

NOMISMA-SOL2EXPO OBSERVATORY:

**EVO OIL PURCHASED BY 96% OF ITALIAN CONSUMERS WHO BELIEVE IT IS
SYNONYMOUS WITH GOOD HEALTH. FOUR OUT OF TEN ALSO
BUY IN RELATION TO ORIGIN**

EVO OIL EXPORTS: +52.5% IN VALUE IN THE FIRST TEN MONTHS OF 2024

WORTH MORE THAN €2.1 BILLIONS

Verona: 2-4 March 2025. EVO oil is purchased by 96% of Italian consumers is a “social asset” and an essential ingredient in Italian cuisine. A survey carried out by the Nomisma-SOL2EXPO Observatory - which will be illustrated in full precisely during SOL2EXPO (Veronafiere 2-4 March) - suggests that 36% of consumers consider EVO oil to be one of the most healthy foods, on a par with vegetables, fruit and fish, so much so that the words most associated by Italians with the olive oil supply chain are "health", "sustainability" and "nature", alongside references to "quality", "goodness", "well-being" and "beneficial". The inclusion of extra virgin olive oil – the Observatory points out – is also an incentive for purchasing canned fish (70%), flavoured oils (69%), olive patés and spreads based on olive oil (64%) and products preserved in oil (63%).

Even before price (the main reason for 18%) and brand loyalty (15%), purchases of EVO oil are increasingly driven by indications of origin – a key factor for 4 out of 10 consumers who pay attention to both Made in Italy (29%) and PDO/PGI certification (15%). The denomination of origin product segment is one of those achieving the best growth even in production terms, having registered over the last ten years an increase in market share for Italian PDO/PGI oils from 2% to 6%. This is also accompanied by the performance of organic cultivation, having extended by now to almost one-quarter (24% compared to 15% in 2013) of the 1.14 million hectares of olive groves in Italy.

With 619,000 companies and 4,327 active mills, Italy is one of the main producers of olive oil on a global scale. Production for the 2024/2025 campaign stood at 224,000 tonnes, a 32% decrease compared to the previous year. This confirms the downward trend over the decade, mainly attributable to the negative effects of climate change on yields. In particular, from 2018 to today, olive oil production has never exceeded 370,000 tonnes.

The downturn on the supply side has brought about a significant increase in average prices on international markets (from €5.08/kg to €10.12/kg in two years) as well as in Italy. As a result, sales volumes of EVO oil in the off-trade channel in 2024 posted -1% compared to an increase in value of 29%, with the average price up by 30%. Thanks to stable demand and rising prices, exports of Italian extra virgin olive oil in the first ten months of 2024 continued to post positive performances, with growth of 52.5% in value (for a final balance of trade between January and October of 2.116 billion euros) and 5.4% in volume compared to the same period in 2023. Made in Italy EVO exports today reach 160 countries, although more than 60% of Italian extra virgin olive oil exports are concentrated between the United States, Germany, France, Canada and Japan, with the USA alone taking about one-third of Italian EVO oil exported.

In providing a comprehensive overview of products, technology, training and tourism, [Sol2Expo – Full Olive Experience](#) (2-4 March at Veronafiere) spotlights the entire Italian olive growing value chain, from land to table

and from production to processing, with focus events ranging from oil to olives and all derivative and by-products, through to wellness and cosmetics. The business soul – with an incoming plan to attract specialist international operators – is backed up by an impressive consumer programme that includes cooking shows, workshops and tastings, with pairings for the general public and enthusiasts, in addition to the possibility of direct purchases.

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