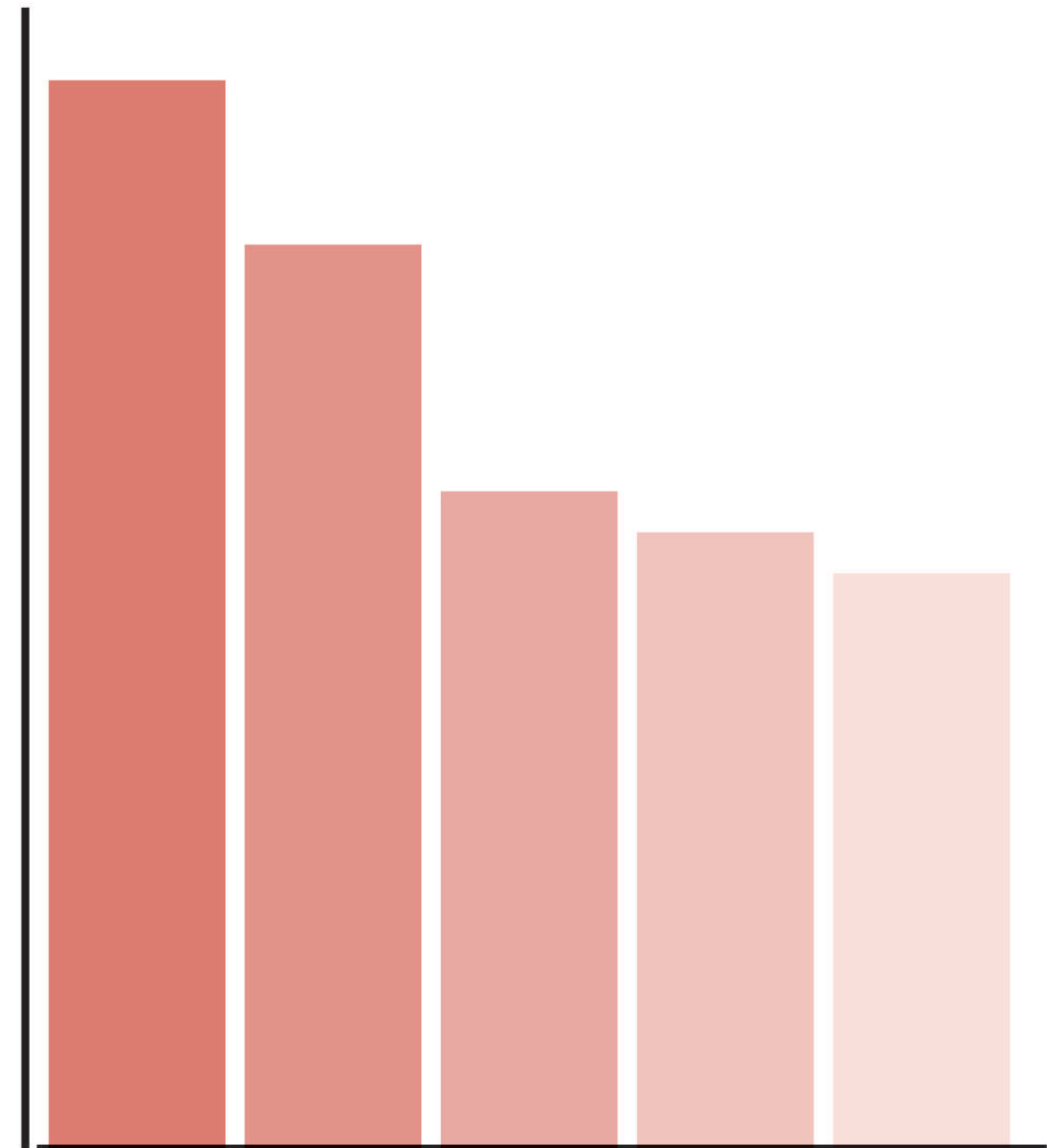


# What Italians look for when they purchase food products (2017, in %)

## Answers by order of importance

- 100% italian
- Protection of the environment (organic, sustainable...)
- Typicality/Tradition
- Health (free from, super food, functional...)
- Affordability/Low cost



**Source:** Consumer survey - 2019 Nomisma  
Agrifood Monitor