

# AUSTRALIA

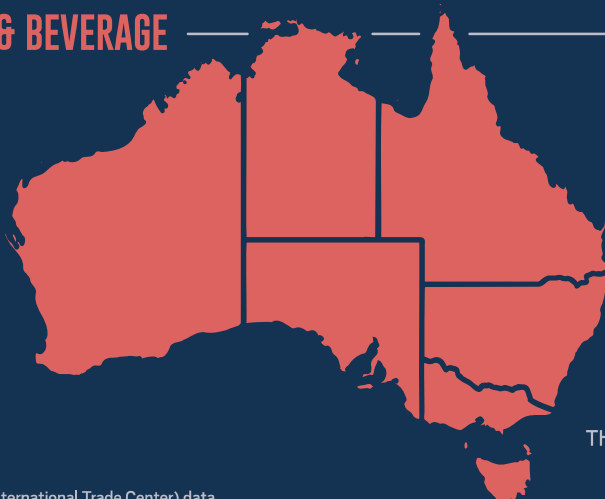


ITALY  
5<sup>TH</sup> SUPPLIER  
OF F&B IN AUSTRALIA

## GLOBAL IMPORTS FOOD & BEVERAGE CATEGORIES



**18.6**  
US \$ BLN



**4.7**

US \$ BLN

THE TOP 10 FOOD & BEVERAGE CATEGORIES

**537.1**

US \$ MLN

THE TOP 10 FOOD & BEVERAGE CATEGORIES FROM ITALY

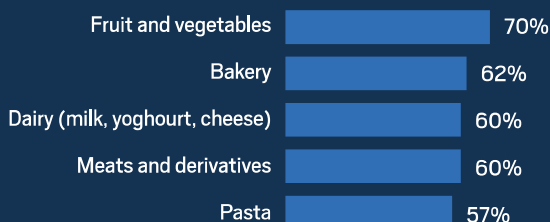
In 2024 – source: Nomisma Agrifood on ITC (International Trade Center) data

## THE MOST EXPORTED ITALIAN FOOD CATEGORIES IN AUSTRALIA IN US \$ MLN



## TOP 5 FOOD CATEGORIES CONSUMED MOST REGULARLY IN AUSTRALIA

(sample of 2,021, multiple responses, % of responses)



Source: Finder Consumer Sentiment Tracker

## ITALY'S TOP-PERFORMING FOOD EXPORT CATEGORIES IN AUSTRALIA

Export sales in US \$ mln



**PASTA**  
**374.5**



**CHOCOLATE, COCOA**  
**516**



**OLIVE OIL**  
**285**



**DAIRY AND CHEESE**  
**579.4**

Source: Nomisma – Agrifood on ITC – International Trade Center data

# TASTE OF ITALY, DOWN UNDER

ITALIAN AGRI-FOOD EXPORTS TO AUSTRALIA REACHED 852 MILLION EUROS, REPRESENTING 5% OF THE MARKET SHARE WITH A 16% YEAR-ON-YEAR INCREASE. ITALY IS A PRIMARY OR SECONDARY SUPPLIER IN KEY CATEGORIES

ITA (Sydney)

According to data published by the Australian Bureau of Statistics (ABS), total imports of food and beverages in Australia reached a value of approximately 15.9 billion euros. Among the main product categories imported into Australia from the rest of the world, we find: food preparations, bakery products, coffee, beverages with an alcoholic strength by volume of less than 80%, wines, cheeses, to name a few. Italy firmly maintains its position as the leading European exporter of food and beverages to Australia and, globally, confirms itself as the fifth largest trading partner. In 2024, the value of Italian exports to Australia reached 852 million euros, representing 5% of the total market share and a growth of 16% compared to the previous year. In 2024, Italy exported a wide range of food and beverage products to Australia, with various categories experiencing significant growth.

## ITALY IS A PRIMARY OR SECONDARY SUPPLIER IN KEY CATEGORIES

According to ABS data, Italian exports to Australia increased by 16% compared to the previous year. Italy confirms its leading position in the following product categories: tomatoes, prepared or preserved (primary supplying country), pasta (primary supplying country), chocolate and other food preparations containing cocoa (secondary supplying country), olive oil (secondary supplying country), preparations for sauces and prepared sauces; compound condiments (secondary supplying country), wines (tertiary supplying country), cheeses and curd (tertiary supplying country), bakery and pastry products (fifth supplying country). Regarding olive oil, over 70% of Australian imports come from Spain. Italy, positioned as the second supplying country, recorded a remarkable surge in 2024, with an increase of over +183%. Several reasons could

## Agri-food imports to Australia from the world, top 15 supplier countries

Supplier countries Top 15	In € mln			Market share (%)			Change (%) 2024 2023
	2022	2023	2024	2022	2023	2024	
<b>Mondo</b>	<b>15,413</b>	<b>14,319</b>	<b>15,895</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>+11</b>
New Zealand	2,160	2,115	2,174	14	15	14	+3
China	1,260	1,149	1,456	8	8	9	+27
United States	1,338	1,274	1,325	9	9	8	+4
Thailand	882	771	914	6	5	6	+19
<b>Italy</b>	<b>750</b>	<b>733</b>	<b>852</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>+16</b>
Vietnam	721	612	742	5	4	5	+21
Singapore	590	538	634	4	4	4	+18
Malaysia	595	518	631	4	4	4	+22
France	633	615	588	4	4	4	-4
United Kingdom	543	447	502	4	3	3	+12
Netherlands	523	455	457	3	3	3	+0
India	359	382	444	2	3	3	+16
Indonesia	357	319	418	2	2	3	+31
Spain	297	281	405	2	2	3	+44
Germany	401	388	401	3	3	3	+3

Source: ABS / ITA processing of TDM data

## The top performing Italian exported food in Australia

Tomatoes, prepared or preserved	+21%
Pasta	+47.5%
Vinegars	+33%
Preparations for sauces and prepared sauces	+28%

Source: ABS / ITA processing of TDM data

explain this growth, including competitive pricing, the recognition of its quality, and the appreciation for Italian products even in distant markets like Australia. A further factor that may have influenced olive oil results in Australia in 2024, with increases of around 50%, particularly in eastern areas such as Victoria and NSW, is the poor Australian harvest. However, it will be necessary to wait until the end of 2025 to verify if this trend will be confirmed. ■

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## Fine food Australia: a gateway for Italian agri-food in a growing market

Australia is a dynamic market with increasing demand for high-quality agri-food products. In this context, Fine Food Australia (FFA) represents an ideal opportunity for Italian companies, particularly those active in high-demand categories such as 'International Foods' and 'Gourmet Foods'.

FFA is the benchmark event for the agri-food sector in the country, alternating between the cities of Sydney and Melbourne. The fair offers an important networking opportunity, allowing Italian companies to connect with industry professionals, including importers, distributors, restaurateurs, and retailers. The Italian Pavilion organized by the ITA Agency aims to facilitate access to new business opportunities for Italian companies, not only for the Australian market but also for the Asia-Pacific region. In the 2024 edition, the fair saw over 24,000 visitors and 950 exhibitors, with significant international

### The next edition of FFA will take place in Sydney from the 8th to the 11th of September 2025

participation, both with individual stands and national pavilions. The Italian Pavilion covered an area of 270 square meters, with the participation of 25 companies that represented the excellence of the Italian food industry and helped to promote our culinary tradition in this part of the world. The goal of the 2024 edition was to highlight the incomparable artistic and cultural heritage of Italy, also supporting the candidacy of Italian cuisine as an intangible cultural heritage of humanity at Unesco.

The next edition of FFA will take place in Sydney from the 8th to the 11th of September 2025, and the Italian Pavilion will be expanded to cover an area of 306 square meters, distributed across three islands, with the participation of 30 Italian companies. As in previous editions, the Welcome Area of the ICE Agency will be present, along with a Cooking Station where professional chefs will prepare and present some of the exhibited products through tastings. The fair also represents an opportunity to consolidate long-term collaborations. In fact, for several years, the Italian Pavilion has been sponsored by SMEG, which provides the equipment for the Cooking Station. Furthermore, in the last edition, the Consorzio Tutela Provolone Valpadana Dop provided its support as a sponsor, a testament to an ongoing collaboration in 2024 and future opportunities for 2025.



## Agri-food imports to Australia from the world, the top 20 categories

Category	In € mln			Market share (%)			Change (%) 2024 2023
	2022	2023	2024	2022	2023	2024	
<b>Food and beverage</b>	<b>15,413</b>	<b>14,319</b>	<b>15,895</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>+11</b>
<b>Food preparations</b>	<b>1,545</b>	<b>1,394</b>	<b>1,494</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>+7</b>
Bakery	793	808	947	5	6	6	+17
Coffee	644	567	605	4	4	4	+7
Spirits	755	616	594	5	4	4	-4
Wines	693	596	560	4	4	4	-6
Meats	497	448	554	3	3	3	+24
Cheese and dairy products	521	581	535	3	4	3	-8
Sauces	442	438	492	3	3	3	+12
Chocolate and other food preparations containing cocoa	420	429	476	3	3	3	+11
Seafood	489	399	453	3	3	3	+14
Waters and near waters	356	368	399	2	3	3	+8
Pasta	310	300	346	2	2	2	+15
Fruits	281	247	306	2	2	2	+24
Fish fillets and other fish meat, whether or not minced, fresh, chilled or frozen	294	281	299	2	2	2	+6
Sugar products (not containing cocoa) including white chocolate	221	236	270	1	2	2	+14
Olive oil	133	128	263	1	1	2	+106
Rice	219	204	253	1	1	2	+24
Flours	264	238	251	2	2	2	+5
Vegetables and legumes, prepared or preserved	204	197	249	1	1	2	+26
Butter and other fats	228	234	236	1	2	1	+1

Source: ABS / ITA processing of TDM data

## Agri-food imports to Australia from Italy, the top 15 categories

Category	In € mln			Market share (%)			Change (%) 2024 2023
	2022	2023	2024	2022	2023	2024	
<b>Total food and beverage</b>	<b>750</b>	<b>733</b>	<b>852</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>+16</b>
Tomatoes, prepared or preserved	81	91	111	11	12	13	+21
Wines	87	70	70	12	10	8	0
Bakery	55	61	67	7	8	8	+11
Chocolate and other food preparations containing cocoa	59	60	67	8	8	8	+11
Pasta	60	56	66	8	8	8	+16
Cheese and dairy	53	56	64	7	8	8	+16
Olive oil	21	22	62	3	3	7	+183
Preparations for sauces and prepared sauces	43	48	62	6	7	7	+28
Vegetables and legumes, prepared or preserved	42	40	46	6	5	5	+15
Coffee	30	27	26	4	4	3	-2
Other food preparations	16	15	23	2	2	3	+48
Spirits	23	23	21	3	3	2	-9
Meats	17	17	19	2	2	2	+13
Waters and near waters	21	18	19	3	2	2	+7
Vinegars	9	8	11	1	1	1	+33

Source: ABS / ITA processing of TDM data

**Italy confirms its leading position in several product categories, including tomatoes, prepared or preserved, pasta, chocolate and other food preparations like cocoa, olive oil, preparations for sauces and prepared sauces**