

# Holistics diagnosis

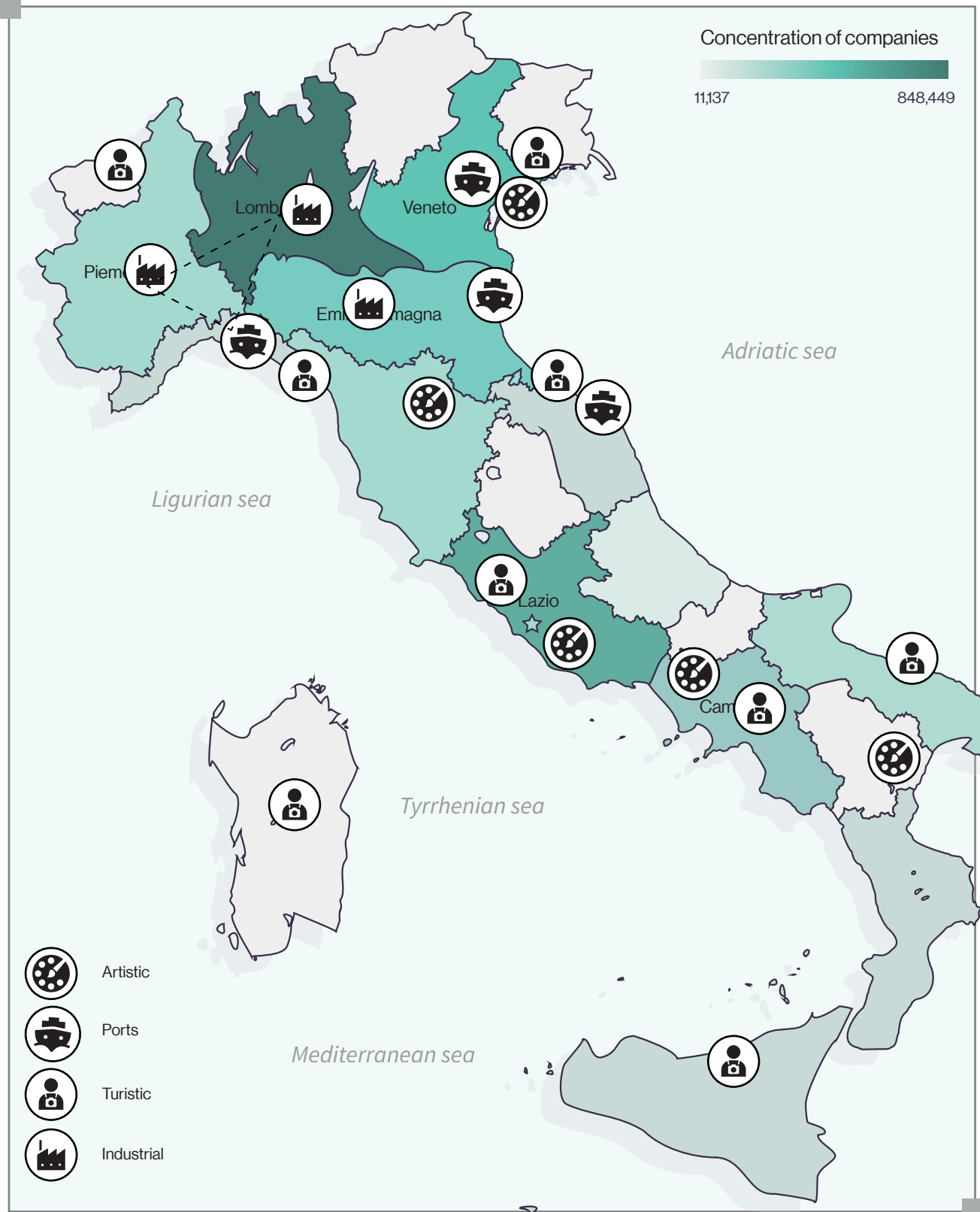
## Italy

**Population:** 58,8 M  
**Area:** 301.340 M2  
**Regions:** 20  
**Municipalities:** 8101

Italy holds a fundamental position in the global coffee industry, not only as a consumer but also as an exporter country, with its coffee consumption averages around 5.8 kg per capita, and a processing of approximately 70,000 metric tons.

★ 9th exporter in the world   Main trading partners

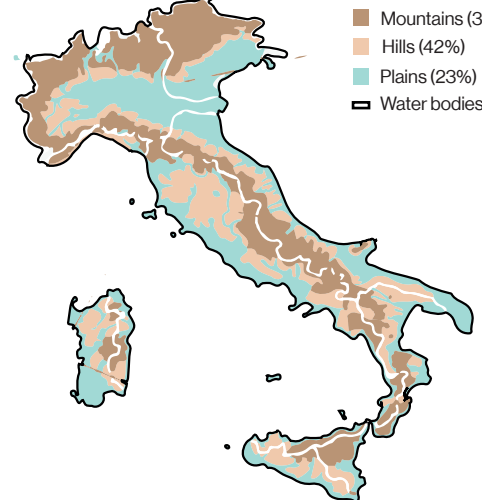
## Industry system



IPSIA A.Parma (2012) L'Italia territorio e popolazione

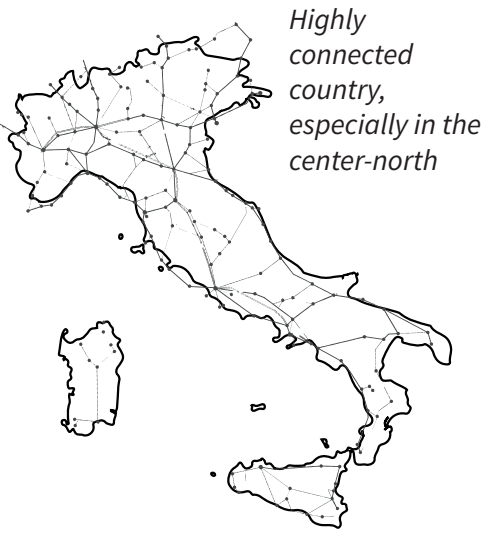
## Morfology

Varied morfology and high number of coastlines



IPSIA A.Parma (2012) L'Italia territorio e popolazione

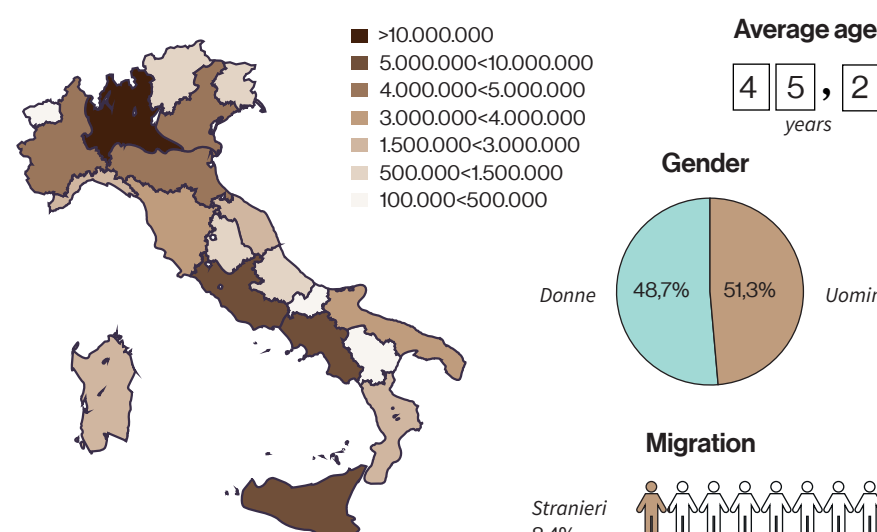
## Railway system



Italy rail map(2017) European Rail Timetable Ltd

## Demography

Highest population density in Lombardia, Lazio, Campania and Sicily

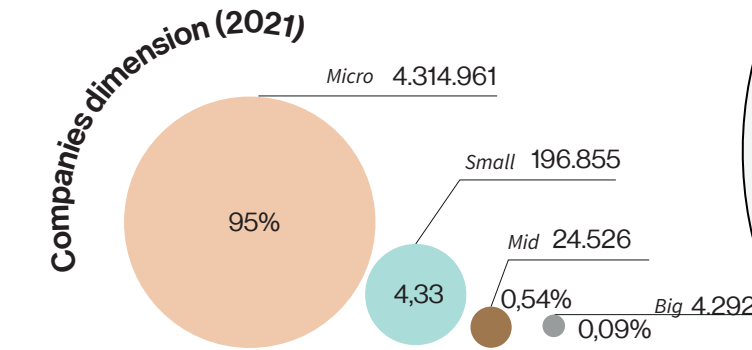


Istat (2019)

## Industry dimension

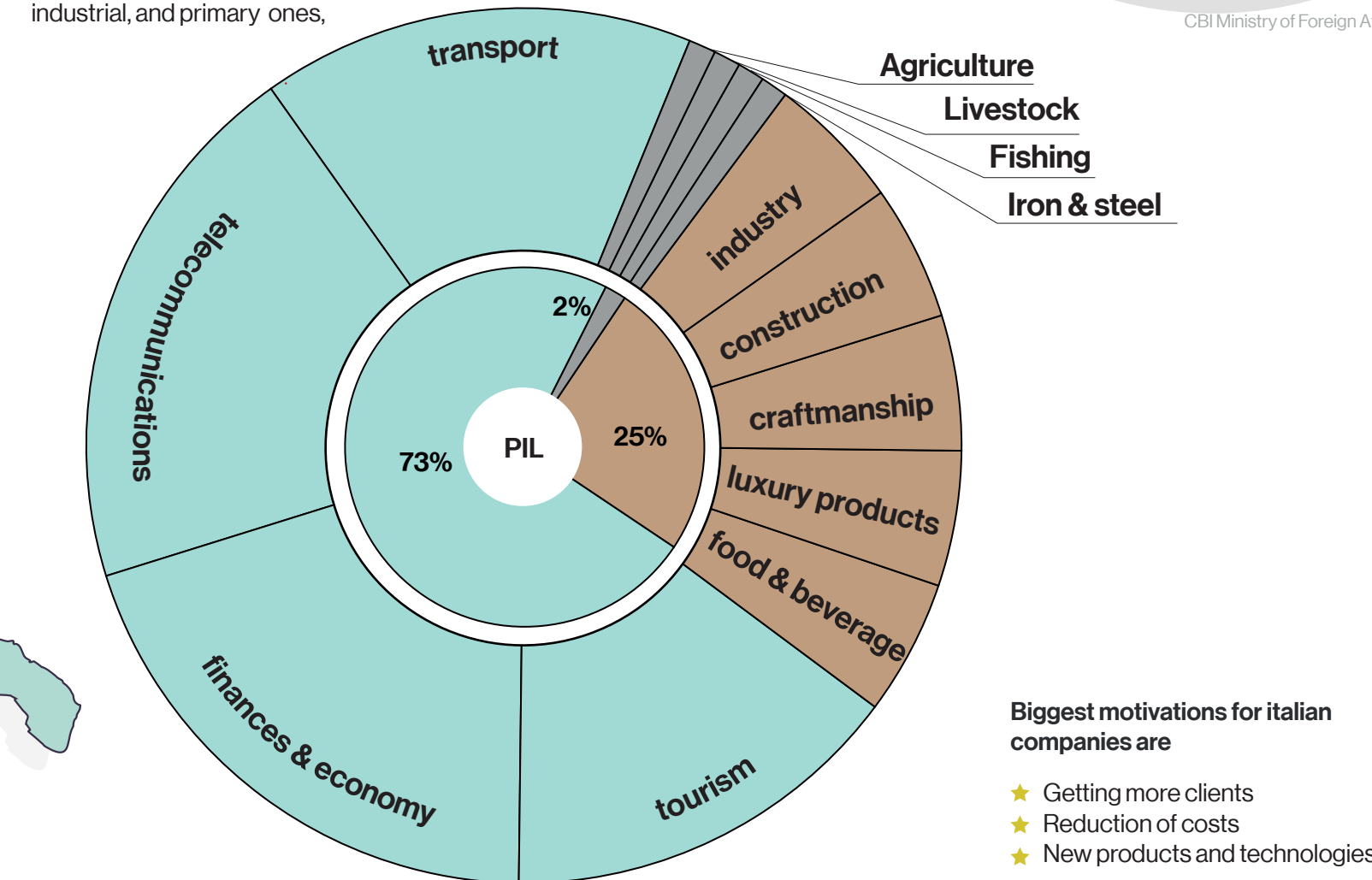
In 2022 there were reported

↳ **4.540.634 companies**



## Industry by economic sector

Italy's industry is based in the service sectors followed by the industrial, and primary ones,



Altervista (2023) Composizione del PIL per settore economico in Italia.

## Industry insights

In the north of Italy there is a strong development of the industrial sector

In the center-south there is a commercial and service prevalence

Istat (2021) Rapporto imprese

## Innovation mm

The online food market is worth 300 million euro

3% of the revenues from e-commerce comes from food (2016)

Ristorazione %17.37

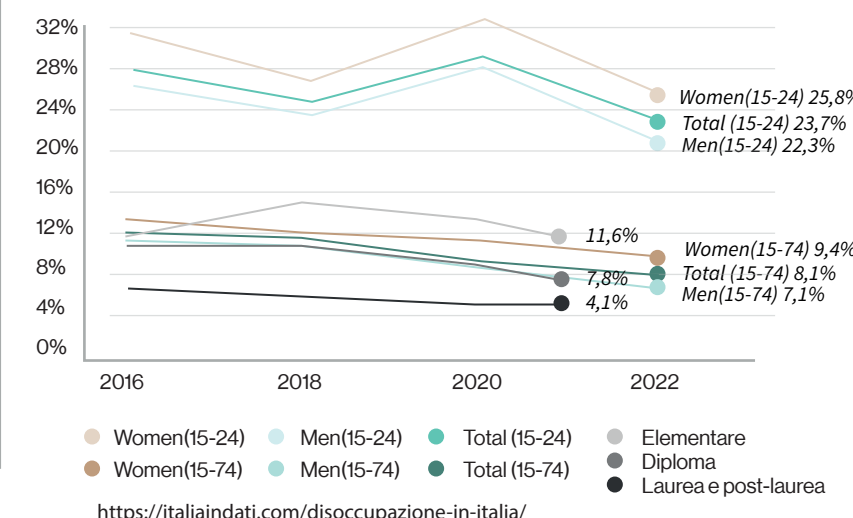
Enogastronomia 16.33%

Groceries %36.29

Neikos (2016)

## Employment (age and instruction)

Actually there are 17.617.333 employments, and the higher amount of unemployed are in Calabria, Sicily and Campania.



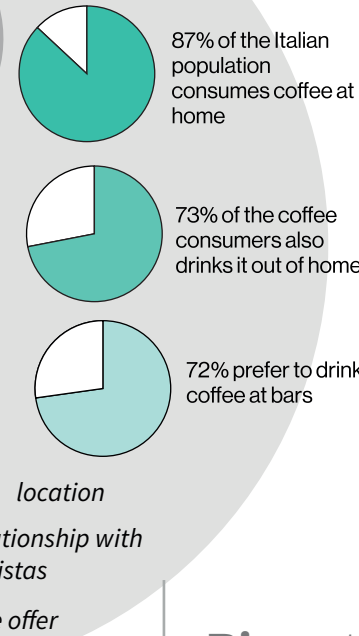
## Coffee in Italy

italians consume 5.8 kg per capita each year

90% of the coffee market are independent bars

97% of italians drink coffee

## Habits



CBI Ministry of Foreign Affairs (2021)

## Presence

Italy is the third coffee exporter of the importing countries



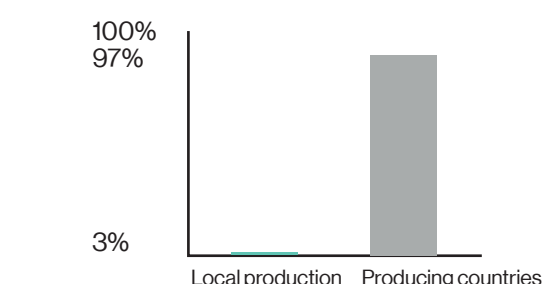
## Biggest coffee roasters

Biggest coffee companies up to date (roasters and retailers)

2020		
1	<b>LAVAZZA</b> TORINO, ITALIA, 1895	* 2,085 miliardi
2	<b>Segafredo</b> ZANETTI	* 610,6 milioni
3	<b>illy</b>	* 446,5 milioni
4	<b>KIMBO</b>	* 200 milioni

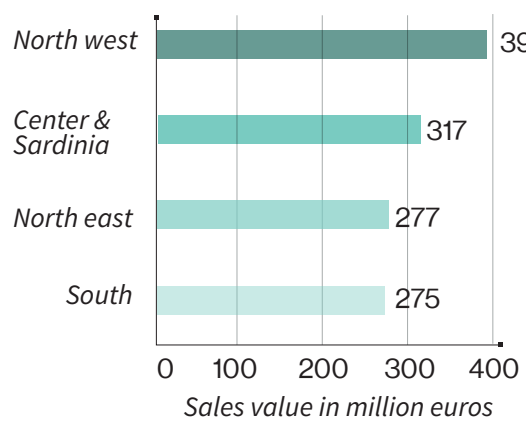
## Consumed coffee

97% of the consumed coffee is imported

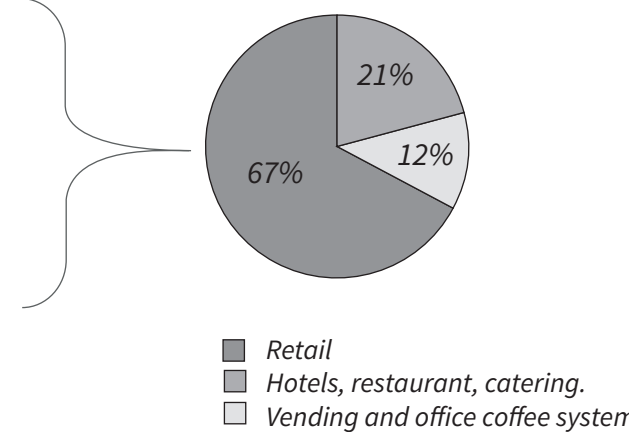


## Coffee sales in retail

The regions with more sales value from coffee sales in the retail network



Statista (2023)



## Coffee product sales

In the retail sector (volume in tons) in 2016

