



FREE FROM HUB AT SANA RESTART: THE ROLE OF ORGANICS AND FREE FROM PRODUCTS IN THE RECOVERY

Bologna, 9-11 October 2020

Bologna, 16 July 2020 – When it comes to the recovery of the food industry, there is also a role for the organic and free-from sectors at the first “in-person” fair event in Italy to support the economic recovery of the food and agriculture sector will be **SANA RESTART**, taking place at **BolognaFiere from 9 to 11 October**.

The Free From Hub is set to flank SANA RESTART to support companies and a market that, as was highlighted in the latest edition of the **Osservatorio Immagino** and the **BioBank** report, is in continuous evolution.

It is no coincidence, in fact, that during the pandemic sales of organic products grew by 11% as BioBank has reported with reference to Ismea and Nielsen data.

The Osservatorio Immagino traced the progress of the free from sector during **the four-year period 2016-2020**. Taking into consideration the whole spectrum of foodstuffs analysed by GS1 (excluding water and alcoholic drinks), the study revealed that the **free from** compartment represented the greatest share of business for supermarkets and hypermarkets, making up 26.6% of overall sales of the entire shopping basket and representing 18.3% of products. Among the most successful free from products are those that claim to be produced “with no added sugar”: these have been the most dynamic in the last three years with growth rates never lower than 5% annually and performance accelerating in 2019 (+9.1%). From the consumer perspective, the number of households purchasing this type of product increased by +2.7% in 3 years.

The increase in sales of this category has seen an expansion in the range of products launched in recent years, in particular, fruit-based drinks, jams and yoghurts.

In second place are products for those who suffer from **food intolerances**, mainly gluten and lactose, and these generated 14.5% of total sales with 13.1% of products; the range is expanding continuously and products boast a significant and consolidated level of penetration with purchasing families.

In the last year, in fact, gluten free and lactose free products have even improved on their performance compared with 2018: sales have increased by +2.6%, exceeding 3.7 million euros.

Regarding the future of the free from segment, the **emerging categories of claims** include “free from antibiotics”, which in the last year saw growth of 62%, “not fried” products that registered a business volume that increased by 6.1% and “yeast free” with an increase of 1.9%. A sign that, as BioBank 2020 highlighted, the megatrend of the moment is “the return to the essential” with a greater care and attention to foodstuffs that are healthy, natural and produced as sustainably as possible.

The other category that continues to see positive growth is that of **functional products** containing potassium and protein among the ingredients of emerging “rich-in” foodstuffs, and those containing beneficial fibre, that are being purchased more and experiencing growing demand, with an increase of



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6.3%. Products that have seen accelerated development have been frozen gluten-free foods, wholemeal biscuits, healthy crackers, snacks, rich-in Melba toast, ready-to-eat soups and cake and pastry products.

In light of this data, it is natural that in the **recovery of the food sector** there should be a role for organic and free from products and companies that, thanks to innovative products and the impetus of the 'made in Italy' identity, are capable of satisfying all operators in the market. Nevertheless, launching new products and investing in research and development is not enough if there isn't a platform to showcase innovations and bring reference stakeholders together. Doing precisely this is SANA RESTART and the Free From Hub, which will provide the ideal opportunity to meet in **complete safety** to do business face-to-face after months of inactivity during which time all interactions have been virtual.

Save the date: **SANA RESTART and the Free From Hub from 9 to 11 October at BolognaFiere.**



Is a project by BolognaFiere and BOS

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