

# Markets at SIAB 2007

BREAD, PASTRY, CONFECTIONERY, PIZZA, FRESH PASTA, MIXES, AND SEMI-FINISHED PRODUCTS WILL ONCE AGAIN BE HIGHLIGHTED DURING SIAB 2007 IN VERONA, ITALY, 5-9 MAY, 2007

**+** Here is a brief overview on the Italian market for bread, pastry, and pizza.

**Bread:** The total market for consumption of fresh bread – amounting to 3,952,000 tons in 2001 – will remain substantially stable in 2006, with per capita consumption of 68 kg/year; slight growth has been seen for part-baked and frozen bread that, in recent years, has won 1.9% of the market. This is confirmed by data published recently by AIIPA (Italian Food Products Industry Association) during the AIBI Congress in Oslo (Association Internationale de la Boulangerie Industrielle).

Today in Italy there are 150 industrial bakers and about 25,360 small-business bakeries. As regards industrial production, the market achieving the best performance is concerned with soft bread products – loaves and “pan carré” (sandwich bread) which remain stable. “Service” aspects are particularly high regard (since these products have a very long shelf-life): such bread is always available, good, soft and tasty.

Industrial fresh bread – delivered every day to outlets – also performed well but so-called “dry” products (known as “bread substitutes”) suffered a setback as regards to crackers and bread sticks, offset by good results for “schiazzatine” (crispbread) and bruschette (toast bread). Frozen bread must now be mentioned separately: it undoubtedly ensures high-level service but is still viewed as a niche product. Distribution channels – over and above traditional bakery shops still viewed as a landmark by the general public – now increasingly include hypermarkets and supermarkets, followed by “self-service” bread shops.

**Mixes and semi-finished products:** The “products and semi-finished products bread and pastry” sector is represented in Italy by Assitol-AIBI (Italian Bakery Ingredients Association) with 15 companies covering more than 70% of the market. Through Assitol, A.I.B.I. belongs to Confindustria, the National Food Industry Federation (Federalimentare) and, on an EU level, to the EU Federation of Raw Material and Improver Industries for Bread and Pastry (Fedima). A.I.B.I. also promotes the image of semi-finished and other products that associate companies supply to bakeries and pastry-makers, as a means of facilitating work, stimulating process and product innovations and expanding the market for finished products.

Sector companies supply bakers and confectioners with high quality products – such as malts, sour dough, improvers and mixes – used in innovative, high quality products and cost-controlled processes. The main questions that the Association is currently tackling focus on the directive for aller-

genic labeling, regulations covering bakery products and foodstuff safety. This was why a joint comparison round table was set up with the Italian Bakery Federation that hopefully can also be extended to other sectors involving the small-bakery business. Data in the customary annual survey of product sales in the sector indicate that trends in the first half of 2005 compared with the same period in the previous year highlighted an increase in bread/bread-roll and pastry/confectionery-bakery products.

**Pizza:** It is not always easy to reconcile data from different surveys dealing with a food such as pizza: the Italian Frozen Foods Institute, the most authoritative and reliable in this field, estimates consumption of frozen pizza for the year as 27,630 tons, while in-depth research by Nielsen suggests volumes of 29,800 – substantially similar results. The European Italian Pizza Institute, on the other hand, indicates 150,000 tonnes – adding that production of ready-made frozen pizza bases is around 38,200 tonnes.

Estimates by the European Italian Pizza Institute indicate that Italy has more than 20,000 “classic” pizzerias, essentially located in Campania. They employ about 100,000 people and generate a turnover of one billion Euro/year. This is an important reality in Italy.

Leaving statistics aside, pizza is increasingly becoming a major business. Fresh, sliced, frozen or stored in a modified atmosphere, pizza remains highly popular on tables all over the world. In any case, pizza is increasingly “personalized” to meet tastes and traditions in different countries.

Nowadays, pizza is increasingly closer to consumer requirements. There is even gluten-free pizza for people allergic to this substance. A further step forwards ensuring that this food is truly ‘ideal for all palates’. +++

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