to continued but modest economic growth. Most major institutions expect Italy's GDP to increase between +0.5% and +0.7% in 2026 following growth of +0.5% in 2025.

Sales Performance — Dollars

Vegetables had a good month of March, with dollar sales rising 2.5% year over year. This is slightly higher than the annual growth average of +2.1%. At the category level, performances were a mix. The two largest sellers, salad and tomatoes, grew dollar sales by about 3%, while the potatoes and onions lost ground. Asparagus had the highest growth rate of the larger commodities.

Among the smaller commodities, cucumbers continued to gain aggressively as did radishes and beets. In all cases, the March growth rate exceeded that of the full year.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$396.2M	+2.5%	\$4.8B	+2.1%
Salad	\$91.5M	+3.4%	\$1.2B	+0.0%
Tomatoes	\$61.7M	+3.1%	\$851.1M	+4.4%
Potatoes	\$52.4M	-5.1%	\$642.8M	-2.9%
Onions	\$22.0M	-0.6%	\$277.8M	+1.5%
Carrots	\$21.7M	+2.6%	\$261M	+2.3%
Mushrooms	\$14.4M	+2.3%	\$167.1M	+1.5%
Lettuce	10.7M	+8.6%	\$134.0M	+3.8%
Peppers	\$8.2M	+8.5%	\$97.2M	+6.2%
Asparagus (green)	\$10.0M	+11.5%	\$90.5M	+0.5%
Broccoli	\$8.7M	+4.7%	\$87.1M	+0.0%
Artichokes	\$7.4M	-9.5%	\$43.6M	+1.4%
Celery	\$3.3M	-2.8%	\$40.4M	+6.1%
Cucumbers	\$3.1M	+36.5%	\$35.8M	+26.3%
Radishes	\$1.4M	+13.6%	\$16.3M	+12.1%
Beets	\$1.5M	+23.3%	\$14.4M	+11.4%
Turnips	\$7.4M	-9.5%	\$43.6M	+1.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026

Italy

Sales Performance – Volume

Dollar gains were by a combination of robust demand growth that was pulled down somewhat by deflationary conditions. Among the larger commodities, demand growth in kilogram was highest for potatoes, carrots and salad, while the dollar growth in tomatoes was the result of inflation rather than volume gains. Cucumbers enjoyed nearly 31% growth year over year in March.

Volume (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	\$101.0M	+3.5%	\$1.2B	+4.3%
Salad	\$12.0M	+4.6%	\$151.0M	+1.4%
Tomatoes	\$11.5M	-5.1%	\$176.5M	+5.4%
Potatoes	\$34.1M	+6.1%	\$395.5M	+4.9%
Onions	\$8.8M	+1.9%	\$105.8M	+3.9%
Carrots	\$11.6M	+8.5%	\$135.8M	+3.8%
Mushrooms	\$2.0M	+5.1%	\$23.0M	+0.5%
Lettuce	\$1.7M	+8.8%	\$23.7M	+8.1%
Peppers	\$1.4M	+0.4%	\$18.4M	+2.2%
Asparagus (green)	\$914.5K	+10.1%	\$11.3M	+2.4%
Broccoli	\$2.8M	-4.4%	\$24.4M	+0.0%
Artichokes	\$641.4K	-10.4%	\$3.6M	+11.1%
Celery	\$783.6K	-2.0%	\$9.4M	+3.7%
Cucumbers	\$425.0K	+30.6%	\$6.0M	+24.9%
Radishes	\$254.1K	+9.2%	\$3.0M	+13.9%
Beets	\$568.9K	+24.5%	\$5.3M	+11.4%
Parsnips	\$215.6K	+24.4%	\$1.6M	+11.3%
Rucola	\$74.7K	-14.6%	\$1.1M	-19.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026