

Cattedra

RELATORE

CORRELATORE

CANDIDATO

Anno Accademico

ACADEMIC ACKNOWLEDGEMENTS

I would like to dedicate this page to those who, with dedication and patience, contributed to the realization of this final work.

A special thanks goes to my Relatore, Professor Paolo Garonna, who followed me, with his infinite availability, in every step of the realization of this project, since the choice of the topic itself. His lectures inspired me immensely and the particular focus he gave to the analysis of the economic repercussions of the pandemic on the international trade turned to be highly useful during the development of my dissertation. Specifically, his insights regarding the economic explanation of the consequences of the pandemic, helped me to critically analyse the data and to deliver a comprehensive and multifaceted research and analysis.

Thanks, as well, to my correlatore, Professor Marco Simoni, for his valuable advice and support.

I'm grateful to my Canadian Tutor, Inga Lavalley, of the Italian Chamber of Commerce in Canada, who helped me to find the materials on which to base my research and analysis. She has given importance to the work I did at all times, assessing its positive and negative aspects and providing me with the right tools to overcome the difficulties. Under her expert and safe guidance, she has managed to pass on to me the right skills and knowledge to produce and manage the data taken into consideration and ultimately complete my scientific research.

I thank all the staff of the Italian Chamber of Commerce in Canada, where I carried out successfully a six-month internship, for the hospitality and for the skills acquired on the field.

I want to express my deepest and most sincere gratitude to former Ambassador, Professor Giovanni Polizzi, who, even if he did not help me to write this specific work, always supported me during this academic course, in moments of doubt and weakness, and helped me to successfully overcome them, until the very end of this path, giving importance to this work and considering it an important step towards my future career.

I want to show my gratitude as well to the tutors and the staff of my latest internship experiences, in particular Dott. Paolo Boccardi, member of the Office of the Prime Minister, because he helped me to put into practice what I had theoretically learnt from this marvellous academic course about the European Public Policies.

I ultimately want to thank my university, LUISS Guido Carli, for the immense support and organization in each service offered by the academic and administrative staff always keen on solving every kind of issue.

To my beloved family, to my beloved friends

To whom is here, to whom has left

All of them helped me to become who I am

ABSTRACT

The purpose of my dissertation is to multifacetedly and comprehensively analyse the Italian Food and Beverages (F&B) retail sector, by first identifying the market drivers and trends of the sector in Italy, and then focusing on the Canadian market, by studying the export trends of the most representative Made in Italy products and their distribution in Canada through the traditional and innovative distribution channels, drawing particularly the attention on the analysis of the most innovative channels, e-commerce and e-grocery. For what concerns these two innovative methods, the consumer target, the main players, the main products and services sold, and lastly the current trends and expectations will be analysed. For what concerns the export levels study, the performance of the last 5 years to 2020, specifically amidst the Covid crisis, and the prospects for the economic recovery following the covid crisis will be studied.

INDEX

INTRODUCTION	8
1. The Italian Food and Beverages (F&B) retail sector: an introduction	10
1.1. Main products exported	11
1.2. Italian Food and Beverages (F&B) retail sector: trends	11
1.2.1. FOOD sector: market drivers and trends	12
1.2.1.1. Biologic food choices	12
1.2.1.2. Vegan and vegetarian trend	12
1.2.1.3. “Free from” products.....	13
1.2.1.4. Prepared food	13
1.2.1.5. Call for authenticity and local production	14
1.2.2. DRINK sector: market drivers and trends	14
1.2.2.1. Hot drinks	14
1.2.2.2. Soft drinks	14
1.2.2.3. Alcoholic drinks.....	15
1.3. Italian export to Canada.....	15
1.4. Italian F&B export to Canada	16
1.4.1. Italian F&B export to Canada: food industry	16
1.4.2. Italian F&B export to Canada: beverages industry	17
1.5. The Canadian market: overview	17
1.6. Difficulties in exporting to Canada for EU industries	18
1.7. CETA Agreement, great facilitator for Italian and European export to Canada	18
1.8. Supply chain and distribution: F&B retail industry	19
1.8.1. Traditional distribution channels: supermarkets and grocery stores	19
1.8.1.1. Traditional distribution channels: convenience stores	20
1.8.2. Traditional distribution channels: gourmet & specialty food stores	20
1.8.2.1. Specialty food products: consumer preferences	21
1.8.2.2. Customers: major markets.....	22
1.8.2.3. Distribution of Made in Italy specialty food products	22
1.8.3. Traditional distribution channels: beer, wine and liquor stores.....	24
2. E-commerce and the innovative distributional channels.....	25
2.1. Definition and general overview	25
2.2. Competition with traditional distribution channels, such as brick-and-mortar department stores and big-box retailers	25
2.3. Key external drivers.....	26
3. E-Commerce in Canada.....	27

3.1.	E-commerce: target	27
3.1.1.	Consumers aged 18 to 37	27
3.1.2.	Consumers aged 38 to 52	27
3.1.3.	Consumers aged 53 to 72	27
3.1.4.	Consumers aged 73 and older	28
3.2.	E-Commerce: target preferences	28
3.2.1.	Consumer preferences: F&B sector	28
3.3.	E-Commerce: business concentration	29
3.4.	Main products and services sold	30
3.4.1.	Entertainment	30
3.4.2.	Apparel and accessories	30
3.4.3.	Consumer electronics	31
3.4.4.	Home goods and improvement	31
3.4.5.	Health and beauty products	31
3.4.6.	Grocery	31
3.4.7.	Other	32
3.5.	Main players	32
3.5.1.	Amazon.com.ca inc.	32
3.5.2.	Walmart.ca	33
3.5.3.	Costco.ca	33
3.5.4.	Homedepot.ca	33
3.6.	E-commerce trends in Canada	34
3.6.1.	Technology leads the way	34
3.6.2.	Demographics and shopping trends	35
3.6.3.	Industry landscape	35
3.7.	Current performance of E-commerce in Canada	35
3.8.	Post-lockdown trends in F&B	36
3.9.	Long-term impact	36
3.10.	E-Commerce market projected trends	36
3.11.	Challenges and threats to expansion	37
4.	E-grocery: general overview and future perspectives	38
4.1.	E-grocery: consumer profile	38
4.2.	Main players in E-grocery segment in Canada	39
4.2.1.	Loblaw	39
4.2.2.	Sobeys	39
4.2.3.	Metro	40
4.3.	E-Grocery challenges in Canada	40

5.	Analysis of Made in Italy F&B import trends: Canada	41
5.1.	Canadian import trends: F&B Made in Italy, main categories.....	41
5.2.	Data analysis based on the last 5 years and comparison pre and during pandemic for a basket of selected products (variation Gen-Dec 2019 to Gen-Dec 2020).....	45
5.2.1.	Canadian imports: beverages	45
5.2.2.	Canadian imports: wines of fresh grapes	49
5.2.3.	Canadian imports: waters, including mineral waters and aerated waters	52
5.2.4.	Canadian imports: balsamic vinegar	56
5.2.5.	Canadian imports: preparations of cereals, flour, starch or milk: pastrycooks' products	59
5.2.6.	Canadian imports: pasta, whether or not cooked or stuffed with meat or other substances or otherwise prepared, such as spaghetti, macaroni, noodles, lasagne, gnocchi, ravioli, cannelloni; couscous, whether or not prepared.....	63
5.2.7.	Canadian imports: bakery, pastry or bakery products, biscuits, whether or not containing added cocoa; wastes, empty capsules of a kind used for medicines, wickers for seals, pastes dried flour, starch and similar products.....	66
5.2.8.	Canadian imports: fats and oils.....	70
5.2.9.	Canadian imports: olive oil.....	73
5.2.10.	Canadian imports: tomatoes, prepared or preserved (otherwise than by vinegar or acetic acid)	77
5.2.11.	Canadian imports: vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles)	80
5.2.12.	Canadian imports: confectionary.....	84
5.2.13.	Canadian imports: olives	87
5.2.14.	Canadian imports: roasted coffee decaffeinated	91
5.2.15.	Canadian imports: roasted coffee not decaffeinated	94
5.2.16.	Canadian imports: milk and dairy products.....	98
5.2.17.	Canadian imports: cheese and curd.....	101
5.2.18.	Canadian imports: meat and edible meat offal.....	105
5.2.19.	Canadian imports: anchovies	108
5.2.20.	Canadian imports: tuna	112
5.2.21.	Canadian imports: caviar	115
5.2.22.	Canadian imports: chestnuts.....	119
5.3.	Specific analysis of the 2019 and 2020 trends for the abovementioned categories of products and prospects for the recovery phase.....	123
5.3.1.	Beverages	123
5.3.2.	Wines of fresh grapes	123
5.3.3.	Waters, including mineral waters and aerated waters.....	124
5.3.4.	Balsamic vinegar	124

5.3.5. Preparations of cereals, flour, starch or milk pastrycooks' products and its subcategories: pasta of all types and bakery, pastry or bakery products, biscuits of all types.....	124
5.3.6. Fats and oils and the consequent category olive oil.....	125
5.3.7. Vegetables as macro category and tomatoes as subcategory.....	125
5.3.8. Confectionary.....	126
5.3.9. Olives.....	126
5.3.10. Italian caffeinated coffee, with its variant decaffeinated.....	127
5.3.11. Cheese and curd and their macro category milk and dairy products.....	127
5.3.12. Meat and edible meat offal.....	128
5.3.13. Seafood category: anchovies, tuna and caviar.....	128
5.3.14. Chestnuts.....	129
CONCLUSION.....	130
ANNEXES.....	133
BIBLIOGRAPHY.....	158
SITOGRAPHY.....	162
SUMMARY.....	164

INTRODUCTION

With EUR 46,1 Billion worth of export for the F&B sector in 2020, Italy is one of the most representative countries in terms of F&B levels of export worldwide (Capozucca, 2021). Being the F&B segment so significant for the Italian export, this dissertation has the purpose of studying the role and importance of this retail sector, not only domestically, but also overseas, with a specific reference to the Canadian market. The choice of the Canadian market was driven not only by the characteristics of the market itself, that serves well the purpose of studying the Italian F&B export trends overseas, given the extent and the importance of the market, but as well by the knowledge that I gathered and acquired regarding this market, having collaborated with the Italian Chamber of Commerce in Quebec as a Market Analyst. From this, the interest to have a deeper understanding of the internal dynamics of the market, by studying the way in which F&B products proliferate, whether through the traditional channels, such as supermarkets or specialty food stores, or the most innovative, such as e-commerce and its branch, e-grocery, specifically dedicated to the purchase of grocery products online. In particular, I wanted to know more about these innovative features, that entered only recently the Canadian market, having a deeper knowledge of what types of consumers adopt these new retail options, key players of this industry, business concentration, main products sold, latest performance and prospects for the future. After the analysis of the Canadian market in terms of distribution and purchase of the Italian product, I wanted to find out and measure the significance and the importance of the Italian F&B export outflow to Canada, and whether the performances of the single products selected were being influenced or not by the Covid crisis in the years of greatest economic repercussion and from this the prospect for the recovery phase. In order to answer the research question and fulfil the purpose of the dissertation, I decided to divide the dissertation into 5 chapters. The first chapter will be entitled to the analysis of the Italian F&B retail sector domestically, highlighting the main drivers, trends and implications for both the Food and the Beverages sector, and outside the domestic market, specifically focusing on the Canadian market. Canada is the 10th importer in the world for the sector, and only the 2nd extra European. Canada is among the most significant countries in the world with a GDP of CAD\$ 2091 Billion and the Canadian economy is high-performing and internationally integrated, therefore it is one of the most suitable markets to analyse the performance of the Italian F&B export overseas and the way in which the Italian products are accessible to the Canadian consumers (Government of Canada, 2021). In fact, after giving a clear overview of the traditional distribution in the first chapter, by analysing the main players, main trends and the major markets, the second, the third and the fourth chapters will be devoted to the analysis of the innovative distributional channels, e-commerce and its specific branch, e-grocery. To be precise, the second chapter will give a general overview of both distributional channels, highlighting the difference between the traditional and the most innovative ones, and reporting the key external drivers, the main motivations for which the Canadian consumers have decided to increasingly purchase F&B products online; the third chapter will study more in-depth e-commerce as an

online retail option; the fourth chapter will focus on the main branch of the segment, E-grocery, that exclusively concerns online grocery purchases. These two last chapters will offer an insightful profile of: first, the main consumers of the service, including consumers' preferences towards products sold; second, the main e-retailers; third, the main trends and performances; fourth, the long-term outlook of this proliferating phenomenon, including the post-Covid trends and the challenges to expansion. Finally, the last chapter will be entitled to the analysis of the Italian F&B export to Canada, taking into consideration a selection of the most representative products belonging to the typical Made in Italy basket, selected according to the popularity within the Canadian consumers and the performance amidst the Covid crisis. Particularly, the analysis will dwell on the last 5 years' performance, specifically highlighting the 2019-20 trends, considered as the period in which the repercussions of the virus in the economy are more evident. This will give us the opportunity, on the one hand, to see for which categories of products the Made in Italy was particularly affected by the pandemic and why, in comparison with the main market competitors; on the other hand, it will give us the chance to give an overview of the prospects for the recovery.

1. The Italian Food and Beverages (F&B) retail sector: an introduction

The Italian Food and Beverages (F&B) retail sector is one of the most important industries in Italy, that generated a total turnover of more than EUR 208 billion in 2020 and accounted for 3,8% of Italy's GDP (Capozucca, 2021). Notwithstanding the consistent and persistent economic crisis, strengthened by the pandemic, food consumption levels were among the highest in the world (Istat, 2020). The success and accomplishments of the sector are however principally due to the growing international popularity of Italian cuisine, fuelling a booming export market (Deloitte, 2021). This popularity derives, on the one hand, from the fact that the Italian population is present worldwide and therefore it influences the local tastes and food choices of the native populations, encouraging them to purchase Italian products (Ismeamercati, 2019). On the other hand, from the fact that tourists and visitors, after spending a journey in Italy and having a taste of the typical products and flavours of our land, no longer want to deprive themselves of this pleasure and are willing to buy imported Italian products in their respective countries (Camera di Commercio Italiana in Canada, 2017). In fact, Italy is the world's eighth-largest exporter of food and beverages products (ITALIANFOOD.NET, 2019), accounting for EUR 46,1 Billion of export worldwide regarding the F&B sector in 2020, +1,8% in comparison with the previous year (Capozucca, 2021). Thanks to the innovative channels of online distribution, it was possible to deliver fresh and authentic products, even if the traditional channels of distribution were constrained by the current restrictions (Camera di Commercio Italiana in Canada, 2019). Concerning the Food sector, in addition to the current emergency situation, the main weaknesses of the sector can be summarised in: first, the high fragmentation of the packaged food industry, that lacks serious multinational investment due to countries' preferences for fresh food; second, the high unemployment rate that has kept consumers price sensitive; third, the low economic growth that has led to stagnation in food consumption (Istat, 2020). Still, there are margins of opportunities represented by: first, consumer preferences for healthy food, organic and non-GMO (genetically modified organism) food, that are growing segments; second, by the fact that Italy is one of Europe's largest organic food producers, and organic exports have been expanding rapidly (Camera di Commercio Italiana in Canada, 2020). The main threat remains the ageing population and their lower levels of spending, that could result in a further decline in food and drink spending (European Commission 2019, 1-110). Concerning the Beverages sector, Italy is home to a number of world's leading alcoholic and soft drink companies, it is the western European largest market for bottled water and key exporter of roasted coffee (BMI research, 2020). The main weakness, as for the Food sector, remains the low economic growth, that has led to stagnation in beverages consumption. The main margins of opportunities are represented by wine and beer sales, that have started to rise again after several years of stagnation. However, the main threats for the beverages and drinks market remain the Italian "sounding" products and the cheaper lower-quality imported products from different exporters (BMI research, 2020).

1.1. Main products exported

In 2020, on the top step of the podium rise bakery products, with 2.3 billion euros in value and double-digit growth (+15.6%). Followed by processed and preserved fruit and vegetables, which export for 1.9 billion, recording an increase of +6%, and dairy products with 1.8 billion, +0.8%. For the major destination markets, Japan (+16.9%), China (+13.7%) and Oceania (+8%) are the fastest-growing markets. Historical markets such as Germany (+6.7%), Switzerland (+5.7%), the United States and France (both +4.2%) are also doing well (Winenews, 2020).

1.2. Italian Food and Beverages (F&B) retail sector: trends

The Italian Food and Beverage sector has proven to be, foremost amidst the pandemic, the most representative sector of the Made in Italy, with a total added value of EUR 64,1 Billion. In fact, the total added value decreased only by -1,8% in 2020, compared to the -8,9% of the total Italian economy, demonstrating to be the most resilient sector to the COVID-19 among all Italian manufacturing sectors (Capozucca, 2021). In fact, notwithstanding the impact of the pandemic, in 2020 only sales of pharmaceuticals, chemicals and botanicals (+3.8%) registered a more consistent increase than those of the F&B sector (+1.9%) (Istat, 2020). Specifically, in December 2020, the F&B sector was one of the most fruitful in terms of the balance of commerce, with an increase of the sales of +7,8% (Istat, 2020). Exports of the agri-food sector still maintain a clear advantage compared to the -15.6% fall recorded by Italy's total exports, registering an increase of +1,8% in 2020, +11,6% from 2017 (Istat, 2020). The expansive step of the food industry is the result of mainly positive trends in many different sectors. Among these, it is worth pointing out the double-digit growth of pasta (+24.7%) and rice (+16.9%), and the significant growth of processed vegetables (+9.8%), animal feed (+9.3%), fish products (+8.7%), coffee (+6.8%) and oils and fats (+6.6%). Mineral waters (-13.9%) and spirits and liqueurs (-12.2%) show the most marked decreases. Wine, the Italian most exported product, confirms its downward trend (-3.5%) in the first half of 2020 (Annex 1) (ITALIANFOOD.NET, 2020). The slight economic growth in the first half of 2020 appears to be linked to the EU area. In fact, Italy's food exports to the EU countries show a slightly more marked growth (+2.8%) compared to the total food exports (+2.6%). However, the most striking performances concern Morocco (+38.9%), Egypt (+36.1%) and Ukraine (+34%) (ITALIANFOOD.NET, 2020). Among the main markets, we can find Germany (+6.1%) and France (+4.7%), where exports growth is slightly stronger compared to 2019, in addition to the USA where Italian food and beverages sales grow by +4.5%. Worthy of note is the performance in Canada (+14.1%) among the generally flat trend in almost all major outlets (Annex 2) (Istat, 2020).

1.2.1. FOOD sector: market drivers and trends

The main FOOD market drivers and trends go into the direction of more healthy and sustainable food choices (The European House – Ambrosetti, 2019). On the one hand, sustainability previews choices of products at low-environmental impact, therefore biological products, vegan and vegetarian options, products produced without wasting food along the stages of the food production (Pwc, 2018). On the other hand, more healthy food choices entail the consumption of products that were produced with genuine and natural ingredients; “free-from” products such as products free from lactose or palm oil or sugar-free products; whole wheat products; the return to products of local and traditional production; superfoods such as açai or goji berries or chia or hemp seeds, rich in nutrients and antioxidants and therefore excellent for health; wellness foods that have grown increasingly popular internationally but experiencing slower growth in Italy, owing to the already healthy Mediterranean diet (Santandertrade, 2021). Besides, the choices of the consumers are as well increasingly moving in the direction of «ready to eat» products such as microwaveable products and convenience food.

1.2.1.1. Biologic food choices

The sustainability challenge in the food sector is encouraging more and more consumers to purchase biological products, that are environmentally friendly, meeting environmental standards both in terms of packaging and production techniques (Bio Bank, 2020). In fact, in Italy, the biological market is increasingly expanding, signalling a total revenue of EUR 6.9 billion in 2020 and marking an extraordinary increase of +118% since 2011 (Nembri, 2021). The multiple channels of distribution are as well leading to the proliferation of the product in the market, with the grand distribution that totalled over EUR 2 billion worth of sales. The other distribution channels, with EUR 2.3 billion worth of sales, grew by 58%. The export reached 2,6 billion euros in 2020. Noteworthy is the consistent presence of e-commerce sites of BIO foods, 405 in 2019 (Nembri, 2021).

1.2.1.2. Vegan and vegetarian trend

In Italy, 6.7% of the population is vegetarian, 8.9% are vegan. In 2020, the number of vegetarians and vegans increased, compared to 2019 and 2018, when the percentage of vegetarians and vegans were respectively 7.1% and 7.3% (Marzialetti, 2020). Therefore, the trend of turning to vegetarian or vegan is taking place in Italy. Most commonly known vegan options include soja products, seitan products, etc... (European Commission 2018, 1-328). In 2020, most Italian vegetarians or vegans chose to change their dietary lifestyle

mainly for health reasons. Secondly, due to their personal philosophy of life, or out of their respect for animals (Statista, 2020).

1.2.1.3. “Free from” products

On the one hand, the greatest number of free from products’ consumers are those who developed an intolerance for certain ingredients and therefore are compelled to purchase products free from them, such as gluten-free products or lactose-free products (Deloitte, 2020). On the other hand, this increasing consumer awareness has led even ordinary consumers to purchase “free from” products, such as sugar-free products or oil palm-free products, because they do not contain ingredients that nowadays are commonly acknowledged as harmful for the health. In 2020, the industry has generated a turnover of EUR 6.9 billion, an increase of +2.2% compared to the previous year (Manuelli, 2020). The positive trend is related as well to the increase in demand due to the epidemic and the period of lockdown (+4.5%). The sugar-free products are the ones that showed the greatest increase in the last few years, with annual growth rates never lower than 5% and with a progression of +9.1% in 2019, followed by the "few sugar products" (+7.6%) (Manuelli, 2020).

1.2.1.4. Prepared food

As elsewhere in developed markets, Italian lifestyles have become busier, leading to increased demand for convenience-food solutions. The “ready to eat” meals, progressively proliferating in the market, are an example of it. Being the time for full meals reduced, the ready to eat meals such as microwaveable products, are the right solutions, because they contain the same nutrients that can be assumed with a full meal but they can be cooked and consumed in no time (Deloitte, 2020). Related to this, the snacking time phenomenon, meaning that snacks are more and more substituting full meals, resulting in the increase in the consumption of snacks during the day (Deloitte, 2020). These are practical and convenient solutions for time-strapped consumers that, working at the office, do not have time to have a full lunch. Again, the growth has been slower than in other Western European markets, with ready meals and other convenience food options still considered to be the last resort. Overall, chilled ready meals have been more successful than dried or frozen products, as they are perceived to be fresher and more natural (European Commission 2018, 1-328). Major Italian food companies in this sector include Gruppo Cremonini, Amadori and Unipeg, which are active in the country's processed meat and poultry sectors, and La Doria SpA, which processes canned, frozen and fresh fruit and vegetables. Other major firms include Galbani, which is a leading producer and distributor of dairy products and one of the most important manufacturers of cured meats; Barilla, which manufactures pasta and pasta sauces and Carapelli Firenze, Italy's leading olive oil producer (BMI Research, 2016).

1.2.1.5. Call for authenticity and local production

The call for authenticity, for the local production, are all drivers that brought Italian consumers to increasingly purchase Made in Italy products. That is mainly because the Italian authentic and local production is perceived as natural and genuine, utilizing 100% Made in Italy raw materials. The categories of products with recognized denominations, such as (PDO, PGI, TSG) have seen an increase in their sales.

1.2.2. DRINK sector: market drivers and trends

Due to Italy's highly mature coffee industry, major Italian coffee roasters are growing their presence in international export markets. A certain kind of aversion to drinking municipal water, both for safety and cultural reasons, will continue to boost bottled water sales in the Italian market (BMI Research, 2016).

1.2.2.1. Hot drinks

Coffee consumption in Italy has grown moderately over the past decade. This is in part due to the fact that young people have started to drink more coffee thanks to its improved image. International demand for Italian roasted coffee has been strong over the past few years, and this is expected to grow further in the coming years (Istat, 2020). Major Italian coffee producers that experience a growing presence in international export markets include Lavazza and Illy (Camera di Commercio Italiana in Canada, 2020). Imports of green coffee into Italy, one of the world's major roasters, have been steadily increasing, fuelled by the growing international demand for roasted Italian coffee (BMI Research, 2016). Europe, and especially Germany, where espresso sales have been booming recently, remains the largest re-export market for Italian-roasted coffee. The consumption of coffee has been steadily growing in highly promising markets, such as India and China, where Italian coffee producers are significantly expanding their business (BMI Research, 2016).

1.2.2.2. Soft drinks

The soft drinks sector is largely dominated by multinational manufacturers of carbonates and producers of bottled water (European Commission 2019, 1-110). Health is a major driver of the Italian soft drinks market, favouring segments such as fruit and vegetable juice and functional health and sports drinks, that caused a recent plummeting in the sales of carbonated drinks (Istat, 2020). Bottled water is a hugely important sector, with Italian bottled water consumption per capita among the highest levels in the world (European Commission 2019, 1-110). Products from The Coca-Cola Company dominate more than half of the carbonated soft drink market, with Coca-Cola Hellenic Bottling Company (CCHBC) holding the Coca-Cola bottling franchise for

the majority of the country (BMI Research, 2016). Nestlé is another major player in the carbonated drinks category and it markets several fruit-based products under its San Pellegrino bottled water brand (BMI Research, 2016). Campari also has an interest in the sector and it markets orange, lemon and grapefruit-flavoured carbonated drinks along with non-alcoholic aperitif Crodino (BMI Research, 2016). The Italian bottled water market is the largest in Europe, partly due to an aversion to drinking municipal water, both for safety and cultural reasons, and also because of the warm climate. Nestlé's San Pellegrino and Acqua Minerale San Benedetto are two of the sector's leading players (BMI Research, 2016).

1.2.2.3. Alcoholic drinks

Italy has a dynamic and highly developed alcoholic drinks sector. Domestic consumption of wine is among the highest levels globally, with many Italian wines considered to be among the finest in the world (Istat, 2020). After falling for two decades, demand has started to rise again, thanks in part to the scientifically demonstrated health benefits of red wine for blood circulation. The country's spirits industry has also recently witnessed highly positive export performances worldwide, as Italian demand for spirits was particularly flat (European Commission 2019, 1-110). Campari could be acknowledged as the largest spirits company in Italy and it has recently been expanding its portfolio of spirits, notably acquiring French cognac Grand Marnier in March 2016, in an effort to compete with global leaders such as Diageo and Pernod Ricard (BMI Research, 2016). Spirits manufacturers targeting the Italian market have recently focused on products popular among young people, which offer the greatest growth potential. These include rum, gin, white vodka and bourbon. Traditional spirits such as cognac, aniseed drinks and blended whiskies have lost market share in recent years. Beer is mostly of seasonal importance, with the months between May and September accounting for the majority of annual sales (BMI Research, 2016). The leading local brewery is Birra Peroni, while Heineken owns the Birra Moretti brand. A large percentage of beer consumed in Italy is still imported, particularly from Germany and the Netherlands (BMI Research, 2016).

1.3. Italian export to Canada

Canada and Italy have strong trade relations (Ministero degli Esteri e della Cooperazione Internazionale, 2020). Both the traditional Made in Italy sectors and the innovative sectors are appreciated in Canada and are often market leaders. These include agri-food and wine, mechanical and pharmaceutical (Camera di Commercio Italiana in Canada, 2020). Italy's trade balance – import and export balance with Canada – showed a positive balance of 9.9% in 2019. Italian exports to Canada grew by 5.8% in 2019 (Camera di Commercio Italiana in Canada, 2020). For Canada, Italy is the 7th importing country in the world and the 2nd among European countries, only after Germany (Government of Canada, 2019). In 2020, total trade

between Canada and Italy amounted to around \$CAD 10 billion (9,993,370,506), accounting for 1.66% of Canadian total imports (Annex 3&4). Though, Italy recorded a negative trade balance in comparison with 2019 (Camera di Commercio Italiana in Canada, 2020). Moreover, according to the latest report drafted by the Government of Canada (2021), Italian exports to Canada within the period January-December 2019 and January-December 2020 registered a decrease of -5.0%, that amounted to around \$CAD 561 million (Annex 5). Within the period January-December 2019 and January-December 2020, the most significant sectors of Italian export, largely damaged by this consistent decrease, were the motor vehicles' sector (-14.2%), seats (-17.4%), footwear (-17.5%), cosmetics (-21.7%), woven clothing and articles of apparel (-27.9%), worked monumental/building stone (-31.0%), and wool (-38,4%) (Annex 6-12).

1.4. Italian F&B export to Canada

The most representative products that comprises the Italian F&B export to Canada are beverages (HS22) including wines of fresh grapes (HS2204), waters, including mineral waters and aerated waters (HS2202) and balsamic vinegar (HS2209); preparations of cereals, flour, starch or milk pastrycooks' products (HS19) including pasta, whether or not cooked or stuffed with meat or other substances or otherwise prepared, such as spaghetti, macaroni, noodles, lasagne, gnocchi, ravioli, cannelloni, couscous, whether or not prepared (HS1902) and bakery, pastry or bakery products, biscuits, whether or not containing added cocoa, wastes, empty capsules of a kind used for medicines, wickers for seals, pastes, dried flour, starch and products similar (HS1905); fats and oils (HS15) including olive oil (HS150910); tomatoes, prepared or preserved (otherwise than by vinegar or acetic acid) (HS2002) and vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles) (HS2005); confectionary (HS2007); olives (HS200570); roasted coffee decaffeinated (HS090122) and not (HS90121); milk and dairy products (HS04) including cheese and curd (HS040620); meat and edible meat offal (HS2); anchovies (HS160416); tuna (HS160414); caviar (HS160431); chestnuts (HS080241). These products will be comprehensively and largely analysed in the last chapter of the thesis.

1.4.1. Italian F&B export to Canada: food industry

Italy, in the Canadian category “NAICS 311 - Food Manufacturing Industry”, is in 3rd position (IbisWorld, 2020). In 2020, it registered CAD\$ 813 Million of exports, behind leading countries such as the United States CAD\$ 18 Billion and China CAD\$ 1,2 Billion (IbisWorld, 2020). The total value of imports to Canada in this category in 2020 was CAD\$ 30 Billion. Therefore, the Italian exports to Canada in the category “Food Manufacturing Industry” represent a market share of 2,64 % of the value of Canadian imports (IbisWorld, 2020). The average pro-capita income is expected to further grow by more than 14% over the next

five years, making North America an even more important market for Italian agri-food exports in the future (Camera di Commercio Italiana in Canada, 2020). Despite the pandemic, the Italian F&B export to Canada registered an increase of 17.7% within the period January-December 2019 and January-December 2020 (Annex 13-15) (Camera di Commercio Italiana in Canada, 2020).

1.4.2. Italian F&B export to Canada: beverages industry

Italy, in the Canadian category "NAICS 3121 - Beverage Manufacturing Industry", is in 3rd position (IbisWorld, 2020). In 2020, it registered CAD\$ 663 Million of exports, behind leading countries such as the United States (CAD\$ 1,9 Billion) and France (CAD\$ 849 Million) (Government of Canada, 2020). The total value of imports to Canada in this category in 2020 was CAD\$ 5,88 Billion. Therefore, the Italian exports to Canada in the category "Beverage Manufacturing Industry" represent a market share of 11.26% of the value of Canadian imports (Camera di Commercio Italiana in Canada, 2020). Despite the pandemic, the Italian F&B export to Canada registered an increase of 0.4% within the period January-December 2019 and January-December 2020 (Annex 16-18) (Camera di Commercio Italiana in Canada, 2020).

1.5. The Canadian market: overview

Canada is among the most significant countries with a total GDP of CAD\$ 2091 Billion (Government of Canada, 2021). The Canadian economy is high-performing and internationally integrated, with growth rates and key indicators consistently ahead compared to other high-income reference countries. Canada ranks 23rd out of 190 countries on the World Bank's Ease of Doing Business index for 2019, with a composite score of 78% (World Bank, 2019). Measuring openness to trade as a percentage of GDP, Canada is typically on par with New Zealand, Italy, the UK and Denmark. Canada is the 7th largest exporter and importer of merchandise; it is furthermore the 10th largest exporter and 8th largest importer of commercial services (Government of Canada, 2021). Canada ranks 46th overall in terms of ease of trading across borders under the World Bank's Ease of Doing Business Index (World Bank, 2019). Compared with other high-income countries, importing products into Canada is more expensive in terms of cost, even though processing times are much quicker - by as much as 80% compared to the high-income average in some cases (Nomisma, 2017). Furthermore, having provincial governments in Canada a comparatively high degree of autonomy under the federal structure, foreign products have to mostly comply with provincial procedures, even before federal ones (Camera di Commercio Italiana in Canada, 2019).

1.6. Difficulties in exporting to Canada for EU industries

Despite the relatively high receptiveness to foreign trade, EU exporters can still face challenges entering and meeting the Canadian market (European Commission 2018, 1-328). Many of these challenges are intrinsic to the distance between European and Canadian markets. Owing to the greater distances involved, EU exporters may be less able to absorb costs created by interprovincial trade barriers, such as divergent labelling or food safety standards (European Commission 2018, 1-328). The incumbency of the US as a leading exporter to Canada can further complicate ease of access for EU suppliers - particularly during early stages of market entry - although the American and Canadian economies are more homologous whereas the EU is more complementary (European Commission 2019, 1-110). Weakness in the current CAD to EUR exchange rate reduces the Canadian consumers' spending power. These market limitations may be most emphasized in provinces and local economies which are typically dependent on commodity exports, such as Canada's oil-producing and agricultural provinces, whereas demand in urban markets may be less price-sensitive (Government of Canada, 2020). However, Canada's strong, stable, dynamic economy and high household spending are key factors to explain why many European companies offer their products to the Canadian market (Camera di Commercio Italiana in Canada, 2019).

1.7. CETA Agreement, great facilitator for Italian and European export to Canada

Established in 2017, CETA is a comprehensive bilateral free trade agreement negotiated between Canada and the European Union (Camera di Commercio Italiana in Canada, 2020). CETA has created a free trade zone between Canada and the 27 Member States of the EU, greatly facilitating cross-border trade in goods and services and foreign direct investments (FDIs) (European Commission 2019, 1-110). In particular, the CETA provides preferential tariff treatment that results in the elimination of the majority of customs duties (more than 99%) currently in place, national treatment and most favoured nation (MFN) treatment for EU goods and services among other guarantees to address non-tariff barriers to trade, enhanced and standardised intellectual property (IP) protections, together with a range of other commitments as to facilitate unparalleled trade and investment opportunities by opening up previously restricted markets (European Commission 2019, 1-110). In the FOOD sector, where the Made in Italy is most relevant, Europe has more than 150 denominations recognized (PDO, PGI, TSG), among which 41 are Italian (Camera di Commercio Italiana in Canada, 2019).

1.8. Supply chain and distribution: F&B retail industry

According to the North American Industry Classification System (NAICS), the F&B sector is one of the most significant retail sectors for total numbers of sales. In fact, of the total retail trade sales in 2020 amounting to 603.533.202.000, 142.099.339.000 sales belong to the Food and Beverages stores (23%). Breaking down the total sales within all Food and Beverages stores, 75,80% of the sales were made in supermarkets and grocery stores (107.725.416.000), within which 5,89% in convenience stores (8.377.986.000), 5,91% of the sales were made in specialty food stores (8.408.746.000), and 18,27% of the sales were made in beer, wine and liquor stores (25.965.194.000). Noteworthy is the fact that in March 2020, corresponding to the peak of the spreading of Coronavirus in Canada, it was registered the greatest number of sales in the F&B sector, 3 Billion more compared to January 2020 (Government of Canada, 2021) (Annex 19). Therefore, in Canada, the F&B retail industry includes various types of Food and Beverages retailers such as supermarkets and grocery stores (within which convenience stores), specialty stores, and beer, wine and liquor stores (International Trade Administration, 2020). The Government of Canada (2021) reported 36.520 food and beverage establishments in Canada in 2020, with average revenue of CAD\$ 7.724.000. In 2019, the food and beverage retail stores totalled almost CAD\$ 130 billion worth of sales all over Canada. The greatest number of sales were registered in Ontario, that hosts the greatest number of F&B stores, 9.366. Loblaw Companies Ltd. stores totalled the greatest number of Canadian food retailer sales, reaching over CAD\$ 50 billion worth of sales. Sobeys Inc. and Metro Inc. ranked in the second and third places on the list of the leading food retailers (Statista, 2021). According to Zeit (2019), the most requested categories of products, that will experience significant growth for the period 2018-2023, are, for the macro-category packaged food, edible oils (25%), sweet spreads (23%), and savoury snacks (25%). For the macro-category staple goods, frozen processed fruit & vegetables (22%), rice (31%), noodles (25%) and meat substitutes (85%), according to the latest consumers' choices and preferences for healthy food and meat substitutes. For the macro-category beverages/soft drinks, ready-to-drink coffee (113%), ready-to-drink tea (53%) and energy drinks (34%) (Zeit, 2019).

1.8.1. Traditional distribution channels: supermarkets and grocery stores

Of the 36.520 food and beverage establishments in Canada, grocery stores and supermarkets make up almost the majority, 15.344 all over Canada (Annex 20) (Government of Canada, 2021). Currently, the market size of grocery stores and supermarkets corresponds to CAD\$ 95.5 Billion, with an average industry revenue of CAD\$ 8.235.000. In 2020, the monthly retail sales of grocery stores passed from CAD\$ 8.14 Billion in

January to CAD\$ 10.39 Billion in March 2020, an increase of over two billion compared to the precedent months. This could be explained by the peak in the spread of the Coronavirus in early March 2020 in Canada and the consequent panic buying. From March 2020, the sales decreased, maintaining a regular pace between May and September 2020, around CAD\$ 9 Billion of total sales, to further grow to around CAD\$ 9.3 billion by January 2021 (Government of Canada, 2021) (Annex 21). Overall, in 2020, grocery stores and supermarkets totalled approximately CAD\$ 99.35 billion worth of sales (Statista, 2021) (Annex 22). The Canadian grocery market is dominated by Loblaws, Metro and Sobeys, representing more than two-thirds (63%) of the retail market (Statista 2021) (Annex 23). The leading food retail company Loblaw Companies Limited generated approximately CAD\$ 52 Billion of revenue in 2019 (Statista, 2021). Supermarket chain Sobeys generated approximately CAD\$ 26 Billion of revenue in 2019 (Statista, 2021). Canadian retailer Metro totalled around CAD\$ 16.7 Billion worth of sales in 2019 (Statista, 2021). Overall, the greatest number of F&B sales concerning food stores chains was made in Ontario, for a total of around CAD\$ 20 Billion (Statista, 2021). Among the traditional distribution channels, supermarkets and grocery stores sales (convenience stores included) account for 81,69% of the total F&B retail sales (Government of Canada, 2021).

1.8.1.1. Traditional distribution channels: convenience stores

This industry is commonly included within the supermarkets and grocery stores category and comprises establishments, known as convenience stores, primarily engaged in retailing a limited line of convenience items that generally includes milk, bread, soft drinks, snacks, tobacco products, newspapers and magazines (Government of Canada, 2021). Each Canadian convenience store is relatively small; most have between one and four employees. About 4,037 of these stores have between one and four employees, whilst none employed over 200 people (Statista, 2021). With an average revenue of CAD\$ 6.629.000, a market size of CAD\$ 9.7 Billion and 11,798 establishments spread all over Canada, the industry generated over CAD\$ 8 Billion. Ontario and Quebec host the greatest number of convenience stores, about 70% of the total number (Statista, 2021). The industry accounts for 5,89% of the total F&B retail sales. Major players of the industry, according to the latest sales, are Couche-Tard Inc., the leading convenience store chain in Canada, followed by Parkland Fuel Corporation and Shell Corporation Ltd (Statista, 2021).

1.8.2. Traditional distribution channels: gourmet & specialty food stores

With supermarkets and traditional grocery stores accounting for an estimated 81,69% of the Canadian retail food market in terms of sales, there is no great room for other F&B retailers (Camera di Commercio Italiana in Canada, 2021). Despite these challenges, rising health consciousness and evolving consumer palates have boosted demand for specialty foods, with sales of organic, local and gourmet products rising the fastest

(Government of Canada, 2019). The Specialty Food Stores industry in Canada sells specialty food products, such as baked goods, candies, nuts and snacks, chocolates, artisanal cheeses and premium packaged coffee, gourmet organic foods, and much more (Government of Canada, 2019). Most of these products are labelled as organic, gourmet or otherwise all-natural, which helps operators differentiate their products from standard foods sold at mainstream retail outlets (Camera di Commercio Italiana in Canada, 2017). With a market size of over CAD\$ 3 Billion, an average industry revenue of CAD\$ 6.182.000, and 11.086 establishments spread all over Canada, the industry accounts for 5,91% of the total F&B retail sales. The industry totalled approximately CAD\$ 8.41 Billion of revenue in 2020, with an all-time high of CAD\$ 838.81 million at the end of the year (Statista, 2021). Even though the industry has experienced a period of stagnation over the last 5 years to 2020, it is expected to steadily grow in the forthcoming years, as the average disposable income levels and the consumption levels will experience a strong rebound following the tragic economic repercussions of the Virus. The industry is highly fragmented in terms of market shares because no major player accounts for more than 5% of the entire market. Nevertheless, Dandelion Foods, Edible Canada, and Epicerie JA Moisan are ones of the major realities in this industry (IbisWorld, 2020). As in the U.S., Canadian Specialty & Gourmet Stores focus on local and organic food, imported items and niche or hard-to-find products (IbisWorld, 2017). In fact, according to the Camera di Commercio Italiana in Canada (2019), the authentic high-end Italian specialty products, different from the Italian mass-market food products, available in all categories of traditional distribution channels, are concentrated mainly within the food specialty stores' distribution. From this, the need to have a deeper understanding of this type of distribution, detailed in the following sections, to grasp the increasing importance of the Italian niche F&B products, available in specialty food stores and beer, wine and liquor stores.

1.8.2.1. Specialty food products: consumer preferences

In Canada, the words “gourmet”, “specialty” and “premium” are typically associated with high-quality, great-tasting beverages and foods, which are commonly sold at higher prices due to the care, authenticity, quality and expenses that occur in manufacturing, marketing, merchandising and packaging them (Camera di Commercio Italiana in Canada, 2017). In the past, products like luxury chocolate had a thinly defined niche. Its target audience was affluent consumers who were able to afford these products as either gift or for personal enjoyment (Camera di Commercio Italiana in Canada, 2019). Today, gourmet products are becoming mainstream, but for those who are better educated and more worldly. These consumers are choosing higher levels of taste and quality when it comes to their beverages and food (Government of Canada, 2019). Marketers are advertising gourmet foods and drinks as affordable luxuries that can be enjoyed daily. These include fine teas, coffee, chocolates, baked goods, artisan cheeses, caviar, and many other imported and local products. These have shown to be sold quite well, even during times when there is turbulence in the economy (IbisWorld,

2017). It is common for gourmet foods to be used as comfort foods, appealing to customers who are looking for small indulgences they can enjoy. According to IbisWorld Industry, demand for specialty foods, in general, is expected to continue rising over the next five years to 2022. Nowadays, “Gourmet Food products” represent 20% of food products sold in Canada and are regularly purchased by one in three consumers (IbisWorld, 2017).

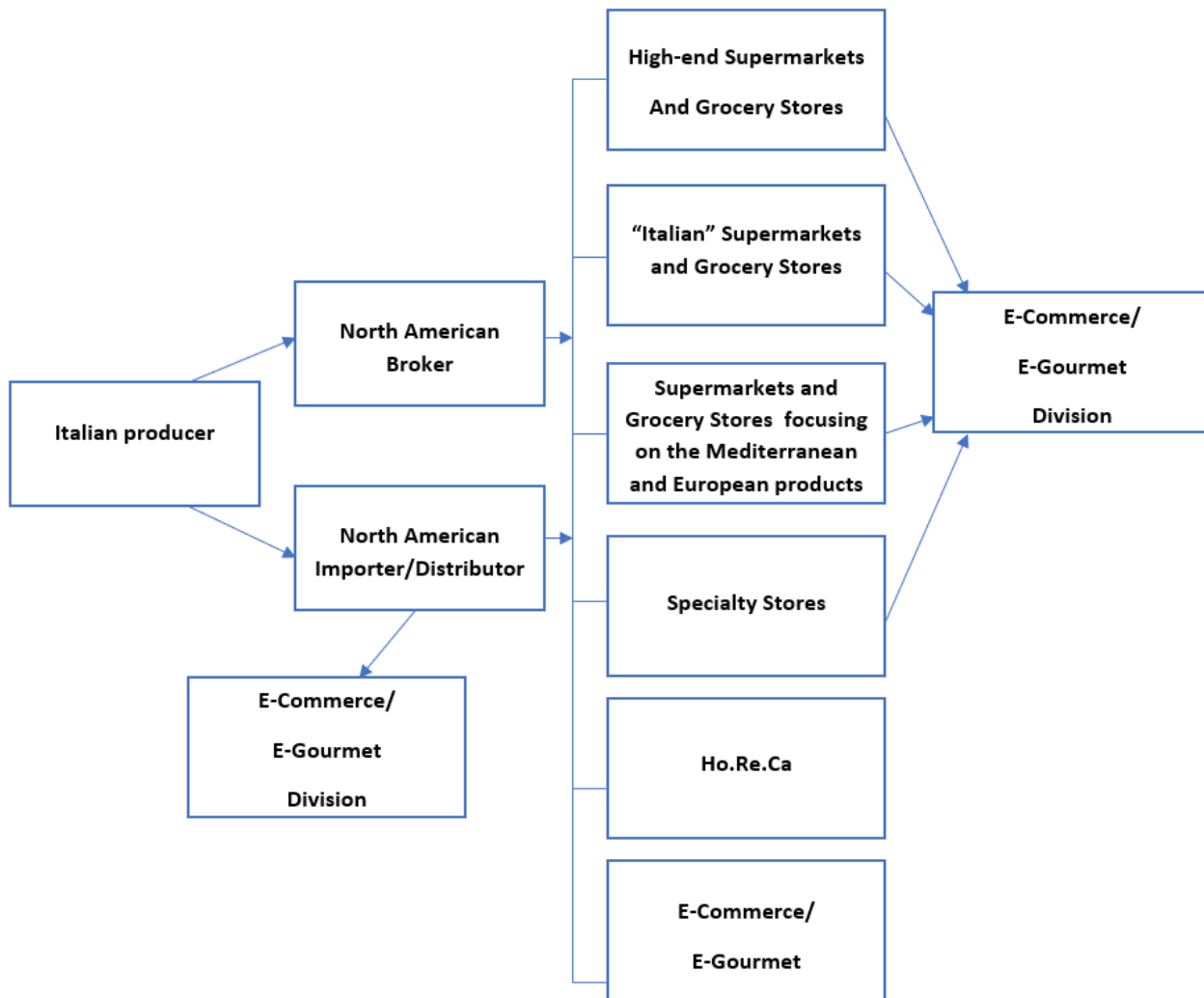
1.8.2.2. Customers: major markets

Contrary to the U.S., the major clientele of Canadian Specialty Food Stores is made up of consumers aged 35 to 54, estimated to make up 39.6% of industry revenue in 2017 (IbisWorld, 2017). Consumers in this category have incomes that are typically higher and stabler than consumers aged 18 to 34. Therefore, this market can often afford higher-priced products such as gourmet and organic foods and other specialty items (IbisWorld, 2017). Similar to consumers aged 18 to 34, consumers in this older group have also been early adopters of organic and natural food because these consumers are more likely to keep up to date with the latest health and diet trends via popular media and the Internet (Camera di Commercio Italiana in Canada, 2017). Additionally, a significant portion of consumers within this category are parents with children. As a result, they are likely to purchase candy, confectionery and bottled drinks from specialty food stores for their children. Given growing levels of health consciousness among consumers, the new health-conscious segment is increasingly purchasing specialty food and incorporating this food into their children’s diets (Camera di Commercio Italiana in Canada, 2019). Consumers aged 18 to 34 accounted for 38.1% of industry revenue in 2017 (Camera di Commercio Italiana in Canada, 2017). Consumers in this segment are typically adopters of new food and beverage products, which, upon release into the market, are often first found in specialty shops. In addition to organic food and beverage products, this segment has been a primary driver of the demand for packaged coffee or loose-leaf tea products sold by this industry (Camera di Commercio Italiana in Canada, 2019). The distribution of the industry’s establishments closely follows the Canadian population, since most players of the industry are small-scale operations that cater to their respective local markets. In general, specialty food retailers are concentrated in large urban and suburban districts such as the Greater Toronto Area, Greater Montreal or Metro Vancouver (Nomisma, 2017).

1.8.2.3. Distribution of Made in Italy specialty food products

The Italian mass-market food products are available in all categories of traditional distribution channels, where they are in direct competition with various “Italian sounding” category products (European Commission 2018, 1-328). As per authentic Italian high-end specialty and gourmet food products, they are available mostly at specialty food stores in the North American market - notably in Italian food markets or “gourmet boutiques” in cities with large populations of Italian Americans (Camera di Commercio Italiana in

Canada, 2017). In fact, the high-end Italian specialty products are destined to the “niche” Canadian market, to “foodies” with a high income, curious to try new flavours and who are ready to pay for a higher quality of authentic Italian products. Often, the consumers return from their trip to Italy and look for authentic products like those they tasted in Italy (IbisWorld, 2020). The Canadian food culture has therefore evolved and the perception of what constitutes a good meal changed, making more room for quality Italian products. Here is a chart representing the distribution channel of the authentic Italian specialty products (Camera di Commercio Italiana in Canada, 2017):



In the traditional channel, the role of the importer-distributor is crucial because he is in direct contact with the retailer and he chooses which Italian specialty product to promote; based on his experience and on the request of retailers, he selects the most requested and profitable products for the North American market. Italian specialty products can be distributed through the private label category or with the original label of the Italian producer. Italy's high standards of quality, the importance of freshness, the cost and time of exporting have limited authentic Italian food products on the American market. However, the Internet has narrowed the gap, as more Italian products have become available online (Camera di Commercio Italiana in Canada, 2017).

1.8.3. Traditional distribution channels: beer, wine and liquor stores

This industry group includes establishments primarily engaged in retailing packaged alcoholic beverages, such as beer, wine and liquor (Government of Canada, 2021). With an industry average revenue of CAD\$ 1.2 million, a market size of CAD\$ 24 Billion and 3,595 establishments, the industry represents 18,27% of the total F&B retail sales. Over the five years to 2020, the industry has displayed an encouraging growth, supported by the increase in the average disposable income, that enabled consumers to shift from low-cost alcohol to purchasing high-quality, premium alcoholic beverages and that brought to CAD\$ 25.97 Billion worth of sales in 2020. However, the pandemic showed its economic repercussions in this industry as well, with the level of consumption of high-quality alcohol significantly decreasing. Over the next 5 years to 2025, it is expected a rebound effect in sales, driven by the general economic growth. Additionally, the provinces will continue to review their regulations regarding alcohol and will likely enable the dispatch of alcohol to grocery stores too. In doing so, niche high-quality alcohol will enter the grand distribution, enabling niche alcoholic retailers to enter the industry (IbisWorld, 2020).

2. E-commerce and the innovative distributional channels

2.1. Definition and general overview

The E-Commerce industry in Canada is made up of establishments that sell merchandise online through an online store or auction site (IbisWorld, 2020). Accelerated by the increasing number of Internet and mobile connections, industry revenue displayed solid profits, increasing at an annualized rate of 23.3% to \$19.6 billion over the five years to 2020 (Government of Canada, 2021). The exceptional rate of growth in this industry can be in part explained by the increasing internet traffic volume (e.g. number of fixed broadband and mobile connections), the increasingly high disposable income and the reduced unemployment rate for the majority of the five-year period to 2020 (EMarketer, 2020). The COVID-19 (coronavirus) pandemic has given the industry the opportunity to benefit from consumers not being able to visit certain stores as a result of shelter-in-place orders (Deloitte, 2021). As the Internet traffic increases and online shopping becomes more popular, retailers are expanding the products they carry to include common household goods, such as grocery and cleaning products (Internet Society, 2020). Niche products that are no longer in production have also found a place in online markets because retailers do not have to deal with limited shelf space (IbisWorld, 2017). As the product ranges have grown, so have the number of players. While the industry has attracted many new entrants, Amazon.com.ca Inc. (Amazon Canada) has acquired a dominant market share position (Camera di Commercio Italiana in Canada, 2019).

2.2. Competition with traditional distribution channels, such as brick-and-mortar department stores and big-box retailers

Canada's highly urbanized population tends to switch to webrooming, which is the opposite trend of showrooming (Internet Society, 2020). Rather than visiting stores to touch, feel and try out products and then buying them online, Canadians have the tendency to browse and research products online and then visit a nearby store to purchase them (International Trade Administration, 2020). Though, Canadian e-commerce operators have found it difficult to gain market shares in the retail sector while domestic consumers trust more the brick-and-mortar shopping experience. Nonetheless, the market has been showing a shift toward more e-commerce centric purchasing trends (Camera di Commercio Italiana in Canada, 2019).

2.3. Key external drivers

The choice of purchasing online can be encouraged by five key external drivers: first, total retail sales (IbisWorld, 2020). The growth in retail sales indicates that Canadian consumers are more willing and apt to purchase online products. Second, per capita disposable income (IbisWorld, 2020). Third, consumer confidence index. In times of prosperity, consumers are more likely to spend than save in the near term, especially going for more expensive purchases (IbisWorld, 2020). Fourth, the number of fixed broadband connections. Fixed broadband Internet access is considered a game-changer in online purchases because the more the Internet connection is strong and fast, the higher will be the tendency for consumers to purchase online. Being the number of broadband connections increased in 2020, there will be more opportunities for consumers to buy online (IbisWorld, 2020). Fifth, Leisure time. Time-strapped consumers are more likely to use online shopping due to the convenience of ordering from a smartphone or computer. As a result, demand for online shopping rises when leisure time is limited, which is typically linked to employment levels. As for the last update, leisure time was expected to remain stagnant in 2020. However, with increased unemployment due to the COVID-19 (coronavirus) pandemic, leisure time rose in 2020. Except for the fixed broadband connection factor and the leisure time factor, due to the pandemic, all key factors decreased in 2020 (IbisWorld, 2020) (Annex 24).

3. E-Commerce in Canada

3.1. E-commerce: target

The e-commerce market, where consumers and businesses interact for buying and selling products and services exclusively through electronic channels, has been rapidly growing in the past decade (Statista, 2021). More and more educated and computer literate consumers are buying online. Surprisingly, older consumers as well, showing at first some reluctance in using this innovative method of purchase, being used to the old brick-and-mortar stores, now represent a large share of consumers. In fact, the online service is accessible for everyone, being user-friendly, therefore requiring low computer and internet skills (International Trade Administration, 2020). However, confidence in the system, technological constraints and concerns about private data leaks may also hinder consumer's willingness to shop online (EMarketer, 2020).

3.1.1. Consumers aged 18 to 37

Consumers aged between 18 and 37 represented 33.0% of industry revenue in 2020 (IbisWorld, 2020). Although consumers in this category tend to have a lower disposable income due to their recently acquired independence or their still precarious work situation, these consumers are more used to the internet and mobile devices, therefore more apt to online shopping (IbisWorld, 2020). Additionally, consumers in this segment prefer to compare products and prices online, without the need to go physically store to store. Over the five years to 2020, this segment has increased slightly in value and market share (EMarketer, 2020).

3.1.2. Consumers aged 38 to 52

Consumers aged between 38 and 52 have generated around 25.0% of industry revenue in 2020 (BMI research, 2020). Consumers in this segment are significantly exposed to the internet's best deals and can afford higher-priced goods, because of their greater disposable income compared with other segments (IbisWorld, 2020). Moreover, these time-strapped consumers, who have a tighter work schedule, are driven to e-commerce by convenience and lack of time to physically shop (IbisWorld, 2020). Sales from this consumer group have grown rapidly and consistently over the five years to 2020 (Internet Society, 2020).

3.1.3. Consumers aged 53 to 72

Consumers aged between 53 and 72 generate the largest amount of revenue, accounting for 37.0% of industry revenue in 2020 (IbisWorld, 2020). This is mainly due to the newly-found convenience in shopping

online and the high disposable income, a winning combination for e-commerce operators (International Trade Administration, 2020). Even if the majority of the consumers were slow adapters, the internet penetration rates shoot without proportion within this category, doubling the industry revenue during the five-year period (Government of Canada, 2020).

3.1.4. Consumers aged 73 and older

Consumers aged 73 and older are the ones enjoying the most leisure time, but little trust of and/or familiarity with the Internet compared with younger consumers did not allow them to fully integrate within the e-commerce world and the convenience of the online purchase (Nielsen News Center, 2020). Moreover, the type of articles sold within the online platform, from electronics to fashion and sport goods, do not suit well this category of consumers, better tailored for younger populations. Therefore, this segment accounted for only 5.0% of revenue in 2020 (IbisWorld, 2020).

3.2. E-Commerce: target preferences

Rather than physically visiting department stores or other retail outlets, consumers are expected to increasingly turn to less costly and more diverse options offered online (Nielsen News Center, 2020). In fact, the main motives that bring consumers to shop online still reside on the fast-purchasing process and the more convenient prices displayed online, due to the lower operating costs that e-retailers have in comparison with brick-and-mortar competitors and due to no rent, or staff costs, that physical stores have to suffer (Nielsen News Center, 2020). By contrast, the industry profit margin is projected to decrease over the next five years due to the sustained market penetration of new competitive companies. In fact, the more players will enter the prosperous market, the lower the prices and the market entry will be if the growing supply-demand is not matched with a consistent demand for the service (European Commission 2019, 1-110).

3.2.1. Consumer preferences: F&B sector

In most Canadian households, food is the third largest expenditure category following shelter and transportation (ITA Canada, 2020). Household spending on food in Canada typically amounts to around 10% of annual expenditures; this is more than the US, but less than other high-income countries such as Germany, Australia, France and Japan (Government of Canada, 2020). Within the households, young consumers in Canada represent an important and influential source of demand for F&B products in the Canadian market (IbisWorld, 2020). For this reason, F&B producers and service retailers are employing much of the funding on marketing and advertisement campaigns on young consumers, who are the most connected and plugged-in

generation (Internet Society, 2020). Through social media and other digital channels, F&B suppliers are able to reach this consumer category at low or virtually no cost. In turn, younger consumers are aligning their preferences in terms of food and lifestyle to more healthy choices (Government of Canada, 2021). This increasing consumer awareness is resulting in the consumption of vegan options. For some consumers, the main reason for the purchase of vegan and vegetarian options is concern over animal welfare, as well as the environmental impact of meat consumption. For others, the choice is made in support of small suppliers. Vegetarianism and veganism are relatively common concepts in Canada and are strengthening their grip on the population of all ages (Camera di Commercio Italiana in Canada, 2019). Following these trends, it is the increasing preferences for non-traditional F&B products, strengthened by the presence of a large population of permanent and temporary residents from foreign countries (European Commission 2019, 1-110). This represents a significant portion of the population in Canada. That is why the Made in Italy is so appreciated in Canada. In fact, as the dissertation will show, Italians are one of the most numerous minorities in Canada (Camera di Commercio Italiana in Canada, 2020) (Annex 25). Italians that move to Canada want to taste the same flavours of their original land and purchase that same product, having also more disposable income (Nomisma, 2017). Overall, Italian producers are well-suited to match the Canadian increasing demand for international, healthy and responsible high-quality F&B options (ITA Canada, 2020). Many Canadians are already familiar with Italian F&B products through travel, media, university experience, etc... At the same time, Italian products - especially those with Geographical Indications (GI) - fit well with the growing consumer preferences for high-quality, premium and imported F&B products (ITA Canada, 2020). Notwithstanding the success of the Made in Italy, Italian producers of certain F&B products will face challenges to increase their sales to some consumer segments, particularly those that are price-sensitive and loyal to domestic or traditional suppliers (ITA Canada, 2020). These consumers are more likely to be found in rural markets because their purchasing power is very mediocre, compared to the population living in the urban zones. Therefore, access to the typical Italian basket of products may be hindered by the relative strength of the euro compared to the Canadian dollar which will lead to higher prices. Taking all into account, in this type of segment, importance will be given in the future to taste/freshness, price, health/nutrition, appearance, safety (European Commission 2019, 1-110).

3.3. E-Commerce: business concentration

Due to the inherent characteristics of the E-Commerce industry in Canada, operators can sell goods to customers across the country without having to be located in the same area. This is dissimilar to the rest of the retail industry, for which a physical store is necessary (EMarketer, 2020). In fact, online retailers only require warehouse space to store goods, then delivered through a postal or courier service to the customer. Largely populated regions are the most important to the industry because of their easier access to labour, trade routes

(ports, harbours, paved streets, etc...) and technology hubs (IbisWorld, 2020). The provinces in which online purchases are concentrated the most are Ontario, which accounted for 48.0% of industry establishments in 2020; British Columbia, which accounted for 19.2%; and Quebec, which accounted for 16.0% (IbisWorld, 2020). Ontario and Quebec are two of the most populous regions in Canada, British Columbia companies are near the coastal Pacific market, which provides access to the manufacturing powerhouse, China (IbisWorld, 2020). Further, both Amazon.com Inc. and eBay Inc. are located in the west. Ontario and Quebec are main markets for trade across the Atlantic. Being on or connected to the Great Lakes gives these provinces an established transportation network with easy access to trade with the United States, which is why Ontario has so many facilities (IbisWorld, 2020). Ontario is home to Toronto, Canada's largest city and one of its tech hubs. Waterloo is also located in Ontario and contains a cluster of tech companies. British Columbia contains Vancouver, a burgeoning tech hub (IbisWorld, 2020). Being located in regions with technology centres, these two provinces can attract skilled coders and business personnel, whom ecommerce companies can use to maintain their websites (IbisWorld, 2020). Technology hubs can also provide a greater support network for smaller operators. Coincidentally, Amazon.com.ca Inc.'s operations and ongoing construction activities are most concentrated in Vancouver and in the greater Toronto area (IbisWorld, 2020).

3.4. Main products and services sold

The major products and services in this industry derive from the apparel and accessories sector, consumer electronics sector, entertainment sector, health and beauty products sector, the grocery sector, home goods and improvement sector, etc... (Government of Canada, 2021) (Annex 26).

3.4.1. Entertainment

The entertainment segment includes books, music, videos, toys, hobbies, concert tickets, mobile apps, movies and TV and games (IbisWorld, 2020). Representing 15.8% of industry revenue in 2020, leisure products and services are a direct effect of higher levels of disposable income, leisure time and a growing diversity of entertainment options online (IbisWorld, 2020). This segment will likely increase its market share over the five years to 2025 as consumers increasingly trust the Internet for product reviews and eventually for purchases as well (IbisWorld, 2020).

3.4.2. Apparel and accessories

Accounting for 30.6% of industry revenue in 2020, fashion items are one of the highest-selling sections in e-commerce (IbisWorld, 2020). This section includes clothing, undergarments, footwear and jewellery.

Footwear accounts for one-fifth of all sales in this segment, while jewellery only comprises one-sixth of all sales (IbisWorld, 2020). In a world inundated with the dominance of big-box retailers and brand-name clothing, many niche products help people stand out in a crowd. Consumers often find new fashion trends or unbranded items online. Furthermore, many smaller fashion outlets may not have brick-and-mortar stores in Canada, while others may not even have a physical location, forcing customers to purchase their products online (Camera di Commercio Italiana in Canada, 2019).

3.4.3. Consumer electronics

Similar to the entertainment segment, consumer electronics directly benefit from disposable income levels and leisure time. However, consumer electronics also include mobile devices and hardware that are essential to our everyday lives, making this segment less dependent on these two factors. Computers, mobile devices and video game consoles represented 9.2% of industry revenue in 2020 (IbisWorld, 2020).

3.4.4. Home goods and improvement

Canadian homeownership is a rising phenomenon (Camera di Commercio Italiana in Canada, 2020). Consequently, they are the sales of home goods and home improvement machinery. Paint, screws, nails, hand tools, power tools and gardening supplies represented 2.5% of industry revenue in 2020 (IbisWorld, 2020). Due to Corona, as more Canadians dedicate their leisure time and disposable income towards projects on homes, this sector of retail will likely grow as a share of revenue over the next five years (Deloitte, 2021).

3.4.5. Health and beauty products

An increasingly health-conscious Canadian population is a great benefit for the industry operators, who derived 11.5% of their sales from health and beauty products in 2020 (IbisWorld, 2020).

3.4.6. Grocery

While still a small segment of industry revenue, grocery purchases online will likely become a must in the future, especially in times of Corona (Deloitte, 2021). Given Amazon.com Inc.'s acquisition of Whole Foods Market Inc., a US high-end grocery store, the turn to online grocery shopping may become a norm, especially for busy parents and health-conscious consumers without local offerings of niche products such as organic or sustainably raised products. In fact, grocery items accounted for 5.4% of industry revenue in 2020 (IbisWorld, 2020).

3.4.7. Other

Other products are varied and account for 25.0% of industry revenue in 2020 (IbisWorld, 2020). Examples of products in this category are sporting goods, which have become a major product group within this category (Camera di Commercio Italiana in Canada, 2020). Alongside the increasing health consciousness among Canadians, the fitness lifestyle is becoming increasingly popular. Sporting goods are an essential part of maintaining a healthy lifestyle (Camera di Commercio Italiana in Canada, 2020). For brick-and-mortar stores, it is difficult to store gym equipment, to provide supplementary nutrition and specialized accessories, encouraging many to turn to the Internet for specialized and niche products (IbisWorld, 2020).

3.5. Main players

3.5.1. Amazon.com.ca inc.

Listed as one of the top 10 companies in the world, Amazon participates in the Canadian E-Commerce industry through its subsidiary, Amazon.com.ca Inc. (Amazon Canada), that accounts for a market share of 21,59% (IbisWorld, 2020). For what concerns the categories of products displayed, it sells articles of all types, such as Electronics & Media, Toys, Hobby & DIY as well as Furniture & Appliances (eCommerceDB, 2020). In 2020, the greatest revenue derived from the Electronics & Media category, with almost CAD\$ 3 Billion in online sales, about 40% - 45% of the total online sales for this category (eCommerceDB, 2020). Over the five years to 2020, the company has mainly expanded through acquisitions and organic appropriation due to the popularity of its Amazon Prime membership and the development of its Amazon online services segment (IbisWorld, 2020). The most prominent acquisition, that gave rise to its great popularity as an e-grocery retailer in Canada, was its purchase of Whole Foods Market Inc, in a deal valued at CAD\$ 15,5 Billion (USD\$ 13.7 billion) (EMarketer, 2020). Amazon Canada's industry-relevant revenue has risen at an annualized rate of 25.7% over the five years to 2020, reaching almost CAD\$ 10 Billion net sales in 2020 (eCommerceDB, 2020). Amazon has undergone strong growth as Canadians increasingly went online to fulfil their shopping needs. Amazon's expansive product mix attracted buyers, while its fast shipping and free two-day shipping for Prime members increased convenience and provided the company with a large competitive advantage (IbisWorld, 2020). Amazon is one of the fastest-growing companies in the world, and this growth is indicative of the potential of the ecommerce industry as a whole (IbisWorld, 2020).

3.5.2. Walmart.ca

Walmart participates in the Canadian E-Commerce industry through its subsidiary, Walmart Canada, which is headquartered in Mississauga, Ontario (eCommerceDB, 2020). For what concerns the categories of products displayed, it sells articles of all types, such as Electronics & Media, Toys, Hobby & DIY as well as Furniture & Appliances (eCommerceDB, 2020). In 2020, the greatest revenue derived from the Toys, Hobby & DIY category, with almost CAD\$ 1 Billion in online sales, about 10% - 15% of the total online sales for this category, second only to Amazon.ca that for this category made 25% - 30% of the total online sales (eCommerceDB, 2020). In 2020, the company generated CAD\$ 4.6 Billion in industry-relevant revenue, representing a 9,93% market share (eCommerceDB, 2020).

3.5.3. Costco.ca

Costco is a wholesale American company, that participates in the Canadian E-Commerce industry through its subsidiary, Costco.ca. For what concerns the categories of products displayed, it sells articles of all types, such as Electronics & Media, Toys, Hobby & DIY as well as Furniture & Appliances (eCommerceDB, 2020). In 2020, the greatest revenue derived from the Toys, Hobby & DIY category, with almost CAD\$ 1 Billion in online sales, about 10% - 15% of the total online sales for this category, ranking 3rd after Amazon.ca and Walmart.ca (eCommerceDB, 2020). In 2020, the company generated CAD\$ 2.3 Billion in industry-relevant revenue, representing a 4,96% market share (eCommerceDB, 2020).

3.5.4. Homedepot.ca

Homedepot is a leading American company in the home renovation field, that participates in the Canadian E-Commerce industry through its subsidiary, Homedepot.ca. For what concerns the categories of products displayed, it sells articles of all types, such as Toys, Hobby & DIY as well as Furniture & Appliances (eCommerceDB, 2020). In 2020, the greatest revenue derived from the “Furniture & Appliances” category, with almost CAD\$ 1 Billion in online sales, about 10% - 15% of the total online sales for this category, only second to Amazon.ca, that for this category made 25% - 30% of the total online sales (eCommerceDB, 2020). In 2020, the company generated CAD\$ 2 Billion in industry-relevant revenue, representing a 4,31% market share (eCommerceDB, 2020).

3.6. E-commerce trends in Canada

Although Canadians have been slower than other industrialized nations to adopt online shopping habits, the E-commerce industry has experienced sustained growth over the five years to 2020, as major companies from other countries penetrated the Canadian market (eCommerceDB, 2020). Industry revenue has increased an annualized 23.3% over the three years to 2020, including a 27.8% growth in 2020 alone, reaching CAD\$ 46,3 Billion of total revenue in 2020 (eCommerceDB, 2020). According to the latest data issued by the Government of Canada (2021), e-commerce sales accounted for 6,6% of the total retail sales in 2020 (Annex 27), with the greatest acquisition of market shares, at the expenses of the in-store retail, occurred between March and May 2020 (Annex 28). Along with the retail sector as a whole, industry operators have benefited from positive economic conditions, as higher disposable income, rising confidence on the Internet during the majority of the five-year period, and the actual Covid-19 restrictions have encouraged individuals to spend more money on the internet, while a rising number of broadband connections has enabled more people to go online (Deloitte, 2021). While the restrictions dictated by the emergency situation have loosened up considerably as the spread of the coronavirus has narrowed down, some consumers are still hesitant to visit retail stores and prefer to purchase online instead, to the benefit of the industry (Deloitte, 2021). In fact, sectors such as furniture, sporting goods, books, general goods, saw a sharp decline in in-store sales (Government of Canada, 2020).

3.6.1. Technology leads the way

As the internet increasingly represents an indispensable element of daily life, consumers are experiencing the convenience of online shopping and purchasing a greater range of products (EMarketer, 2020). While the costs of obtaining an internet connection and a laptop have declined considerably and have facilitated widespread connectivity, consumers are more easily connected to the network and can profit from the online services offered by e-retailers (EMarketer, 2020). Additionally, innovation in payment methods has convinced reluctant customers to trust online purchases. Services, such as PayPal now are deemed to be secure and convenient for online transactions (Raymond James Research, 2018). Security concerns about online payment transactions have largely faded away although they persist to such an extent, limiting a more convincing industry expansion (Raymond James Research, 2018). The industry's payment processes are also designed for convenience (IbisWorld, 2020). For instance, PayPal enabled the use of personal online accounts, making transactions even easier for consumers and assuring more security and disclosure (Raymond James Research, 2018). Amazon also initiated the one-click ordering payment method, which enables consumers to buy goods with default payment methods stored on their accounts to increase the convenience of shopping online (IbisWorld, 2020).

3.6.2. Demographics and shopping trends

Canada is one of the most plugged-in countries in the world. One reason for the slow adoption of internet shopping habits is the country's demography (World Bank, 2020). Most Canadians live in an urban environment where retail stores are located close to living spaces, reducing the benefit of home delivery (Raymond James Research, 2018). This is the opposite of the United States, where the majority of the population lives in a suburban environment, and it may be difficult or time-consuming to go out and purchase items at physical locations (Raymond James Research, 2018). Furthermore, since Canadian retailers have been relatively slower to invest in online shopping infrastructure, many of the deals online are similar to those in stores (IbisWorld, 2020). Still, the transition to online shopping has greatly increased over the past five years and has accelerated greatly with the coronavirus pandemic, leading to investments in e-commerce platforms and compelling shoppers to adapt to the e-commerce world (Deloitte, 2021). According to EMarketer (2020), online sales accounted for 6.6% of retail sales in 2020, which represents a substantial increase of 5.2% since 2016, providing evidence for changing consumer shopping habits. The pandemic and the radical and sudden change in consumers' shopping habits provoked by the national lockdown represented the greatest key factors that provoked industry sales to go upward over the past five years, a trend that is expected to steadily grow over the coming years. However, to make a comparison with the resonant neighbours, more accustomed to online purchases, the disparity between them (USA) and Canadian online shoppers is still profound, with online sales that account for 14.5% of total retail sales (EMarketer, 2020).

3.6.3. Industry landscape

Revenue has risen alongside the industry profit margin (EMarketer, 2020). In the balance of expenses of online retailers, the voice "labour and rent cost", associated with brick-and-mortar stores, does not appear (EMarketer, 2020). In fact, the low operational costs and the industry's low barriers to entry have encouraged many to the penetration of the Canadian market, mostly foreign companies, mainly US companies, given the fact that Canadian retailers slowly adapted to the use of online platforms to sell products (Government of Canada, 2020). In effect, attracted by the growing demand, the number of industry operators has risen by 7.8%, corresponding to 6,732 companies over the five years to 2020. Likewise, industry employment has grown by 13.7%, corresponding to 16,448 workers during the same period (Government of Canada, 2020).

3.7. Current performance of E-commerce in Canada

The E-Commerce retail market in Canada has been growing by 20-25% year on year since 2016 (Government of Canada, 2021). In the same time period, in-store retail sales have seen negligible growth. The

start of Covid measures in Canada led to the growth of over 99% in e-commerce sales and a 29% decline in in-store sales between February and April 2020 (Government of Canada, 2021) (Annex 28).

3.8. Post-lockdown trends in F&B

Post-lockdown, e-commerce sales in the Food & Beverage industry grew at a similar pace as for the overall retail e-commerce, despite food stores being labelled an essential service and remaining open while general retail stores were closed (Government of Canada, 2021). The F&B sector, being essential, saw the largest increase in e-commerce sales between Feb – May 2020 (pandemic time), as they rose by 107% (Government of Canada, 2021). In-store sales increased by only 3.3% comparatively (Government of Canada, 2021). Again, this is despite F&B stores suffering the least number of closures as they qualify as essential businesses (Deloitte, 2021). According to the latest data issued by the Government of Canada (2021), e-commerce F&B sales accounted for 1.2% of the total F&B retail sales, seeing a substantial increase since 2016 (+0,9% more in comparison with 2016) (Annex 27).

3.9. Long-term impact

The shifting trends to buying groceries online will continue impacting in-store sales even further as the Canadian Government enforced and enforces stricter containment measures. Retail e-commerce in Canada surpassed CAD\$ 46 Billion (USD\$ 31 Billion) in 2020 and is expected to grow by CAD\$ 10 Billion (USD\$ 8 Billion) in the next 4 years (Government of Canada, 2021).

3.10. E-Commerce market projected trends

Post-2020, the highest growth rates in the Canadian retail market are expected to be in the packaged food and beverage industries (Government of Canada, 2021) (Annex 29). The cold weather at large and motivators such as fear and anxiety, given the infection rate of the virus, could impact greatly the consumption habits of more and more Canadians, who could continue to shop online even after the pandemic (Deloitte, 2021). Internet traffic volume is expected to steadily increase over the next five years, further contributing to industry growth (IbisWorld, 2020). The number of fixed broadband connections, a measure of Internet use, is anticipated to grow an annualized 1.7% over the five years to 2025 (IbisWorld, 2020). Furthermore, IBISWorld expects the number of mobile telephone subscriptions to grow similarly at an annualized rate of 3.5% during the same period, suggesting a significant online penetration, and, consequently, further growth and expansion of the industry (IbisWorld, 2020). In fact, e-commerce sales from mobile phones totalled

CAD\$ 22 Billion (USD\$ 15 Billion) in 2019, expected to reach CAD\$ 95 Billion (US\$ 64 billion) worth of sales by 2023 (Statista, 2021).

3.11. Challenges and threats to expansion

Challenges and threats for the expansion of e-commerce could reside: first, in the delivery and service fees associated with the services offered by online retailers. Second, in the cost of investments in e-commerce platforms, that may cause an increase in consumer food prices (Deloitte, 2021).

4. E-grocery: general overview and future perspectives

The e-grocery represents the branch of e-commerce that regards specifically online grocery purchases. In Canada, the E-grocery market is not mature, but it is expected to grow quite rapidly in the next few years (Nielsen News Center, 2020). In fact, while e-commerce industry revenue has increased an annualized 23.3% over the five years to 2020, reaching CAD\$ 46,3 Billion of total revenue in 2020, the purchases of supermarkets and grocery products continued to be mainly in-store (eCommerceDB, 2020). Currently, non-food categories are leading e-commerce growth versus their brick-and-mortar counterparts. However, the food category enters into the top five categories for growth, with 20% growth in online food purchases versus a decrease of 1% within brick-and-mortar (Nielsen News Center, 2020). In 2019, the online sales of F&B products of two significant players of the segment combined, Amazon and Walmart, amounted to more than CAD\$ 520 Million (USD\$ 350 Million) (Statista, 2021). Yet, despite the promising potential of the segment, the share of independent retailers did not grow as much as expected, rendering the business sterile. However, as the pandemic entered our lives, the business found in online purchases an additional source of revenue, creating an extraordinary opportunity for the business to grow (Government of Canada, 2020). The shift to online grocery purchases is certified by the increasing number of Canadian consumers who decided to shop groceries online, from 5% in 2016 to 17% percent in 2020 (Statista, 2021). Specifically, the number of e-grocery consumers skyrocketed to 58% of the total consumers, according to a survey conducted by PayPal in early April 2020, during the four weeks following the government's declared lockdown in April. In addition, according to the Nielsen centre, food retail online sales accounted for 3.3% of the total sales in 2020, compared to 1.7% in 2019 (Sean, 2021). Even if the 2020 trend was strongly influenced by the pandemic, that favoured social distancing and online purchases of essential items such as F&B products, these numbers could be as well repropounded in a post-pandemic landscape (Sean, 2021). In fact, Canadian consumers have shown great interest in this retail option and have become familiar with this shopping behavior, Furthermore, the main supermarket chains have already invested great amounts of money in infrastructures and platforms to support online transactions (Sean, 2021). According to the latest Mercatus survey, online grocery will account for 21.5% of total grocery sales by 2025 – an estimated \$250 billion, which is more than a 60% increase over pre-pandemic estimates (Businesswire, 2021).

4.1. E-grocery: consumer profile

Due to the pandemic, older population groups (45 years and older) have made the most dramatic shifts to online shopping, with 35% ordering groceries online for the first time (Businesswire, 2021). However, the general Canadian grocery buyers, most active in e-grocery purchases, are university graduates for the half of them, about 1 in 5 earn \$100,000 and up per year, for the majority are Millennials and Gen Xers (Nielsen

News Center, 2020). This is mainly because these types of consumers are time-strapped consumers, with a family and who go for the cheapest and less time-consuming solution to shopping groceries. On average, they order a delivery 5 times a month, spend a third of their total grocery budget online and are more likely to buy non-perishable items than fresh or frozen items (Nielsen News Center, 2020). Typical E-grocery buyers shop and transact more and more on mobile. They spend an average of 2 hours, 30 minutes a day on a mobile device, EMarketer estimates (EMarketer, 2017). This time spent on mobile leads to a greater share of e-commerce expenditures from smartphones and tablets. E-grocery consumers rely more increasingly on digital options during the busy holiday season because saving time and maximizing convenience are keywords in the weeks leading up to the holidays, making online shopping more attractive (EMarketer, 2017). As in the US, the holiday shopping season in Canada is triggered by Black Friday and Cyber Monday. According to a survey conducted by Statista (2020), the pandemic has given good reasons to Canadian shoppers to make their grocery purchases online, with around 65 percent of Canadians citing coronavirus risks as one of the leading reasons to buy groceries online, and the rest doing it for convenience in terms of prices and time-saving. However, the discrepancy between online grocery purchases and in-store purchases remains immense.

4.2. Main players in E-grocery segment in Canada

4.2.1. Loblaw

Loblaw Companies Limited is the largest retail chain in Canada and the largest food distributor, with over 1,700 stores operating in Canada under a variety of banners and one of the most advanced online grocers in Canada, with the most innovative online grocery platform (Bloomberg, 2020). In the fall of 2014, Loblaw launched its click-and-collect program, where customers could order their groceries online and collect them at a designated store. The program was available at more than 100 locations. In 2017, in partnership with Instacart, Loblaw announced a premium service, delivering groceries in as little as an hour (IbisWorld, 2020). In 2019, the multinational ranked 1st in terms of total grocery retail sales, with an estimated 27.2% share of the grocery retail industry in Canada (Statista, 2021).

4.2.2. Sobeys

Sobeys Inc. is the second largest food retailer in Canada, with over 1,500 stores operating in Canada under a variety of banners and one of the most advanced online grocers in Canada, with the most innovative online grocery platform (IbisWorld, 2020). Sobeys is offering an online grocery shopping service in Canada with free pick-up and delivery available in some areas (IbisWorld, 2020). In 2019, Sobeys ranked 2nd, behind Loblaw, for total grocery sales, with a share of 21% of the Canadian market (Statista, 2021).

4.2.3. Metro

Metro is the third largest grocer in Canada, after Loblaw Companies Limited and Sobeys. As the grocery counterparts, Metro is following e-grocery/online services, although on a smaller scale. Metro online shop is now offering more than 20.000 products in different categories with two options: “pickup at the store” or “have it delivered at your place” (IbisWorld, 2020). The multinational ranked 3rd for share of the retail grocery market, behind Sobeys, with a share of 11% (Bloomberg, 2020).

4.3. E-Grocery challenges in Canada

There are several challenges that the sector will confront in the forthcoming years. First, the personal preference for fresh food (Canada Post, 2019). Consumers generally prefer to inspect the food they purchase, especially fresh products. Second, the delivery time. Often, people do not plan meals ahead and go to the store on the way home from work (Canada Post, 2019). Third, the minimum order amounts & sizes. In fact, the minimum order sizes for online orders are often CAD\$ 40, which can be higher than what consumers are looking to spend. Fourth, the delivery location, that could give rise to potentials for package theft and food spoilage. Fifth, online grocers have significant incremental costs, including warehouses, warehouse workers, delivery trucks, and drivers (IbisWorld, 2020).

5. Analysis of Made in Italy F&B import trends: Canada

5.1. Canadian import trends: F&B Made in Italy, main categories

	Canadian Imports from Italy				
Imported Product	2020, in CAD\$	2020, % of all import	General View 2020	Main competitors	All import 2020: Canadian market
beverages (HS22)	689.40 mln	10.27%	Rank 3rd, increase +1%	United States (1), France (2), United Kingdom (4)	6,7 Billion (2020 > 2019)
wines of fresh grapes (HS2204)	552.94 mln	20.90%	Rank 3rd, decrease -0,1%	France (1), United States (2), Australia (4)	2,6 Billion, (2020 > 2019)
waters, including mineral waters and aerated waters (HS2202)	28.47 mln	2.34%	Rank 4th, increase +2,7%	United States (1), Switzerland (2), France (3)	1,2 Billion, (2020 > 2019)
balsamic vinegar (HS2209)	26.11 mln	38.78%	Rank 2nd, increase +20.1%	United States (1), China (3), Spain (4)	67.33 mln, (2020 > 2019)
preparations of cereals, flour, starch or milk: pastrycooks' products (HS19)	158.85 mln	3.57%	Rank 2nd, increase +21.8%	United States (1), China (3), Mexico (4)	4,4 Billion, (2020 > 2019)
pasta, whether or not cooked or stuffed with meat or other substances or otherwise	93.36 mln	13.80%	Rank 3rd, increase	United States (1), China	676.56 mln, (2020 > 2019)

prepared, such as spaghetti, macaroni, noodles, lasagne, gnocchi, ravioli, cannelloni; couscous, whether or not prepared (HS1902)			e +31,1%	(2), Thailand (4)	
bakery, pastry or bakery products biscuits , whether or not containing added cocoa; wafers, empty capsules of a kind used for medicines, wicks for seals, pastes Dried flour, starch and products similar (HS1905)	55.77 mln	2.52%	Rank 3rd, increas e +1.5%	United States (1), Mexico (2), France (4)	2,2 Billion (2020 > 2019)
fats and oils (HS15)	116.71 mln	8.21%	Rank 3rd, decreas e -0.7%	United States (1), Malaysia (2), Spain (4)	1,4 Billion (2020 > 2019)

	Canadian Imports from Italy				
Imported Product	2020 in CAD\$	2020, % of all import	General View 2020	Main competitors	All import 2020: Canadian market
olive oil (HS150910)	90.64 mln	39.74%	Rank 1st, decrease -0.7%	Tunisia (2), Spain (3), Greece (4)	228.08 mln (2020 > 2019)
tomatoes , prepared or preserved (otherwise than by vinegar or acetic acid) (HS2002)	49.53 mln	31.74%	Rank 2nd, increase +30.0%	United States (1), Turkey (3) Chile (4)	156.05 mln (2020 > 2019)

vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles) (HS2005)	20.01 mln	4.24%	Rank 4th, increase +20.6%	United States (1), Spain (2), Greece (3)	471.87 mln (2020 > 2019)
confectionary (HS2007)	5.08 mln	2.83%	Rank 3rd, increase +44.3%	United States (1), France (2), Turkey (4)	179.54 mln (2020 > 2019)
olives (HS200570)	8.67 mln	10.49%	Rank 3rd, increase +8.8 %	Spain (1), Greece (2), Morocco (4)	82.76 mln, (2020 > 2019)
roasted coffee decaffeinated (HS090122)	2.31 mln	5.23%	Rank 3rd, decrease -6.5%	United States (1), Switzerland (2), Re-Imports Canada (4),	44.17 mln, (2020 < 2019)
roasted coffee not decaffeinated (HS090121)	68.66 mln	9.23%	Rank 3rd, increase +16.2%	United States (1), Switzerland (2), Germany (4)	744.14 mln, (2020 > 2019)
milk and dairy products (HS04)	100.29 mln	11.10%	Rank 2nd, increase +6.2%	United States (1), New Zealand (3), France (4)	903,88 mln (2020 > 2019)

	Canadian Imports from Italy				
Imported Product	2020 in CAD\$	2020, % of all import	General View 2020	Main competitors	All import 2020: Canadian market
cheese and curd (HS040620)	99.94 mln	21.85%	Rank 1st, increase +6.3%	United States (2), France (3), Switzerland (4)	457.39mln (2020 > 2019)
meat and edible meat offal (HS2)	61.28 mln	2.11%	Rank 6th, increase +46.4%	United States (1), Australia (2), New Zealand (3), Uruguay (4), Mexico (5)	2,8 Billion (2020 > 2019)
anchovies (HS160416)	2.32 mln	49.18%	Rank 1st, increase +16.5%	Spain (2), Peru (3), Morocco (4)	4.71 mln (2020 < 2019)
tuna (HS160414)	28.18 mln	12.61%	Rank 2nd, increase +29.6%	Thailand (1), Vietnam (3), Philippines (4)	223.44 mln (2020 > 2019)
caviar (HS160431)	326.297 k	15.85%	Rank 2nd, decrease -1.5%	China (1), Iceland (3), Russia (4)	2.62 mln (2020 > 2019)

chestnuts (HS080241)	5.64 mln	62.37%	Rank 1st, increas e +18.7%	China (2), Greece (3), Portugal (4)	9.05 mln (2020 > 2019)
-----------------------------	----------	--------	--	---	---------------------------

5.2. Data analysis based on the last 5 years and comparison pre and during pandemic for a basket of selected products (variation Gen-Dec 2019 to Gen-Dec 2020)

5.2.1. Canadian imports: beverages

Beverages: in 2020, Italy ranked 3rd with a market share of 10.27 % and value of CAD\$ 689,4 million. Despite the pandemic, the exports of Italian beverages to Canada increased slightly by +1% compared to the same period in 2019. The main competitors were United States (1), France (2), United Kingdom (4), with a market share of 40.81% (\$CAD 2,739,303,879), 12.67% (\$CAD 850,382,803), and 4.85% (\$CAD 325,762,839) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, +0,67% (\$CAD 689,405,521) more in comparison with 2016 (\$CAD 598,006,698). In Canada, the total market of imported beverages amounted to CAD\$ 6.7 Billion, compared to CAD\$ 6.6 Billion in 2019, with an increase of +1,7% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 22 - beverages, spirits and vinegar

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	2,698,002,725	2,768,693,453	2,671,406,142	2,599,138,006	2,739,303,879
France (incl. Monaco, French Antilles)	701,581,179	755,120,547	819,883,326	845,999,473	850,382,803
3. Italy (incl. Vatican City State)	598,006,698	634,891,869	662,856,249	682,638,579	689,405,521
United Kingdom	298,136,661	295,973,568	309,009,131	330,090,588	325,762,839
Mexico	202,243,667	189,457,684	211,264,673	245,423,889	222,455,211
Australia	223,063,212	218,894,514	245,209,144	226,173,438	213,196,505
Spain	142,170,545	164,174,755	177,283,521	175,645,772	185,009,269
Netherlands	149,779,666	143,644,136	171,327,359	174,733,821	184,945,653
Ireland	119,117,302	134,396,909	149,070,048	161,017,084	161,492,940
New Zealand	124,377,788	128,940,573	137,112,331	140,119,608	143,733,450
Total All Countries	6,232,137,784	6,417,252,548	6,575,488,059	6,601,430,111	6,711,948,575

Title Canadian imports

Products Hs 22 - beverages, spirits and vinegar

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units % Percentage

Report					
	2016	2017	2018	2019	2020
United States	43.29%	43.14%	40.63%	39.37%	40.81%
France (incl. Monaco, French Antilles)	11.26%	11.77%	12.47%	12.82%	12.67%
3. Italy (incl. Vatican City State)	9.60%	9.89%	10.08%	10.34%	10.27%
United Kingdom	4.78%	4.61%	4.70%	5.00%	4.85%
Mexico	3.25%	2.95%	3.21%	3.72%	3.31%
Australia	3.58%	3.41%	3.73%	3.43%	3.18%
Spain	2.28%	2.56%	2.70%	2.66%	2.76%
Netherlands	2.40%	2.24%	2.61%	2.65%	2.76%
Ireland	1.91%	2.09%	2.27%	2.44%	2.41%
New Zealand	2.00%	2.01%	2.09%	2.12%	2.14%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 22 - beverages, spirits and vinegar

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	2,599,138,006	2,739,303,879	5.4%
France (incl. Monaco, French Antilles)	845,999,473	850,382,803	0.5%
3. Italy (incl. Vatican City State)	682,638,579	689,405,521	1.0%
United Kingdom	330,090,588	325,762,839	-1.3%
Mexico	245,423,889	222,455,211	-9.4%
Australia	226,173,438	213,196,505	-5.7%
Spain	175,645,772	185,009,269	5.3%
Netherlands	174,733,821	184,945,653	5.8%
Ireland	161,017,084	161,492,940	0.3%
New Zealand	140,119,608	143,733,450	2.6%
Total All Countries	6,601,430,111	6,711,948,575	1.7%

5.2.2. Canadian imports: wines of fresh grapes

Wines of fresh grapes: in 2020, Italy ranked 3rd with a market share of 20.90 % and value of CAD\$ 552,94 million. The exports of Italian wines of fresh grapes to Canada decreased slightly by -0,1 % compared to the same period in 2019, mostly because of the pandemic. The main competitors were France (1), United States (2), Australia (4), with a market share of 22.77% (\$CAD 602,379,382), 21.47% (\$CAD 568,070,494), and 7.93% (\$CAD 209,682,697) respectively. France remains the dominant actor in this segment of the market, not having been surpassed since 2017. However, Italy has been expanding its market share in the segment, 0,32% (\$CAD 552,944,818) more in comparison with 2016 (\$CAD 483,451,604). In Canada, the total market of imported wines of fresh grapes amounted to CAD\$ 2.6 Billion, compared to CAD\$ 2.5 Billion in 2019, with an increase of +2,3% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 2204 - grape wines (non-aromatic) and grape must

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
France (incl. Monaco, French Antilles)	486,235,915	526,420,178	566,924,600	587,898,343	602,379,382
United States	503,930,183	513,057,147	535,904,081	520,367,165	568,070,494
3. Italy (incl. Vatican City State)	483,451,604	515,254,070	540,012,150	553,195,305	552,944,818
Australia	221,017,360	216,612,823	242,709,625	223,375,690	209,682,697
Spain	131,679,088	151,511,137	163,040,686	162,890,935	167,389,389
New Zealand	111,627,954	117,206,812	124,824,697	127,688,460	128,239,541

Report					
	2016	2017	2018	2019	2020
Chile	134,717,573	124,482,654	123,639,593	123,500,779	124,769,540
Argentina	105,893,695	100,456,033	103,188,305	105,580,829	106,801,478
Portugal	60,395,210	65,447,565	72,591,645	72,592,979	77,295,030
South Africa	52,385,993	52,655,981	49,780,086	44,348,736	41,544,250
Total All Countries	2,349,546,157	2,446,562,686	2,586,566,619	2,585,655,600	2,645,798,626

Title Canadian imports

Products Hs 2204 - grape wines (non-aromatic) and grape must

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units % Percentage

Report					
	2016	2017	2018	2019	2020
France (incl. Monaco, French Antilles)	20.69%	21.52%	21.92%	22.74%	22.77%
United States	21.45%	20.97%	20.72%	20.13%	21.47%
3. Italy (incl. Vatican City State)	20.58%	21.06%	20.88%	21.39%	20.90%
Australia	9.41%	8.85%	9.38%	8.64%	7.93%
Spain	5.60%	6.19%	6.30%	6.30%	6.33%
New Zealand	4.75%	4.79%	4.83%	4.94%	4.85%

Report					
	2016	2017	2018	2019	2020
Chile	5.73%	5.09%	4.78%	4.78%	4.72%
Argentina	4.51%	4.11%	3.99%	4.08%	4.04%
Portugal	2.57%	2.68%	2.81%	2.81%	2.92%
South Africa	2.23%	2.15%	1.92%	1.72%	1.57%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 2204 - grape wines (non-aromatic) and grape must

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
France (incl. Monaco, French Antilles)	587,898,343	602,379,382	2.5%
United States	520,367,165	568,070,494	9.2%
3. Italy (incl. Vatican City State)	553,195,305	552,944,818	-0.1%
Australia	223,375,690	209,682,697	-6.1%
Spain	162,890,935	167,389,389	2.8%
New Zealand	127,688,460	128,239,541	0.4%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Chile	123,500,779	124,769,540	1.0%
Argentina	105,580,829	106,801,478	1.2%
Portugal	72,592,979	77,295,030	6.5%
South Africa	44,348,736	41,544,250	-6.3%
Total All Countries	2,585,655,600	2,645,798,626	2.3%

5.2.3. Canadian imports: waters, including mineral waters and aerated waters

Waters, including mineral waters and aerated waters: in 2020, Italy ranked 4th with a market share of 2.34% and value of CAD\$ 28,47 million. Despite the pandemic, the exports of Italian waters, including mineral waters and aerated waters to Canada increased slightly by +2.7% compared to the same period in 2019. The main competitors were United States (1), Switzerland (2), France (3), with a market share of 76.51% (\$CAD 930,699,881), 6.88% (\$CAD 83,656,452), and 2.41% (\$CAD 29,260,860) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, +0,21% (\$CAD 28,478,769) more in comparison with 2016 (\$CAD 23,841,844). In Canada, the total market of imported waters, including mineral waters and aerated waters amounted to CAD\$ 1.2 Billion, compared to CAD\$ 1.1 Billion in 2019, with an increase of +8,8 % due to the growth of the Canadian market.

Title Canadian imports

Products Hs 2202 - water and non-alcoholic beverages (excl. juices) - with sugar, sweetening or flavouring

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	911,044,831	922,709,908	865,785,177	866,561,843	930,699,881
Switzerland	71,429,144	65,417,646	78,753,363	80,299,831	83,656,452
France (incl. Monaco, French Antilles)	21,407,853	23,245,916	30,655,681	31,703,107	29,260,860
4. Italy (incl. Vatican City State)	23,841,844	23,136,485	24,588,560	27,738,488	28,478,769
United Kingdom	3,882,270	5,697,957	9,206,304	12,667,293	19,822,160
Austria	3,245,806	8,474,253	10,224,258	9,657,006	15,895,354
Netherlands	1,700,844	2,415,208	7,989,358	9,747,797	14,866,747
Korea, South	8,104,211	8,794,300	9,625,070	9,893,115	10,870,094
Mexico	4,541,429	5,653,100	6,917,677	9,517,389	8,748,486
Germany	6,956,934	7,009,165	7,619,628	7,094,816	7,998,953
Total All Countries	1,117,945,202	1,130,501,496	1,107,928,802	1,117,833,095	1,216,509,938

Title Canadian imports

Products Hs 2202 - water and non-alcoholic beverages (excl. juices) - with sugar, sweetening or flavouring

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units % Percentage

Report					
	2016	2017	2018	2019	2020
United States	81.49%	81.62%	78.14%	77.52%	76.51%
Switzerland	6.39%	5.79%	7.11%	7.18%	6.88%
France (incl. Monaco, French Antilles)	1.91%	2.06%	2.77%	2.84%	2.41%
4. Italy (incl. Vatican City State)	2.13%	2.05%	2.22%	2.48%	2.34%
United Kingdom	0.35%	0.50%	0.83%	1.13%	1.63%
Austria	0.29%	0.75%	0.92%	0.86%	1.31%
Netherlands	0.15%	0.21%	0.72%	0.87%	1.22%
Korea, South	0.72%	0.78%	0.87%	0.89%	0.89%
Mexico	0.41%	0.50%	0.62%	0.85%	0.72%
Germany	0.62%	0.62%	0.69%	0.63%	0.66%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 2202 - water and non-alcoholic beverages (excl. juices) - with sugar, sweetening or flavouring

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	866,561,843	930,699,881	7.4%
Switzerland	80,299,831	83,656,452	4.2%
France (incl. Monaco, French Antilles)	31,703,107	29,260,860	-7.7%
4. Italy (incl. Vatican City State)	27,738,488	28,478,769	2.7%
United Kingdom	12,667,293	19,822,160	56.5%
Austria	9,657,006	15,895,354	64.6%
Netherlands	9,747,797	14,866,747	52.5%
Korea, South	9,893,115	10,870,094	9.9%
Mexico	9,517,389	8,748,486	-8.1%
Germany	7,094,816	7,998,953	12.7%
Total All Countries	1,117,833,095	1,216,509,938	8.8%

5.2.4. Canadian imports: balsamic vinegar

Balsamic vinegar: in 2020, Italy ranked 2nd with a market share of 38.78 % and value of CAD\$ 26.11 million. Despite the pandemic, the exports of Italian balsamic vinegar to Canada consistently increased by +20.1% compared to the same period in 2019. The main competitors were United States (1), China (3), Spain (4), with a market share of 44.64% (\$CAD 30,054,765), 4.64% (\$CAD 3,125,528), and 4.00% (\$CAD 2,691,327) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, +0,94% (\$CAD 26,110,008) more in comparison with 2016 (\$CAD 20,746,435). In Canada, the total market of imported balsamic vinegar amounted to CAD\$ 67,333,579, compared to CAD\$ 58,045,374 in 2019, with an increase of +16% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 2209 - vinegar and substitutes for vinegar obtained from acetic acid

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	24,306,077	28,906,590	28,202,946	26,039,706	30,054,765
2. Italy (incl. Vatican City State)	20,746,435	20,847,147	21,272,682	21,739,511	26,110,008
China	1,647,933	2,049,864	1,676,066	2,021,937	3,125,528
Spain	1,442,123	1,544,962	1,578,021	1,730,881	2,691,327
Philippines	1,075,447	1,250,101	952,243	1,561,480	1,399,461

Report					
	2016	2017	2018	2019	2020
France (incl. Monaco, French Antilles)	2,918,653	2,365,845	1,255,583	1,145,857	988,294
Japan	646,293	576,419	650,313	1,250,280	554,778
Hong Kong	619,140	937,649	493,624	936,608	517,464
Greece	286,054	301,508	428,628	349,407	465,025
Korea, South	305,235	454,658	308,529	349,526	355,275
Total All Countries	54,820,724	60,203,490	57,814,408	58,045,374	67,333,579

Title Canadian imports

Products Hs 2209 - vinegar and substitutes for vinegar obtained from acetic acid

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	44.34%	48.01%	48.78%	44.86%	44.64%
2. Italy (incl. Vatican City State)	37.84%	34.63%	36.79%	37.45%	38.78%
China	3.01%	3.40%	2.90%	3.48%	4.64%
Spain	2.63%	2.57%	2.73%	2.98%	4.00%
Philippines	1.96%	2.08%	1.65%	2.69%	2.08%

Report					
	2016	2017	2018	2019	2020
France (incl. Monaco, French Antilles)	5.32%	3.93%	2.17%	1.97%	1.47%
Japan	1.18%	0.96%	1.12%	2.15%	0.82%
Hong Kong	1.13%	1.56%	0.85%	1.61%	0.77%
Greece	0.52%	0.50%	0.74%	0.60%	0.69%
Korea, South	0.56%	0.76%	0.53%	0.60%	0.53%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 2209 - vinegar and substitutes for vinegar obtained from acetic acid

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	26,039,706	30,054,765	15.4%
2. Italy (incl. Vatican City State)	21,739,511	26,110,008	20.1%
China	2,021,937	3,125,528	54.6%
Spain	1,730,881	2,691,327	55.5%
Philippines	1,561,480	1,399,461	-10.4%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
France (incl. Monaco, French Antilles)	1,145,857	988,294	-13.8%
Japan	1,250,280	554,778	-55.6%
Hong Kong	936,608	517,464	-44.8%
Greece	349,407	465,025	33.1%
Korea, South	349,526	355,275	1.6%
Total All Countries	58,045,374	67,333,579	16.0%

5.2.5. Canadian imports: preparations of cereals, flour, starch or milk: pastrycooks' products

Preparations of cereals, flour, starch or milk pastrycooks' products: in 2020, Italy ranked 2nd with a market share of 3.57 % and value of CAD\$ 158,85 million. Despite the pandemic, the exports of Italian preparations of cereals, flour, starch or milk pastrycooks' products to Canada consistently increased by +21.8% compared to the same period in 2019. The main competitors were United States (1), China (2), Mexico (4), with a market share of 75.63% (\$CAD 3,362,741,863), 3.29% (\$CAD 146,186,601), and 2.04% (\$CAD 90,513,504) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, +0,93% (\$CAD 158,855,698) more in comparison with 2016 (\$CAD 100,405,081). In Canada, the total market of imported preparations of cereals, flour, starch or milk pastrycooks' products amounted to CAD\$ 4.4 Billion, compared to CAD\$ 4.2 Billion in 2019, with an increase of +5.5 % due to the growth of the Canadian market.

Title Canadian imports

Products Hs 19 - preparations of cereals, flour, starch or milk (including bread and pastry)

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	3,025,322,328	2,973,496,875	3,080,991,245	3,268,547,982	3,362,741,863
2. Italy (incl. Vatican City State)	100,405,081	104,751,665	113,608,899	130,406,286	158,855,698
China	85,461,277	77,295,997	81,398,207	112,505,637	146,186,601
Mexico	109,093,612	110,069,703	94,647,475	89,710,444	90,513,504
France (incl. Monaco, French Antilles)	32,534,550	43,898,051	54,657,962	55,167,417	56,304,841
Thailand	31,599,516	32,923,687	35,830,541	43,880,372	54,143,078
India	27,725,584	32,105,260	35,385,162	39,969,495	53,867,382
Korea, South	30,179,399	33,092,465	32,052,937	35,731,303	51,018,104
United Kingdom	57,667,909	59,143,014	55,844,994	59,003,183	50,923,489
Germany	45,749,068	54,648,531	62,426,033	57,949,680	48,549,066
Total All Countries	3,804,533,071	3,801,323,487	3,936,062,862	4,214,320,342	4,446,205,397

Title Canadian imports

Products Hs 19 - preparations of cereals, flour, starch or milk (including bread and pastry)

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	79.52%	78.22%	78.28%	77.56%	75.63%
2. Italy (incl. Vatican City State)	2.64%	2.76%	2.89%	3.09%	3.57%
China	2.25%	2.03%	2.07%	2.67%	3.29%
Mexico	2.87%	2.90%	2.40%	2.13%	2.04%
France (incl. Monaco, French Antilles)	0.86%	1.15%	1.39%	1.31%	1.27%
Thailand	0.83%	0.87%	0.91%	1.04%	1.22%
India	0.73%	0.84%	0.90%	0.95%	1.21%
Korea, South	0.79%	0.87%	0.81%	0.85%	1.15%
United Kingdom	1.52%	1.56%	1.42%	1.40%	1.15%
Germany	1.20%	1.44%	1.59%	1.38%	1.09%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 19 - preparations of cereals, flour, starch or milk (including bread and pastry)

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	3,268,547,982	3,362,741,863	2.9%
2. Italy (incl. Vatican City State)	130,406,286	158,855,698	21.8%
China	112,505,637	146,186,601	29.9%
Mexico	89,710,444	90,513,504	0.9%
France (incl. Monaco, French Antilles)	55,167,417	56,304,841	2.1%
Thailand	43,880,372	54,143,078	23.4%
India	39,969,495	53,867,382	34.8%
Korea, South	35,731,303	51,018,104	42.8%
United Kingdom	59,003,183	50,923,489	-13.7%
Germany	57,949,680	48,549,066	-16.2%
Total All Countries	4,214,320,342	4,446,205,397	5.5%

5.2.6. Canadian imports: pasta, whether or not cooked or stuffed with meat or other substances or otherwise prepared, such as spaghetti, macaroni, noodles, lasagne, gnocchi, ravioli, cannelloni; couscous, whether or not prepared

Pasta: in 2020, Italy ranked 3rd with a market share of 13.80 % and value of CAD\$ 93.36 million. Despite the pandemic, the exports of Italian pasta to Canada consistently increased by +31.1% compared to the same period in 2019. The main competitors were United States (1), China (2), Thailand (4), with a market share of 51.97% (\$CAD 351,579,361), 14.45% (\$CAD 97,789,200), and 4.12% (\$CAD 27,862,582) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, +1,84% (\$CAD 93,365,955) more in comparison with 2016 (\$CAD 59,292,395). In Canada, the total market of imported pasta amounted to CAD\$ 676,568,876, compared to CAD\$ 559,237,930 in 2019, with an increase of +21% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 1902 - pasta

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	305,472,889	311,008,536	303,787,473	321,480,361	351,579,361
China	47,161,703	37,889,614	39,577,456	64,945,636	97,789,200
3. Italy (incl. Vatican City State)	59,292,395	58,527,579	61,607,231	71,204,676	93,365,955
Thailand	19,036,401	19,900,989	19,499,743	23,977,684	27,862,582
Korea, South	18,012,726	19,044,995	15,953,946	17,565,352	26,726,742

Report					
	2016	2017	2018	2019	2020
Turkey	10,492,580	11,403,145	9,148,439	9,414,708	11,914,715
Taiwan	3,614,151	3,350,587	3,781,058	4,940,602	8,293,835
Vietnam	3,047,500	4,068,960	4,207,631	4,804,467	7,670,208
India	2,431,974	2,984,091	4,045,008	4,399,688	6,847,786
Japan	3,831,271	4,177,862	4,310,100	5,514,325	6,403,201
Total All Countries	495,902,027	500,039,968	491,873,891	559,237,930	676,568,876

Title Canadian imports

Products Hs 1902 - pasta

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units %Percentage

Report					
	2016	2017	2018	2019	2020
United States	61.60%	62.20%	61.76%	57.49%	51.97%
China	9.51%	7.58%	8.05%	11.61%	14.45%
3. Italy (incl. Vatican City State)	11.96%	11.70%	12.53%	12.73%	13.80%
Thailand	3.84%	3.98%	3.96%	4.29%	4.12%
Korea, South	3.63%	3.81%	3.24%	3.14%	3.95%

Report					
	2016	2017	2018	2019	2020
Turkey	2.12%	2.28%	1.86%	1.68%	1.76%
Taiwan	0.73%	0.67%	0.77%	0.88%	1.23%
Vietnam	0.61%	0.81%	0.86%	0.86%	1.13%
India	0.49%	0.60%	0.82%	0.79%	1.01%
Japan	0.77%	0.84%	0.88%	0.99%	0.95%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 1902 - pasta

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	321,480,361	351,579,361	9.4%
China	64,945,636	97,789,200	50.6%
3. Italy (incl. Vatican City State)	71,204,676	93,365,955	31.1%
Thailand	23,977,684	27,862,582	16.2%
Korea, South	17,565,352	26,726,742	52.2%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Turkey	9,414,708	11,914,715	26.6%
Taiwan	4,940,602	8,293,835	67.9%
Vietnam	4,804,467	7,670,208	59.6%
India	4,399,688	6,847,786	55.6%
Japan	5,514,325	6,403,201	16.1%
Total All Countries	559,237,930	676,568,876	21.0%

5.2.7. Canadian imports: bakery, pastry or bakery products, biscuits, whether or not containing added cocoa; wastes, empty capsules of a kind used for medicines, wickers for seals, pastes dried flour, starch and similar products

Bakery, pastry or bakery products, biscuits: in 2020, Italy ranked 3rd with a market share of 2.52% and value of CAD\$ 55.77 million. Despite the pandemic, the exports of the Italian bakery, pastry or bakery products, biscuits to Canada increased slightly by +1.5% compared to the same period in 2019. The main competitors were United States (1), Mexico (2), France (4), with a market share of 73.76% (\$CAD 1,630,861,714), 3.26% (\$CAD 72,177,038), and 1.94% (\$CAD 42,975,010) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 0,52% (\$CAD 55,773,554) more in comparison with 2016 (\$CAD 37,965,264). In Canada, the total market of imported bakery, pastry or bakery products, biscuits amounted to CAD\$ 2.2 Billion, compared to CAD\$ 2.1 Billion in 2019 – with an increase of +2,0% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 1905 - bread, pastry, cakes, biscuits and other bakers' wares

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	1,473,381,427	1,455,075,967	1,523,654,762	1,628,620,472	1,630,861,714
Mexico	65,983,490	63,496,130	56,171,605	68,090,612	72,177,038
3. Italy (incl. Vatican City State)	37,965,264	41,976,916	49,339,315	54,970,389	55,773,554
France (incl. Monaco, French Antilles)	20,269,122	29,320,932	33,048,044	35,922,558	42,975,010
Germany	27,256,488	38,972,806	47,905,555	45,674,358	40,874,742
India	21,927,558	24,636,100	25,960,543	29,845,347	38,867,205
China	32,184,988	32,997,335	33,300,141	37,813,774	38,055,151
United Kingdom	44,613,087	44,171,054	41,061,555	44,239,035	33,808,050
Belgium	25,404,799	29,708,189	31,824,454	35,135,083	29,750,588
Thailand	9,045,248	9,327,151	11,585,827	13,247,751	18,755,761
Total All Countries	1,898,632,683	1,923,578,644	2,017,958,706	2,168,404,148	2,210,982,433

Title Canadian imports

Products Hs 1905 - bread, pastry, cakes, biscuits and other bakers' wares

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	77.60%	75.64%	75.50%	75.11%	73.76%
Mexico	3.48%	3.30%	2.78%	3.14%	3.26%
3. Italy (incl. Vatican City State)	2.00%	2.18%	2.45%	2.54%	2.52%
France (incl. Monaco, French Antilles)	1.07%	1.52%	1.64%	1.66%	1.94%
Germany	1.44%	2.03%	2.37%	2.11%	1.85%
India	1.15%	1.28%	1.29%	1.38%	1.76%
China	1.70%	1.72%	1.65%	1.74%	1.72%
United Kingdom	2.35%	2.30%	2.03%	2.04%	1.53%
Belgium	1.34%	1.54%	1.58%	1.62%	1.35%
Thailand	0.48%	0.48%	0.57%	0.61%	0.85%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 1905 - bread, pastry, cakes, biscuits and other bakers' wares

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	1,628,620,472	1,630,861,714	0.1%
Mexico	68,090,612	72,177,038	6.0%
3. Italy (incl. Vatican City State)	54,970,389	55,773,554	1.5%
France (incl. Monaco, French Antilles)	35,922,558	42,975,010	19.6%
Germany	45,674,358	40,874,742	-10.5%
India	29,845,347	38,867,205	30.2%
China	37,813,774	38,055,151	0.6%
United Kingdom	44,239,035	33,808,050	-23.6%
Belgium	35,135,083	29,750,588	-15.3%
Thailand	13,247,751	18,755,761	41.6%
Total All Countries	2,168,404,148	2,210,982,433	2.0%

5.2.8. Canadian imports: fats and oils

Fats and oils: in 2020, Italy ranked 3rd with a market share of 8.21% and value of CAD\$ 116,71 million. Mostly because of the pandemic, the exports of Italian fat and oils to Canada slightly decreased by -0,7% compared to the same period in 2019. The main competitors were United States (1), Malaysia (2), Spain (4), with a market share of 34.82% (\$CAD 495,232,915), 9.75% (\$CAD 138,727,987), and 6.90% (\$CAD 98,083,598) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy's market share in the segment has been increasingly shrinking, 6,29% (\$CAD 116,771,938) less in comparison with 2016 (\$CAD 175,620,222). In Canada, the total market of imported fats and oils amounted to CAD\$ 1.4 Billion, compared to CAD\$ 1.2 Billion in 2019, with an increase of +16.4% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 15 - fats, oils, their cleavage products and waxes

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	485,295,756	447,498,682	450,583,349	413,466,076	495,232,915
Malaysia	125,324,576	132,334,759	128,656,315	134,109,690	138,727,987
3. Italy (incl. Vatican City State)	175,620,222	144,813,231	168,890,434	117,540,338	116,771,938
Spain	19,166,167	46,312,835	56,260,084	62,348,733	98,083,598
Peru	73,083,762	98,600,450	70,613,275	86,066,548	94,920,096

Report					
	2016	2017	2018	2019	2020
Tunisia	26,757,461	31,351,323	44,682,866	40,485,077	58,706,655
Mexico	20,728,120	31,086,025	38,747,649	42,432,868	53,903,327
Indonesia	44,789,087	58,710,050	63,138,385	53,822,805	52,234,498
Philippines	47,125,156	57,895,471	45,023,290	36,312,571	46,178,875
India	11,871,599	14,420,516	21,644,462	17,302,439	27,911,178
Total All Countries	1,211,364,841	1,236,251,316	1,286,486,448	1,221,748,689	1,422,187,659

Title Canadian imports

Products Hs 15 - fats, oils, their cleavage products and waxes

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units % Percentage

Report					
	2016	2017	2018	2019	2020
United States	40.06%	36.20%	35.02%	33.84%	34.82%
Malaysia	10.35%	10.70%	10.00%	10.98%	9.75%
3. Italy (incl. Vatican City State)	14.50%	11.71%	13.13%	9.62%	8.21%
Spain	1.58%	3.75%	4.37%	5.10%	6.90%
Peru	6.03%	7.98%	5.49%	7.04%	6.67%

Report					
	2016	2017	2018	2019	2020
Tunisia	2.21%	2.54%	3.47%	3.31%	4.13%
Mexico	1.71%	2.51%	3.01%	3.47%	3.79%
Indonesia	3.70%	4.75%	4.91%	4.41%	3.67%
Philippines	3.89%	4.68%	3.50%	2.97%	3.25%
India	0.98%	1.17%	1.68%	1.42%	1.96%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 15 - fats, oils, their cleavage products and waxes

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	413,466,076	495,232,915	19.8%
Malaysia	134,109,690	138,727,987	3.4%
3. Italy (incl. Vatican City State)	117,540,338	116,771,938	-0.7%
Spain	62,348,733	98,083,598	57.3%
Peru	86,066,548	94,920,096	10.3%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Tunisia	40,485,077	58,706,655	45.0%
Mexico	42,432,868	53,903,327	27.0%
Indonesia	53,822,805	52,234,498	-3.0%
Philippines	36,312,571	46,178,875	27.2%
India	17,302,439	27,911,178	61.3%
Total All Countries	1,221,748,689	1,422,187,659	16.4%

5.2.9. Canadian imports: olive oil

Olive oil: Italy is the top exporting country to Canada of olive oil. In 2020, Italy registered CAD\$ 90.64 million in sales in Canada, equivalent to 39.74% of the imported olive oils market, a consistent decrease compared to 2016 (-22.9%). Mostly because of the pandemic, the exports of Italian olive oil to Canada decreased slightly by -0,7% compared to the same period in 2019. Tunisia overcame Spain as the 2nd biggest exporter of olive oils in Canada with a 24.18% market share, a significative growing market share, followed by the former 2nd, Spain (23.86%) and Greece (6.25%). In fact, the decline in imports of olive oil from Italy is due to the fact that in 2020 there was a low production in Italy, -58 % less than last year, combined with very high production in Spain and Tunisia. In Canada, the total market of imported olive oil amounted to CAD\$ 228,084,061, compared to CAD\$ 194,676,712 in 2019 – with a consistent increase of +17.2% due to the growth of the Canadian market.

Title Canadian imports

Products Hs 150910 - olive oil – virgin

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	132,554,345	111,470,542	132,716,556	91,319,717	90,649,327
Tunisia	22,124,920	24,962,708	38,033,389	37,100,887	55,146,255
Spain	11,594,129	30,988,228	36,781,759	37,066,532	54,419,759
Greece	22,271,730	19,687,025	20,443,439	14,852,680	14,256,625
Lebanon	1,169,774	1,597,471	2,421,893	1,689,277	2,539,197
Chile	4,654,042	3,219,569	3,073,583	2,461,063	1,894,814
United States	10,755,479	2,596,738	2,220,868	1,716,949	1,538,237
Morocco	735,290	1,882,669	1,981,256	1,928,218	1,505,804
Turkey	858,712	1,886,854	2,541,231	1,431,484	1,353,045
Argentina	994,666	1,512,244	1,698,235	1,690,706	1,325,459
Total All Countries	211,605,208	203,742,572	245,707,734	194,676,712	228,084,061

Title Canadian imports

Products Hs 150910 - olive oil – virgin

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	62.64%	54.71%	54.01%	46.91%	39.74%
Tunisia	10.46%	12.25%	15.48%	19.06%	24.18%
Spain	5.48%	15.21%	14.97%	19.04%	23.86%
Greece	10.53%	9.66%	8.32%	7.63%	6.25%
Lebanon	0.55%	0.78%	0.99%	0.87%	1.11%
Chile	2.20%	1.58%	1.25%	1.26%	0.83%
United States	5.08%	1.27%	0.90%	0.88%	0.67%
Morocco	0.35%	0.92%	0.81%	0.99%	0.66%
Turkey	0.41%	0.93%	1.03%	0.74%	0.59%
Argentina	0.47%	0.74%	0.69%	0.87%	0.58%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 150910 - olive oil – virgin

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
1. Italy (incl. Vatican City State)	91,319,717	90,649,327	-0.7%
Tunisia	37,100,887	55,146,255	48.6%
Spain	37,066,532	54,419,759	46.8%
Greece	14,852,680	14,256,625	-4.0%
Lebanon	1,689,277	2,539,197	50.3%
Chile	2,461,063	1,894,814	-23.0%
United States	1,716,949	1,538,237	-10.4%
Morocco	1,928,218	1,505,804	-21.9%
Turkey	1,431,484	1,353,045	-5.5%
Argentina	1,690,706	1,325,459	-21.6%
Total All Countries	194,676,712	228,084,061	17.2%

5.2.10. Canadian imports: tomatoes, prepared or preserved (otherwise than by vinegar or acetic acid)

Tomatoes, prepared or preserved: In 2020, Italy ranked 2nd with a market share of 31.74% and value of CAD\$ 49.53 million. Despite the pandemic, the exports of Italian tomatoes to Canada consistently increased by +30.0% compared to the same period in 2019. The main competitors were United States (1), Turkey (3), Chile (4), with a market share of 64.38% (\$CAD 100,472,781), 1.31% (\$CAD 2,047,725), and 0.35% (\$CAD 541,024) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 8,88% (\$CAD 49,530,337) more in comparison with 2016 (\$CAD 28,543,534). In Canada, the total market of imported tomatoes amounted to CAD\$ 156,053,608, compared to CAD\$ 139,133,969 in 2019, with an increase of +12.2% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 2002 - tomatoes - prepared/preserved without vinegar/acetic acid

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	91,740,484	86,419,595	92,380,966	95,048,112	100,472,781
2. Italy (incl. Vatican City State)	28,543,534	27,791,636	32,494,723	38,094,154	49,530,337
Turkey	2,346,233	1,719,583	2,196,156	2,568,666	2,047,725
Chile	--	45,647	154,336	405,064	541,024
China	554,420	394,187	280,939	428,222	462,882

Report					
	2016	2017	2018	2019	2020
Tunisia	162,397	236,216	212,168	236,034	429,573
Mexico	332,534	313,487	436,047	410,498	389,198
Iran	145,433	150,390	118,285	249,946	327,254
Greece	308,473	346,944	407,690	336,250	231,931
Jordan	10,354	1,948	18,142	152,790	227,005
Total All Countries	124,845,292	118,071,905	129,610,527	139,133,969	156,053,608

Title Canadian imports

Products Hs 2002 - tomatoes - prepared/preserved without vinegar/acetic acid

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units % Percentage

Report					
	2016	2017	2018	2019	2020
United States	73.48%	73.19%	71.28%	68.31%	64.38%
2. Italy (incl. Vatican City State)	22.86%	23.54%	25.07%	27.38%	31.74%
Turkey	1.88%	1.46%	1.69%	1.85%	1.31%
Chile	--	0.04%	0.12%	0.29%	0.35%
China	0.44%	0.33%	0.22%	0.31%	0.30%

Report					
	2016	2017	2018	2019	2020
Tunisia	0.13%	0.20%	0.16%	0.17%	0.28%
Mexico	0.27%	0.27%	0.34%	0.30%	0.25%
Iran	0.12%	0.13%	0.09%	0.18%	0.21%
Greece	0.25%	0.29%	0.31%	0.24%	0.15%
Jordan	0.01%	--	0.01%	0.11%	0.15%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 2002 - tomatoes - prepared/preserved without vinegar/acetic acid

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	95,048,112	100,472,781	5.7%
2. Italy (incl. Vatican City State)	38,094,154	49,530,337	30.0%
Turkey	2,568,666	2,047,725	-20.3%
Chile	405,064	541,024	33.6%
China	428,222	462,882	8.1%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Tunisia	236,034	429,573	82.0%
Mexico	410,498	389,198	-5.2%
Iran	249,946	327,254	30.9%
Greece	336,250	231,931	-31.0%
Jordan	152,790	227,005	48.6%
Total All Countries	139,133,969	156,053,608	12.2%

5.2.11. Canadian imports: vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles)

Vegetables, prepared or preserved: In 2020, Italy ranked 4th with a market share of 4.24% and value of CAD\$ 20.01 million. Despite the pandemic, the exports of Italian vegetables, prepared or preserved, to Canada consistently increased by +20.6% compared to the same period in 2019. The main competitors were United States (1), Spain (2), Greece (3), with a market share of 57.92% (\$CAD 273,325,457), 9.59% (\$CAD 45,258,304), and 6.39% (\$CAD 30,174,889) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 1,74% (\$CAD 20,019,361) more in comparison with 2016 (\$CAD 11,029,966). In Canada, the total market of imported vegetables, prepared or preserved, amounted to CAD\$ 471,878,172, compared to CAD\$ 458,076,403 in 2019, with an increase of +3.0% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 2005 - vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles)

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	284,592,427	294,603,435	280,560,611	281,545,642	273,325,457
Spain	39,050,713	41,639,667	43,337,993	47,196,552	45,258,304
Greece	23,474,453	24,955,085	26,950,159	23,737,896	30,174,889
4. Italy (incl. Vatican City State)	11,029,966	11,207,655	13,603,682	16,594,028	20,019,361
Mexico	15,175,367	13,167,003	15,261,962	12,425,707	15,755,713
China	9,147,657	10,110,543	11,881,885	12,059,330	12,840,435
Peru	7,125,932	9,036,720	8,211,464	8,891,069	7,937,635
Thailand	6,824,164	6,626,781	7,265,650	6,635,081	7,684,713
India	3,941,760	4,646,866	4,452,242	5,078,850	6,333,331
Korea, South	3,202,778	3,540,448	5,135,887	4,594,155	6,115,192
Total All Countries	440,737,136	457,478,287	455,961,372	458,076,403	471,878,172

Title Canadian imports

Products Hs 2005 - vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles)

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	64.57%	64.40%	61.53%	61.46%	57.92%
Spain	8.86%	9.10%	9.50%	10.30%	9.59%
Greece	5.33%	5.45%	5.91%	5.18%	6.39%
4. Italy (incl. Vatican City State)	2.50%	2.45%	2.98%	3.62%	4.24%
Mexico	3.44%	2.88%	3.35%	2.71%	3.34%
China	2.08%	2.21%	2.61%	2.63%	2.72%
Peru	1.62%	1.98%	1.80%	1.94%	1.68%
Thailand	1.55%	1.45%	1.59%	1.45%	1.63%
India	0.89%	1.02%	0.98%	1.11%	1.34%
Korea, South	0.73%	0.77%	1.13%	1.00%	1.30%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 2005 - vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles)

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	281,545,642	273,325,457	-2.9%
Spain	47,196,552	45,258,304	-4.1%
Greece	23,737,896	30,174,889	27.1%
4. Italy (incl. Vatican City State)	16,594,028	20,019,361	20.6%
Mexico	12,425,707	15,755,713	26.8%
China	12,059,330	12,840,435	6.5%
Peru	8,891,069	7,937,635	-10.7%
Thailand	6,635,081	7,684,713	15.8%
India	5,078,850	6,333,331	24.7%
Korea, South	4,594,155	6,115,192	33.1%
Total All Countries	458,076,403	471,878,172	3.0%

5.2.12. Canadian imports: confectionary

Confectionary: In 2020, Italy ranked 3rd with a market share of 2.83% and value of CAD\$ 5.08 million. Despite the pandemic, the exports of Italian confectionary to Canada consistently increased by +44.3% compared to the same period in 2019. The main competitors were United States (1), France (2), Turkey (4), with a market share of 61.65% (\$CAD 110,691,117), 11.33% (\$CAD 20,345,832), and 2.71% (\$CAD 4,864,899) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 1,88% (\$CAD 5,086,579) more in comparison with 2016 (\$CAD 1,227,876). In Canada, the total market of imported confectionary amounted to CAD\$ 179,541,398, compared to CAD\$ 147,551,998 in 2019, with an increase of +21.7% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 2007 - cooked preparations of homogenized or citrus fruits, jams, fruit jellies, fruit or nut puree

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	88,350,772	82,488,456	80,900,393	85,715,415	110,691,117
France (incl. Monaco, French Antilles)	11,432,414	12,761,570	17,232,212	18,269,001	20,345,832
3. Italy (incl. Vatican City State)	1,227,876	1,068,141	1,658,721	3,525,195	5,086,579
Turkey	2,358,044	1,677,793	1,599,276	4,071,434	4,864,899
Mexico	488,610	1,076,638	2,962,123	3,547,729	4,318,538

Report					
	2016	2017	2018	2019	2020
Taiwan	1,373,698	1,626,829	2,111,163	2,783,812	2,736,645
Colombia	1,563,375	1,188,978	1,012,521	1,002,040	2,676,356
Spain	306,327	1,246,282	389,723	1,557,704	2,266,391
Chile	2,227,799	2,309,304	3,348,198	2,313,612	2,095,570
Guatemala	2,015,161	1,163,542	1,040,097	904,048	2,093,827
Total All Countries	128,985,960	125,196,507	132,896,539	147,551,998	179,541,398

Title Canadian imports

Products Hs 2007 - cooked preparations of homogenized or citrus fruits, jams, fruit jellies, fruit or nut puree

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	68.50%	65.89%	60.87%	58.09%	61.65%
France (incl. Monaco, French Antilles)	8.86%	10.19%	12.97%	12.38%	11.33%
3. Italy (incl. Vatican City State)	0.95%	0.85%	1.25%	2.39%	2.83%
Turkey	1.83%	1.34%	1.20%	2.76%	2.71%
Mexico	0.38%	0.86%	2.23%	2.40%	2.41%

Report					
	2016	2017	2018	2019	2020
Taiwan	1.06%	1.30%	1.59%	1.89%	1.52%
Colombia	1.21%	0.95%	0.76%	0.68%	1.49%
Spain	0.24%	1.00%	0.29%	1.06%	1.26%
Chile	1.73%	1.84%	2.52%	1.57%	1.17%
Guatemala	1.56%	0.93%	0.78%	0.61%	1.17%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 2007 - cooked preparations of homogenized or citrus fruits, jams, fruit jellies, fruit or nut puree

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	85,715,415	110,691,117	29.1%
France (incl. Monaco, French Antilles)	18,269,001	20,345,832	11.4%
3. Italy (incl. Vatican City State)	3,525,195	5,086,579	44.3%
Turkey	4,071,434	4,864,899	19.5%
Mexico	3,547,729	4,318,538	21.7%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Taiwan	2,783,812	2,736,645	-1.7%
Colombia	1,002,040	2,676,356	167.1%
Spain	1,557,704	2,266,391	45.5%
Chile	2,313,612	2,095,570	-9.4%
Guatemala	904,048	2,093,827	131.6%
Total All Countries	147,551,998	179,541,398	21.7%

5.2.13. Canadian imports: olives

Olives: In 2020, Italy ranked 3rd with a market share of 10.49% and value of CAD\$ 8.67 million. Despite the pandemic, the exports of Italian olives to Canada increased significantly by +8,8 % compared to the same period in 2019. The main competitors were Spain (1), Greece (2), Morocco (4), with a market share of 43.08% (\$CAD 35,653,328), 32.77% (\$CAD 27,122,842), and 3.88% (\$CAD 3,214,859) respectively. Spain remains the dominant actor in this segment of the market. However, Italy has been expanding its market share in the segment, 1,67% (\$CAD 8,679,802) more in comparison with 2016 (\$CAD 6,238,321). In Canada, the total market of imported olives amounted to CAD\$ 82,766,630, compared to CAD\$ 79,173,660 in 2019, with an increase of +4.5% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 200570 - olives - prepared/preserved without vinegar/acetic acid, not frozen

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
Spain	28,771,550	32,015,422	33,414,793	37,108,928	35,653,328
Greece	21,250,490	22,046,950	23,345,774	20,649,445	27,122,842
3. Italy (incl. Vatican City State)	6,238,321	6,122,682	7,308,308	7,977,748	8,679,802
Morocco	3,895,999	4,304,461	4,740,768	2,884,084	3,214,859
United States	4,088,909	3,409,523	3,216,825	3,551,663	3,048,607
Turkey	1,526,018	1,744,020	1,789,848	1,913,672	1,374,705
Egypt	2,100,048	1,726,801	1,814,387	1,665,312	994,100
Lebanon	896,420	745,766	775,258	971,299	585,059
Portugal	736,739	646,862	635,351	555,535	464,256
France (incl. Monaco, French Antilles)	296,018	291,151	315,955	373,635	339,510
Total All Countries	70,733,594	73,975,396	78,100,821	79,173,660	82,766,630

Title Canadian imports

Product Hs 200570 - olives - prepared/preserved without vinegar/acetic acid, not frozen

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
Spain	40.68%	43.28%	42.78%	46.87%	43.08%
Greece	30.04%	29.80%	29.89%	26.08%	32.77%
3. Italy (incl. Vatican City State)	8.82%	8.28%	9.36%	10.08%	10.49%
Morocco	5.51%	5.82%	6.07%	3.64%	3.88%
United States	5.78%	4.61%	4.12%	4.49%	3.68%
Turkey	2.16%	2.36%	2.29%	2.42%	1.66%
Egypt	2.97%	2.33%	2.32%	2.10%	1.20%
Lebanon	1.27%	1.01%	0.99%	1.23%	0.71%
Portugal	1.04%	0.87%	0.81%	0.70%	0.56%
France (incl. Monaco, French Antilles)	0.42%	0.39%	0.40%	0.47%	0.41%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 200570 - olives - prepared/preserved without vinegar/acetic acid, not frozen

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Spain	37,108,928	35,653,328	-3.9%
Greece	20,649,445	27,122,842	31.4%
3. Italy (incl. Vatican City State)	7,977,748	8,679,802	8.8%
Morocco	2,884,084	3,214,859	11.5%
United States	3,551,663	3,048,607	-14.2%
Turkey	1,913,672	1,374,705	-28.2%
Egypt	1,665,312	994,100	-40.3%
Lebanon	971,299	585,059	-39.8%
Portugal	555,535	464,256	-16.4%
France (incl. Monaco, French Antilles)	373,635	339,510	-9.1%
Total All Countries	79,173,660	82,766,630	4.5%

5.2.14. Canadian imports: roasted coffee decaffeinated

Roasted coffee decaffeinated: In 2020, Italy ranked 3rd with a market share of 5.23% and value of CAD\$ 2,31 million. Mainly because of the pandemic, the exports of Italian roasted coffee decaffeinated to Canada decreased slightly by -6,5% compared to the same period in 2019. The main competitors were United States (1), and Switzerland (2), with a market share of 60.00% (\$CAD 26,505,430), and 27.45% (\$CAD 12,126,881) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 0,03% (\$CAD 2,310,897) more in comparison with 2016 (\$CAD 1,801,214). In Canada, the total market of imported roasted coffee decaffeinated amounted to CAD\$ 44,173,292, compared to CAD\$ 50,346,984 in 2019 – with an important decrease of -12,3% due to the pandemic. Therefore, Italy’s negative export trend is related to the general decrease of Canadian imports for this category of products.

Title Canadian imports

Product Hs 090122 - coffee - roasted, decaffeinated

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	27,238,349	30,949,950	38,807,611	37,170,758	26,505,430
Switzerland	3,451,018	6,744,893	6,256,478	8,663,641	12,126,881
3. Italy (incl. Vatican City State)	1,801,214	1,992,619	2,218,730	2,472,337	2,310,897
Re-Imports (Canada)	64,105	22,884	16,678	103,262	1,176,670
Germany	774,346	1,365,077	1,205,564	980,100	896,469
Brazil	224,336	103,738	48,940	80,551	316,203

Report					
	2016	2017	2018	2019	2020
Vietnam	80,113	470,111	249,449	104	270,936
Peru	82,705	48,652	79,480	69,997	92,337
Israel	104,030	75,995	68,073	195,914	69,768
Portugal	77,117	84,973	83,674	56,314	65,051
Total All Countries	34,664,755	42,420,729	49,469,940	50,346,984	44,173,292

Title Canadian imports

Product Hs 090122 - coffee - roasted, decaffeinated

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	78.58%	72.96%	78.45%	73.83%	60.00%
Switzerland	9.96%	15.90%	12.65%	17.21%	27.45%
3. Italy (incl. Vatican City State)	5.20%	4.70%	4.49%	4.91%	5.23%
Re-Imports (Canada)	0.18%	0.05%	0.03%	0.21%	2.66%
Germany	2.23%	3.22%	2.44%	1.95%	2.03%
Brazil	0.65%	0.24%	0.10%	0.16%	0.72%

Report					
	2016	2017	2018	2019	2020
Vietnam	0.23%	1.11%	0.50%	--	0.61%
Peru	0.24%	0.11%	0.16%	0.14%	0.21%
Israel	0.30%	0.18%	0.14%	0.39%	0.16%
Portugal	0.22%	0.20%	0.17%	0.11%	0.15%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 090122 - coffee - roasted, decaffeinated

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	37,170,758	26,505,430	-28.7%
Switzerland	8,663,641	12,126,881	40.0%
3. Italy (incl. Vatican City State)	2,472,337	2,310,897	-6.5%
Re-Imports (Canada)	103,262	1,176,670	1,039.5%
Germany	980,100	896,469	-8.5%
Brazil	80,551	316,203	292.6%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Vietnam	104	270,936	260,415.4%
Peru	69,997	92,337	31.9%
Israel	195,914	69,768	-64.4%
Portugal	56,314	65,051	15.5%
Total All Countries	50,346,984	44,173,292	-12.3%

5.2.15. Canadian imports: roasted coffee not decaffeinated

Roasted coffee with caffeine: In 2020, Italy ranked 3rd with a market share of 9.23% and value of CAD\$ 68.66 million. Despite the pandemic, the exports of Italian roasted coffee with caffeine to Canada increased consistently by +16,2% compared to the same period in 2019. The main competitors were United States (1), Switzerland (2), Germany (4), with a market share of 58.24% (\$CAD 433,364,303), 23.58% (\$CAD 175,438,415), and 2.54% (\$CAD 18,909,098) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 2,87% (\$CAD 68,662,654) more in comparison with 2016 (\$CAD 44,744,975). In Canada, the total market of imported roasted coffee with caffeine amounted to CAD\$ 744,140,199, compared to CAD\$ 714,528,000 in 2019, with an increase of +4.1% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 90121 - coffee - roasted, not decaffeinated

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	591,000,744	520,778,694	503,643,622	461,518,132	433,364,303
Switzerland	33,039,287	66,386,621	67,765,748	105,646,067	175,438,415
3. Italy (incl. Vatican City State)	44,744,975	50,875,500	54,997,180	59,082,179	68,662,654
Germany	4,290,313	24,403,856	24,273,579	20,158,078	18,909,098
Brazil	1,779,851	1,880,411	3,091,389	17,155,856	11,314,818
Guatemala	547,260	874,743	571,532	1,440,643	4,826,192
Colombia	2,978,221	2,918,445	2,960,944	4,819,799	4,480,081
Re-Imports (Canada)	602,475	1,048,567	1,972,603	2,317,349	3,769,356
Portugal	2,215,797	3,009,764	3,440,741	3,124,614	2,103,837
Mexico	1,453,552	2,485,518	1,858,776	1,626,022	2,000,880
Total All Countries	703,011,811	695,874,812	685,656,815	714,528,000	744,140,199

Title Canadian imports

Product Hs 090121 - coffee - roasted, not decaffeinated

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	84.07%	74.84%	73.45%	64.59%	58.24%
Switzerland	4.70%	9.54%	9.88%	14.79%	23.58%
3. Italy (incl. Vatican City State)	6.36%	7.31%	8.02%	8.27%	9.23%
Germany	0.61%	3.51%	3.54%	2.82%	2.54%
Brazil	0.25%	0.27%	0.45%	2.40%	1.52%
Guatemala	0.08%	0.13%	0.08%	0.20%	0.65%
Colombia	0.42%	0.42%	0.43%	0.67%	0.60%
Re-Imports (Canada)	0.09%	0.15%	0.29%	0.32%	0.51%
Portugal	0.32%	0.43%	0.50%	0.44%	0.28%
Mexico	0.21%	0.36%	0.27%	0.23%	0.27%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 090121 - coffee - roasted, not decaffeinated

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	461,518,132	433,364,303	-6.1%
Switzerland	105,646,067	175,438,415	66.1%
3. Italy (incl. Vatican City State)	59,082,179	68,662,654	16.2%
Germany	20,158,078	18,909,098	-6.2%
Brazil	17,155,856	11,314,818	-34.0%
Guatemala	1,440,643	4,826,192	235.0%
Colombia	4,819,799	4,480,081	-7.0%
Re-Imports (Canada)	2,317,349	3,769,356	62.7%
Portugal	3,124,614	2,103,837	-32.7%
Mexico	1,626,022	2,000,880	23.1%
Total All Countries	714,528,000	744,140,199	4.1%

5.2.16. Canadian imports: milk and dairy products

Milk and dairy products: In 2020, Italy ranked 2nd with a market share of 11.10% and value of CAD\$ 100.29 million. Despite the pandemic, the exports of Italian milk and dairy products to Canada increased by +6.2% compared to the same period in 2019. The main competitors were United States (1), New Zealand (3), France (4), with a market share of 42.64% (\$CAD 385,395,874), 11.08% (\$CAD 100,140,277), and 9.70% (\$CAD 87,637,032) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 3,06% (\$CAD 100,295,160) more in comparison with 2016 (\$CAD 64,846,488). In Canada, the total market of imported milk and dairy products amounted to CAD\$ 903,882,975, compared to CAD\$ 891,360,302 in 2019, with an increase of +1.4% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 04 - dairy produce, eggs, honey and other similar edible products of animal origin

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	427,280,971	422,038,131	415,884,859	383,403,340	385,395,874
2. Italy (incl. Vatican City State)	64,846,488	77,372,592	104,048,691	94,394,913	100,295,160
New Zealand	59,758,488	73,100,079	75,389,248	117,043,869	100,140,277
France (incl. Monaco, French Antilles)	53,769,481	53,738,342	63,769,192	80,175,928	87,637,032
Switzerland	33,561,439	33,671,767	34,357,115	33,040,791	31,464,613

Report					
	2016	2017	2018	2019	2020
United Kingdom	21,888,228	24,649,554	20,585,792	24,722,934	28,717,673
Denmark	19,473,347	19,025,934	21,901,285	26,030,251	25,513,384
Netherlands	15,012,956	13,903,215	19,502,974	20,057,948	23,046,857
Ireland	22,043,058	5,251,848	4,990,588	20,296,437	20,568,076
Australia	8,794,688	5,600,233	4,765,945	11,961,916	13,603,022
Total All Countries	806,295,654	803,321,229	841,804,196	891,360,302	903,882,975

Title Canadian imports

Product Hs 04 - dairy produce, eggs, honey and other similar edible products of animal origin

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units % Percentage

Report					
	2016	2017	2018	2019	2020
United States	52.99%	52.54%	49.40%	43.01%	42.64%
2. Italy (incl. Vatican City State)	8.04%	9.63%	12.36%	10.59%	11.10%
New Zealand	7.41%	9.10%	8.96%	13.13%	11.08%
France (incl. Monaco, French Antilles)	6.67%	6.69%	7.58%	8.99%	9.70%
Switzerland	4.16%	4.19%	4.08%	3.71%	3.48%

Report					
	2016	2017	2018	2019	2020
United Kingdom	2.71%	3.07%	2.45%	2.77%	3.18%
Denmark	2.42%	2.37%	2.60%	2.92%	2.82%
Netherlands	1.86%	1.73%	2.32%	2.25%	2.55%
Ireland	2.73%	0.65%	0.59%	2.28%	2.28%
Australia	1.09%	0.70%	0.57%	1.34%	1.50%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 04 - dairy produce, eggs, honey and other similar edible products of animal origin

Origin: All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	383,403,340	385,395,874	0.5%
2. Italy (incl. Vatican City State)	94,394,913	100,295,160	6.2%
New Zealand	117,043,869	100,140,277	-14.4%
France (incl. Monaco, French Antilles)	80,175,928	87,637,032	9.3%
Switzerland	33,040,791	31,464,613	-4.8%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United Kingdom	24,722,934	28,717,673	16.2%
Denmark	26,030,251	25,513,384	-2.0%
Netherlands	20,057,948	23,046,857	14.9%
Ireland	20,296,437	20,568,076	1.3%
Australia	11,961,916	13,603,022	13.7%
Total All Countries	891,360,302	903,882,975	1.4%

5.2.17. Canadian imports: cheese and curd

Cheese and curd: In 2020, Italy ranked 1st with a market share of 21.85 % and value of CAD\$ 99,94 million. Despite the pandemic, the exports of Italian cheese and curd to Canada increased by +6,3% compared to the same period in 2019. The main competitors were United States (1), France (2), Switzerland (4), with a market share of 19.80% (\$CAD 90,555,430), 18.88% (\$CAD 86,376,113), and 6.88% (\$CAD 31,464,607) respectively. Italy remains the dominant actor in this segment of the market, not having been surpassed since 2018 by the main competitor, the USA. In fact, in 2018, the decline in imports of cheese and curd from the USA is due to the fact that there was a low production in the USA, 18% less than last year, combined with very high production in Italy, nearly the double compared to the USA. Furthermore, Italy has been expanding its market share in the segment, 1,61% (\$CAD 99,945,769) more in comparison with 2016 (\$CAD 64,809,682). In Canada, the total market of imported cheese and curd amounted to CAD\$ 457,395,242, compared to CAD\$ 413,026,500 in 2019, with an increase of +10.7% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 0406 - cheese and curd

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	64,809,682	77,309,445	103,981,684	94,011,384	99,945,769
United States	87,065,147	82,185,105	65,793,098	72,918,750	90,555,430
France (incl. Monaco, French Antilles)	53,603,140	52,540,582	62,232,375	78,568,611	86,376,113
Switzerland	33,484,892	33,639,706	34,320,869	32,992,857	31,464,607
Denmark	17,003,093	17,080,954	19,687,264	23,616,182	23,986,264
United Kingdom	13,398,237	14,808,700	20,105,440	22,966,651	22,355,775
Netherlands	12,232,997	12,851,016	18,756,131	18,846,101	21,949,760
Ireland	2,894,808	2,532,602	4,990,542	14,620,779	14,583,270
Germany	4,062,198	4,023,192	7,043,960	11,412,422	12,053,878
Greece	6,900,518	6,500,232	9,836,806	8,424,180	10,003,258
Total All Countries	320,267,000	328,565,091	377,616,543	413,026,500	457,395,242

Title Canadian imports

Product Hs 0406 - cheese and curd

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	20.24%	23.53%	27.54%	22.76%	21.85%
United States	27.19%	25.01%	17.42%	17.65%	19.80%
France (incl. Monaco, French Antilles)	16.74%	15.99%	16.48%	19.02%	18.88%
Switzerland	10.46%	10.24%	9.09%	7.99%	6.88%
Denmark	5.31%	5.20%	5.21%	5.72%	5.24%
United Kingdom	4.18%	4.51%	5.32%	5.56%	4.89%
Netherlands	3.82%	3.91%	4.97%	4.56%	4.80%
Ireland	0.90%	0.77%	1.32%	3.54%	3.19%
Germany	1.27%	1.22%	1.87%	2.76%	2.64%
Greece	2.15%	1.98%	2.60%	2.04%	2.19%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 0406 - cheese and curd

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report

	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
1. Italy (incl. Vatican City State)	94,011,384	99,945,769	6.3%
United States	72,918,750	90,555,430	24.2%
France (incl. Monaco, French Antilles)	78,568,611	86,376,113	9.9%
Switzerland	32,992,857	31,464,607	-4.6%
Denmark	23,616,182	23,986,264	1.6%
United Kingdom	22,966,651	22,355,775	-2.7%
Netherlands	18,846,101	21,949,760	16.5%
Ireland	14,620,779	14,583,270	-0.3%
Germany	11,412,422	12,053,878	5.6%
Greece	8,424,180	10,003,258	18.7%
Total All Countries	413,026,500	457,395,242	10.7%

5.2.18. Canadian imports: meat and edible meat offal

Meat and edible meat offal: In 2020, Italy ranked 6th with a market share of 2.11 % and value of CAD\$ 61,28 million. Despite the pandemic, the exports of Italian meat and edible meat offal to Canada increased consistently by +46.4% compared to the same period in 2019. The main competitors were United States (1), Australia (2), New Zealand (3), Uruguay (4), Mexico (5) with a market share of 64.68% (\$CAD 1,875,546,752), 8.59% (\$CAD 249,246,674), 7.57% (\$CAD 219,504,279), 3.42% (\$CAD 99,123,537), 2.74% (\$CAD 79,381,468) respectively. The USA remain the dominant actor in this segment of the market, due to various factors, of which the most prominent are the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) and the Made in the USA, exporting low-skill-production products. However, Italy has been expanding its market share in the segment, 1,29% (\$CAD 61,286,115) more in comparison with 2016 (\$CAD 21,668,354). In Canada, the total market of imported meat and edible meat offal amounted to CAD\$ 2.8 Billion, compared to CAD\$ 2.4 Billion in 2019, with a significant increase of +18.9% due to the growth of the Canadian market.

Title Canadian imports

Product: Hs 02 - meat and edible meat offal

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in canadian dollars

Report					
	2016	2017	2018	2019	2020
United States	1,889,347,080	1,811,709,223	1,686,120,432	1,624,634,718	1,875,546,752
Australia	243,748,551	238,803,914	254,842,790	229,836,011	249,246,674
New Zealand	189,164,777	217,997,737	206,119,922	184,874,270	219,504,279
Uruguay	81,289,886	61,209,615	51,402,748	48,578,775	99,123,537
Mexico	24,181,764	26,969,683	39,845,776	57,258,613	79,381,468

Report					
	2016	2017	2018	2019	2020
6. Italy (incl. Vatican City State)	21,668,354	30,962,581	32,947,361	41,853,071	61,286,115
Germany	28,869,552	18,445,128	21,843,706	28,645,212	48,507,682
United Kingdom	3,844,023	3,773,797	5,937,299	23,268,448	46,675,865
Spain	28,697,434	17,589,130	19,034,489	19,798,260	41,697,345
Brazil	44,397,790	61,547,181	41,054,928	61,353,877	37,451,696
Total All Countries	2,655,203,943	2,594,401,757	2,493,669,820	2,439,154,157	2,899,917,424

Title Canadian imports

Product: Hs 02 - meat and edible meat offal

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
United States	71.16%	69.83%	67.62%	66.61%	64.68%
Australia	9.18%	9.20%	10.22%	9.42%	8.59%
New Zealand	7.12%	8.40%	8.27%	7.58%	7.57%
Uruguay	3.06%	2.36%	2.06%	1.99%	3.42%
Mexico	0.91%	1.04%	1.60%	2.35%	2.74%

Report					
	2016	2017	2018	2019	2020
6. Italy (incl. Vatican City State)	0.82%	1.19%	1.32%	1.72%	2.11%
Germany	1.09%	0.71%	0.88%	1.17%	1.67%
United Kingdom	0.14%	0.15%	0.24%	0.95%	1.61%
Spain	1.08%	0.68%	0.76%	0.81%	1.44%
Brazil	1.67%	2.37%	1.65%	2.52%	1.29%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 02 - meat and edible meat offal

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	1,624,634,718	1,875,546,752	15.4%
Australia	229,836,011	249,246,674	8.4%
New Zealand	184,874,270	219,504,279	18.7%
Uruguay	48,578,775	99,123,537	104.0%
Mexico	57,258,613	79,381,468	38.6%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
6. Italy (incl. Vatican City State)	41,853,071	61,286,115	46.4%
Germany	28,645,212	48,507,682	69.3%
United Kingdom	23,268,448	46,675,865	100.6%
Spain	19,798,260	41,697,345	110.6%
Brazil	61,353,877	37,451,696	-39.0%
Total All Countries	2,439,154,157	2,899,917,424	18.9%

5.2.19. Canadian imports: anchovies

Anchovies: In 2020, Italy ranked 1st with a market share of 49.18% and value of CAD\$ 2.32 million. Despite the pandemic, the exports of Italian anchovies to Canada significantly increased by +16,5% compared to the same period in 2019. The main competitors were Spain (2), Peru (3), Morocco (4), with a market share of 27.16% (\$CAD 1,281,788), 15.43% (\$CAD 728,374), and 2.27% (\$CAD 107,092) respectively. Italy remains the dominant actor in this segment of the market, not having been surpassed since 2016. Italy has been expanding its market share in the segment, 9,73 % (\$CAD 2,320,906) more in comparison with 2016 (\$CAD 2,004,563). In Canada, the total market of imported anchovies amounted to CAD\$ 4,719,155, compared to CAD\$ 5,550,601 in 2019, with a significant decrease of -15% due to the pandemic. Having the general Canadian imports for this category of products experienced a significant decrease, Italy's positive export trend is to be considered even more valuable.

Title Canadian imports

Product Hs 160416 - anchovies - prepared or preserved, whole or in pieces, not minced

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in canadian dollars

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	2,004,563	1,753,935	1,887,715	1,992,397	2,320,906
Spain	1,528,192	902,394	902,027	927,296	1,281,788
Peru	965,830	754,901	954,551	912,413	728,374
Morocco	400,106	103,809	256,787	361,052	107,092
China	--	--	7,197	676,043	69,013
Japan	68,487	50,909	55,960	67,869	59,997
Philippines	12,156	--	17,242	5,821	36,359
United States	153	350	230,818	259,092	35,662
Vietnam	1,457	813	--	--	17,329
Greece	14,117	27,763	19,684	47,142	15,942
Total All Countries	5,081,606	3,636,550	4,365,588	5,550,601	4,719,155

Title Canadian imports

Product Hs 160416 - anchovies - prepared or preserved, whole or in pieces, not minced

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	39.45%	48.23%	43.24%	35.90%	49.18%
Spain	30.07%	24.81%	20.66%	16.71%	27.16%
Peru	19.01%	20.76%	21.87%	16.44%	15.43%
Morocco	7.87%	2.85%	5.88%	6.50%	2.27%
China	--	--	0.16%	12.18%	1.46%
Japan	1.35%	1.40%	1.28%	1.22%	1.27%
Philippines	0.24%	--	0.39%	0.10%	0.77%
United States	--	0.01%	5.29%	4.67%	0.76%
Vietnam	0.03%	0.02%	--	--	0.37%
Greece	0.28%	0.76%	0.45%	0.85%	0.34%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 160416 - anchovies - prepared or preserved, whole or in pieces, not minced

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
1. Italy (incl. Vatican City State)	1,992,397	2,320,906	16.5%
Spain	927,296	1,281,788	38.2%
Peru	912,413	728,374	-20.2%
Morocco	361,052	107,092	-70.3%
China	676,043	69,013	-89.8%
Japan	67,869	59,997	-11.6%
Philippines	5,821	36,359	524.6%
United States	259,092	35,662	-86.2%
Vietnam	--	17,329	--
Greece	47,142	15,942	-66.2%
Total All Countries	5,550,601	4,719,155	-15.0%

5.2.20. Canadian imports: tuna

Tuna: In 2020, Italy ranked 2nd with a market share of 12.61% and value of CAD\$ 28.18 million. Despite the pandemic, the exports of Italian tuna to Canada significantly increased by +29.6% compared to the same period in 2019. The main competitors were Thailand (1), Vietnam (3), Philippines (4), with a market share of 75.90% (\$CAD 169,590,910), 6.15% (\$CAD 13,740,360), and 1.68% (\$CAD 3,763,800) respectively. Thailand remains the dominant actor in this segment of the market, not having been surpassed since 2016. Italy has been expanding its market share in the segment, 6,91% (\$CAD 28,182,597) more in comparison with 2016 (\$CAD 10,623,750). In Canada, the total market of imported tuna amounted to CAD\$ 223,444,187, compared to CAD\$ 215,121,519 in 2019, with an increase of +3,9% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 160414 - tunas, skipjack and Atlantic bonito - prepared or preserved, whole or in pieces, not minced

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
Thailand	156,677,774	166,143,817	181,780,128	170,445,302	169,590,910
2. Italy (incl. Vatican City State)	10,623,750	13,869,673	18,373,639	21,754,486	28,182,597
Vietnam	2,809,398	1,916,256	2,820,947	10,483,433	13,740,360
Philippines	10,702,265	5,885,362	7,048,037	6,610,220	3,763,800
Indonesia	37	200,099	2,316,543	1,886,452	3,572,688
Korea, South	772,560	927,850	1,118,795	968,166	1,462,331

Report					
	2016	2017	2018	2019	2020
United States	1,394,296	1,450,046	1,357,925	579,588	457,337
Costa Rica	85,054	189,412	238,238	250,990	381,597
Spain	185,155	151,098	268,422	187,396	375,790
Portugal	141,234	164,548	324,630	379,877	342,606
Total All Countries	186,457,683	192,559,496	217,606,681	215,121,519	223,444,187

Title Canadian imports

Product Hs 160414 - tunas, skipjack and Atlantic bonito - prepared or preserved, whole or in pieces, not minced

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
Thailand	84.03%	86.28%	83.54%	79.23%	75.90%
2. Italy (incl. Vatican City State)	5.70%	7.20%	8.44%	10.11%	12.61%
Vietnam	1.51%	1.00%	1.30%	4.87%	6.15%
Philippines	5.74%	3.06%	3.24%	3.07%	1.68%
Indonesia	--	0.10%	1.06%	0.88%	1.60%
Korea, South	0.41%	0.48%	0.51%	0.45%	0.65%

Report					
	2016	2017	2018	2019	2020
United States	0.75%	0.75%	0.62%	0.27%	0.20%
Costa Rica	0.05%	0.10%	0.11%	0.12%	0.17%
Spain	0.10%	0.08%	0.12%	0.09%	0.17%
Portugal	0.08%	0.09%	0.15%	0.18%	0.15%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 160414 - tunas, skipjack and Atlantic bonito - prepared or preserved, whole or in pieces, not minced

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Thailand	170,445,302	169,590,910	-0.5%
2. Italy (incl. Vatican City State)	21,754,486	28,182,597	29.6%
Vietnam	10,483,433	13,740,360	31.1%
Philippines	6,610,220	3,763,800	-43.1%
Indonesia	1,886,452	3,572,688	89.4%
Korea, South	968,166	1,462,331	51.0%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	579,588	457,337	-21.1%
Costa Rica	250,990	381,597	52.0%
Spain	187,396	375,790	100.5%
Portugal	379,877	342,606	-9.8%
Total All Countries	215,121,519	223,444,187	3.9%

5.2.21. Canadian imports: caviar

Caviar: In 2020, Italy ranked 2nd with a market share of 15.85% and value of CAD\$ 326.297. Mostly because of the pandemic, the exports of Italian caviar to Canada decreased slightly by -1,5% compared to the same period in 2019. The main competitors were China (1), Iceland (3), Russia (4), with a market share of 28.97% (\$CAD 597,402), 15.48% (\$CAD 319,225), and 13.62% (\$CAD 280,832) respectively. China remains the dominant actor in this segment of the market, not having been surpassed since 2018. Furthermore, due to the increasing competition of China, the Italian share of the market has been shrinking, 25,83% (\$CAD 326,927) less in comparison with 2016 (\$CAD 255,846). In Canada, the total market of imported caviar amounted to CAD\$ 2,062,155, compared to CAD\$ 1,851,917 in 2019, with an increase of +11.3% due to the growth of the Canadian market.

Title Canadian imports

Product Hs 160431 - caviar

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
China	16,133	71,108	330,494	553,902	597,402
2. Italy (incl. Vatican City State)	255,846	329,673	233,933	331,835	326,927
Iceland	--	--	--	21,683	319,225
Russia	3,807	40,443	20,702	121,507	280,832
Denmark	--	25,632	--	61,326	132,081
Sweden	97,346	173,195	209,019	222,127	114,879
France (incl. Monaco, French Antilles)	46,799	69,528	50,678	129,398	88,334
Israel	60,472	49,636	26,646	46,996	58,113
Uruguay	2,859	--	--	--	29,703
Germany	59,828	81,673	41,780	27,272	24,061
Total All Countries	613,770	1,023,284	1,079,798	1,851,917	2,062,155

Title Canadian imports

Product Hs 160431 - caviar

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
China	2.63%	6.95%	30.61%	29.91%	28.97%
2. Italy (incl. Vatican City State)	41.68%	32.22%	21.66%	17.92%	15.85%
Iceland	--	--	--	1.17%	15.48%
Russia	0.62%	3.95%	1.92%	6.56%	13.62%
Denmark	--	2.50%	--	3.31%	6.40%
Sweden	15.86%	16.93%	19.36%	11.99%	5.57%
France (incl. Monaco, French Antilles)	7.62%	6.79%	4.69%	6.99%	4.28%
Israel	9.85%	4.85%	2.47%	2.54%	2.82%
Uruguay	0.47%	--	--	--	1.44%
Germany	9.75%	7.98%	3.87%	1.47%	1.17%
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 160431 - caviar

Origin All countries (detailed)

Destination: Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
China	553,902	597,402	7.8%
2. Italy (incl. Vatican City State)	331,835	326,927	-1.5%
Iceland	21,683	319,225	1,372.2%
Russia	121,507	280,832	131.1%
Denmark	61,326	132,081	115.4%
Sweden	222,127	114,879	-48.3%
France (incl. Monaco, French Antilles)	129,398	88,334	-31.7%
Israel	46,996	58,113	23.7%
Uruguay	--	29,703	--
Germany	27,272	24,061	-11.8%
Total All Countries	1,851,917	2,062,155	11.3%

5.2.22. Canadian imports: chestnuts

Chestnuts: In 2020, Italy ranked 1st with a market share of 62.37% and value of CAD\$ 5.64 million. Despite the pandemic, the exports of Italian chestnuts to Canada increased significantly by +18,7% compared to the same period in 2019. The main competitors were China (2), Greece (3), Portugal (4), with a market share of 17.25% (\$CAD 1,561,382), 11.51% (\$CAD 1,041,719), and 4.86% (\$CAD 439,977) respectively. Italy remains the dominant actor in this segment of the market, not having been surpassed since 2017. Furthermore, Italy has been expanding its market share in the segment, 38,66% (\$CAD 5,645,468) more in comparison with 2016 (\$CAD 1,636,862). In Canada, the total market of imported chestnuts amounted to CAD\$ 9,051,606, compared to CAD\$ 8,315,646 in 2019 – with an increase of +8.8% due to the growth of the Canadian market.

Title Canadian imports

Product: Hs 080241 - chestnuts in shell

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units Value in Canadian dollars

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	1,636,862	3,506,450	3,573,350	4,754,315	5,645,468
China	1,816,785	1,497,865	2,125,757	1,820,202	1,561,382
Greece	623,086	333,771	1,177,715	628,045	1,041,719
Portugal	672,375	1,084,331	1,205,742	597,045	439,977
Chile	--	--	--	--	163,074
United States	305,587	203,695	90,947	99,961	156,317
Turkey	191,310	--	59,175	245,817	30,744

Report					
	2016	2017	2018	2019	2020
Spain	1,333,811	--	284,652	168,509	9,814
Haiti	--	--	--	--	3,111
Algeria	--	--	--	1,733	--
Total All Countries	6,904,109	6,935,552	8,565,548	8,315,646	9,051,606

Title Canadian imports

Product: Hs 080241 - chestnuts in shell

Origin All countries (detailed)

Destination Canada

Period Latest 5 years

Units% Percentage

Report					
	2016	2017	2018	2019	2020
1. Italy (incl. Vatican City State)	23.71%	50.56%	41.72%	57.17%	62.37%
China	26.31%	21.60%	24.82%	21.89%	17.25%
Greece	9.02%	4.81%	13.75%	7.55%	11.51%
Portugal	9.74%	15.63%	14.08%	7.18%	4.86%
Chile	--	--	--	--	1.80%
United States	4.43%	2.94%	1.06%	1.20%	1.73%
Turkey	2.77%	--	0.69%	2.96%	0.34%

Report					
	2016	2017	2018	2019	2020
Spain	19.32%	--	3.32%	2.03%	0.11%
Haiti	--	--	--	--	0.03%
Algeria	--	--	--	0.02%	--
Total All Countries	100.00%	100.00%	100.00%	100.00%	100.00%

Title Canadian imports

Products Hs 080241 - chestnuts in shell

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
1. Italy (incl. Vatican City State)	4,754,315	5,645,468	18.7%
China	1,820,202	1,561,382	-14.2%
Greece	628,045	1,041,719	65.9%
Portugal	597,045	439,977	-26.3%
Chile	--	163,074	--
United States	99,961	156,317	56.4%
Turkey	245,817	30,744	-87.5%

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
Spain	168,509	9,814	-94.2%
Haiti	--	3,111	--
Algeria	1,733	--	--
India	19	--	--
Total All Countries	8,315,646	9,051,606	8.8%

5.3. Specific analysis of the 2019 and 2020 trends for the abovementioned categories of products and prospects for the recovery phase

5.3.1. Beverages

For the category beverages (HS22), according to my analysis, the pandemic had no significant repercussions, in comparison with other categories of products. That is because this category of products is considered as belonging to the basic good's category. Therefore, even though the Covid restrictions were in place, the business could not be greatly affected, being the channels of distribution of the products active, both online retail or supermarket distribution.

5.3.2. Wines of fresh grapes

Concerning the category wines of fresh grapes (HS2204), within the macro category beverages, the exportation levels to Canada remained stable, with only a slight decrease in 2020 in comparison with 2019. However, it is to be registered a loss of market share to the exporting nations following Italy, that are Spain, Chile, Argentina, etc... which were able to sell a less qualitative and less costly product than the Made in Italy wine, that could satisfy less picky and sophisticated mouths, being the Made in Italy wine oriented to a more selected target of Canadian consumers (foodies for instance). Therefore, being the product not affordable for every Canadian, it was less requested by the average consumer and therefore less sought in the shelves of the supermarket. This is related to the fact that we find ourselves in the middle of a deep economic crisis, therefore less disposable income is spent on niche goods. Noteworthy is the fact that the French wines, having as well the same characteristics of the Italian wines, did not suffer a consistent loss, but on the contrary, rose in the exports to Canada. That is mainly because the bureaucratic processes (translation of the labels, labelling etc...) to import French products are less costly and less troublesome than the Italian ones, and because the product has been for a longer time on the market. Furthermore, notwithstanding the crisis, the US wines registered an increase in the exportation levels, mainly due to the so-called proximity rule applied to Macroeconomics. That is to say that the US products can be more easily imported and distributed all over Canada. In a post-Covid perspective, the gap that the main competitors suffered from the Canadian neighbour, the US, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound in the level of importations to Canada from the extra-American lands as well.

5.3.3. Waters, including mineral waters and aerated waters

As for the category waters, including mineral waters and aerated waters (HS2202), the same considerations made for the beverages category have to be applied. Water is considered a basic good. Therefore, notwithstanding the Covid restrictions, the business was not particularly affected, being the channels of distribution of the product active, whether online retail or supermarket distribution. The country that most profited from it were the USA, because of the proximity factor. Furthermore, France and Switzerland are placed before Italy because their products are more appreciated in Canada and both French and Suisse water multinationals are worldwide known and international exporters. As for the original category, there will be a general strong rebound effect after the economic crisis, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income.

5.3.4. Balsamic vinegar

Balsamic vinegar (HS2209) is one of the top categories of the Made in Italy typical basket of products, greatly appreciated in Canada because of its flavours and exquisite taste. In fact, notwithstanding the crisis, the export levels of this Italian product consistently increased in 2019. Being balsamic vinegar a very niche product, it addresses a very specific category of consumers, that comprises mostly wealthy consumers, who evidently did not suffer particularly the economic repercussions of the Virus. Therefore, the Italian high-end quality product did not particularly suffer the economic consequences of the pandemic. Balsamic vinegar is as well one of the categories that offer the largest and widest range of quality products, according to the prices.

5.3.5. Preparations of cereals, flour, starch or milk pastrycooks' products and its subcategories: pasta of all types and bakery, pastry or bakery products, biscuits of all types

Concerning the category preparations of cereals, flour, starch or milk pastrycooks' products (HS19) and its subcategories: pasta of all types (HS1902) and bakery, pastry or bakery products, biscuits of all types (HS1905), notwithstanding the pandemic, the exportation trends were highly positive, confirmed by the strong increase of pasta (31,01% in 2019). These categories of products represent a must on the tables of the average Canadian families, being pasta a basic good and, as for the beverages, not particularly affected by the Covid crisis. Besides, Italian pasta is a far more affordable good than balsamic vinegar, therefore all Canadians could profit from the Italian tastes and flavours in their own country. Noteworthy is the fact that Italian products within these categories occupied the podium but not the leading position. That could be explained by the fact that the two leading countries (the USA and Mexico) have the greatest advantage in the proximity to Canada

and the fact that the Made in the US and Made in Mexico products are more affordable than the Italian products, therefore more sought in the shelves of the supermarkets, especially amidst an economic crisis. As for China, the reasoning is the same and the transportation costs do not particularly influence the final price of the products on the shelves of the supermarket chains, given their competitiveness. After the economic crisis, a strong rebound effect is expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. The gap that the main competitors suffered from the Canadian neighbours, the US and Mexico, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound on the level of importations to Canada from the extra-American lands as well.

5.3.6. Fats and oils and the consequent category olive oil

For the category fats and oils (HS15) and the consequent category olive oil (HS150910), olive oil is one of the top categories of the Made in Italy typical basket of products, greatly appreciated in Canada because of its flavours and exquisite taste, that trace back to the Italian lands. However, differently from the balsamic vinegar, the export levels of this Italian product slightly decreased in 2019. Being olive oil a condiment, it could be matched with every dish, therefore it is largely utilized in every average Canadian family. Though, this top Italian product, even if at the top positions, suffered from the competition of Tunisia, Spain and Greece. That is mainly because, in times of crisis, people go for the cheapest products and don't mind the quality of the products, except for a picky and sophisticated clientele with a high disposable income. This occurred in the case of the Italian olive oil, worldwide famous but not appreciated as in normal times. Canadian consumers preferred to rely on less qualitative and niche products such as Spanish, Tunisian or Greek and have a similar taste. As abovementioned, this tendency can be noticed by the loss of Italian market shares to Tunisia and Spain in 2019 and 2020, in percentage corresponding to about 3% to Tunisia and 2% to Spain of the about 7% entire loss. Notwithstanding the downtrend trend of these last two years, there will be a strong rebound effect after the economic crisis, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income.

5.3.7. Vegetables as macro category and tomatoes as subcategory

For what concerns vegetables (HS2005) as macro category and tomatoes (HS2002) as subcategory, notwithstanding the pandemic, the exportation trends for this category were highly positive, confirmed by the strong increase of tomatoes (30,0% in 2019). Though, Italian products, even if at the top positions, suffered from the competition of the US, Turkey and Chile that registered an increase in their market share for the category, at the expenses of the Made in Italy. That is mainly because, in times of crisis, people go for the

cheapest products and don't mind the quality of the products. Canadian consumers preferred to rely on less qualitative products such as Chilean and Turkish ones, that have a similar taste. The proximity factor represents as well a decisive factor. As a matter of fact, the USA, that offer a product similar in characteristics to the Italian one, is greatly advantaged by the proximity factor, resulting in the domination of the Canadian market shares for this category. However, differently from the olive oil, the loss of Italian market shares for the category is minimal. After the economic crisis, a strong rebound effect is expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. Furthermore, in a post-Covid perspective, the gap that the main competitors suffered from the Canadian neighbour, the US, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound on the level of importations to Canada from the extra-American lands as well.

5.3.8. Confectionary

The confectionary category (HS2007) follows the same trends of the precedent categories, registering a surprising increase of 44.3% in 2019. As for the precedent category, Italian confectionary specifically suffered from the competition of the US, France and Turkey, that registered an increase in their market share for the category, at the expense of the Made in Italy. That is mainly because, in times of crisis, people go for the cheapest products and don't mind the quality of them. Canadian consumers preferred to rely on less qualitative products, such as Turkish ones, that have a similar taste. The USA, on the contrary, can offer a product similar in characteristics to the Italian one and they are greatly advantaged by the proximity factor, resulting in the domination of the Canadian market shares for this category. In the coming years, when the economic repercussions of the pandemic are over, a strong rebound effect will be expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. In a post-Covid perspective, the gap that the main competitors suffered from the Canadian neighbour, the US, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound in the level of importations to Canada from the extra-American lands as well.

5.3.9. Olives

For the category olives (HS200570), the same reasoning made for the balsamic vinegar is applicable. Olives are one of the top products of the Made in Italy typical basket of products, greatly appreciated in Canada because of their flavours and exquisite taste, that trace back to the Italian lands. That is confirmed by the positive trend of the exportation levels with respect to Canada, an 8.8% increase in comparison with 2019. However, in times of crisis, Italy suffered from the competition of Spain and Greece, offering cheaper products

than Italian ones, and that corresponded to a domination of the Canadian market for this product by Greece (2) and Spain (1), even if the latter lost considerable market shares to the former in 2020.

5.3.10. Italian caffeinated coffee, with its variant decaffeinated

Italian caffeinated coffee (HS090121), with its variant decaffeinated (HS090122), is one of the most representative products of the Made in Italy basket, greatly appreciated in Canada because of its flavours and exquisite taste, that traces back to the Italian lands. While the exportations of the decaffeinated coffee to Canada in 2019 and 2020 decreased, the exportations of the caffeinated one to Canada increased significantly in 2019 and 2020. Noteworthy is the fact that Italian products within these categories occupied the podium but not the leading position. That could be explained by the fact that the leading country (the USA) has the greatest advantage in its proximity to Canada and the fact that the Made in US products are more affordable and less costly in comparison with the Italian products, even if less qualitative. In the coming years, when the economic repercussions of the pandemic are over, a strong rebound effect will be expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. Furthermore, the gap that the main competitors suffered from the Canadian neighbour, the US, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound in the level of importations to Canada from the extra-American lands as well.

5.3.11. Cheese and curd and their macro category milk and dairy products

Cheese and curd (HS040620) and their macro category milk and dairy products (HS04), are some of the most representative products of the Made in Italy basket, greatly appreciated in Canada because of their flavours and exquisite taste, that trace back to the Italian lands. In fact, notwithstanding the crisis, the export levels of these Italian products consistently increased in 2019. Among the 41 Italian products recognized by the CETA (PDO, PGI, TSG), more than ten are identified in the category milk and dairy products, of which five comprise cheese products. With total export numbers to Canada corresponding to 903,88 mln in 2019, the business was not particularly affected by the Covid crisis. Furthermore, Italian cheese, even though certified, is a more affordable good than balsamic vinegar, therefore a considerable number of Canadians could profit from the Italian tastes and flavours in their own country. The Italian cheese is as well one of the categories that offer the largest and widest selection of quality products, for a vast range of prices. Indeed, it is forecasted a rebound effect for this category, when the North American distribution by land and sea will be back to normal, provoking a rebound on the level of importations for these products as well. Furthermore, in the coming years, when the economic repercussions of the pandemic are over, a strong rebound effect will be

expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income.

5.3.12. Meat and edible meat offal

For the category meat and edible meat offal (HS2), Italy had to suffer the competition of the Pacific countries, such as the USA, Australia, New Zealand, Uruguay and Mexico because, in time of crisis, the neighbours are the most reliable partners. However, in 2019, despite the Coronavirus, a robust increase in the exportations to Canada for this category of products is registered, +46.4%. As for the aforementioned products, the category includes some of the most representative products of the Made in Italy, with well-known examples such as Chianina, salami, salamino, etc... However, in this case, the proximity factor was decisive for the level of exportations to Canada, being the South American or Australian meat as famous and qualitative as the Italian meat. Despite this factor, the market shares of Italian meat in the Canadian market have been steadily increasing in these years of Covid as well, following the general trend. In the coming years, when the economic repercussions of the pandemic are over, a strong rebound effect will be expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. Furthermore, in a post-Covid perspective, the gap that the main competitors suffered from the Canadian neighbours will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound in the level of importations to Canada from the extra-American lands as well.

5.3.13. Seafood category: anchovies, tuna and caviar

Regarding the seafood category, Italy performed quite well in these years of the pandemic in all three products analysed, namely anchovies (HS160416), tuna (HS160414) and caviar (HS160431). Caviar, however, to a lesser extent, given the solid numbers of competitors and the novelty of the product in the Canadian market. Even if the anchovies' market is not a big market in Canada, given the specificity and the taste of the product, not for all palates, Italy performed superlatively, ranking 1st with an increase of 16.5% in 2019 and overcoming the competition of Spain and Perú. More importantly, being the tuna's market a big market in Canada, Italy performed even better, with an increase of 29,6% in 2019, acquiring important market shares from the South East Asian competitors, such as Thailand (1), Vietnam (3), Philippines (4), with a similar product, from the qualitative point of view, but that tastes differently. Caviar, despite being an exquisite niche product for consumers with a very high disposable income and sophisticated mouths, registered, in the years of the greatest economic repercussions, an increase in the total export numbers, + \$CAD 500.000 in 2020 from 2019. By contrast, the Italian exportation levels to Canada for the years 2019 and 2020 slowed down, due to

the pandemic and the competition of China, the market leader for this category of product. Furthermore, even if the market accounts only for a total of \$CAD 2.062.155 in Canada, Italy registered the worst performance in the years of the pandemic for this product, in comparison with other categories of products, losing, from 2016, more than 26% of the market shares to the main competitors, mainly China. However, after the economic crisis, a strong rebound effect is expected, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income.

5.3.14. Chestnuts

As for the last category of product analysed, chestnuts (HS080241), Italy confirmed the highest positioning, even in the years of deepest crisis, for a market in which the Made in Italy accounts for 62,37%. Even though Italian chestnuts represent for Canadian consumers a high niche product, they are one of the most appreciated goods in Canada, because of their flavours and exquisite taste. However, differently from the balsamic vinegar, the export levels of this Italian product slightly decreased in 2019. Notwithstanding the years of the pandemic, Italy overcame the competition of China, Greece and Portugal, that lost important market shares to Italy, even though offering a less qualitative and less costly product. Italy acquired, from 2018 to 2020, about 21% of the market shares. Only Greece, with Italy, rose its levels of export for this product, mainly at the expense of China. The prospects for the recovery phase are oriented to a strong rebound effect, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. Lastly, for all the categories of products analysed, the innovative e-retail methods consistently supported the search, selling, distribution and delivery of the products belonging to the typical Made in Italy basket, in a time in which the normal channels of distribution were not as effective as in the pre-Covid period.

CONCLUSION

In Italy, the F&B retail sector was one of the most significant industries, generating a total turnover of more than EUR 208 billion in 2020 and accounting for 3,8% of Italy's GDP (Capozucca, 2021). The Italian Food and Beverage has proven to be, notwithstanding the Covid economic repercussions, the most representative sector of the Made in Italy, with a total added value of EUR 64,1 Billion (Capozucca, 2021). In fact, the total added value decreased only by -1,8% in 2020, compared to the -8,9% of the total Italian economy, demonstrating to be the most resilient sector to the COVID-19 among all the Italian manufacturing sectors (Capozucca, 2021). Outside the domestic market, the performance of the segment was even more convincing. Exports of the agri-food sector maintained a clear advantage compared to the -15.6% fall recorded by Italy's total exports, registering an increase of +1,8% in 2020, +11,6% from 2017 (Istat, 2020). With specific reference to Canada, the Italian Agri-food export registered an increase of +14,1% in 2020, notwithstanding the Covid restrictions, allowing Italy to achieve the third position in both the Canadian Food and Beverage Manufacturing Industry category, with a total of exports of CAD\$ 813 Million for the Food category and CAD\$ 663 Million for the Beverage category, behind USA and China for the Food category and behind USA and France for the Beverage category (Government of Canada, 2021). With supermarkets, traditional grocery stores, and specialty food stores accounting for an estimated 98.8% of the total Canadian F&B retail market, the Made in Italy proliferated mostly through the traditional channels of distribution (Camera di Commercio italiana in Canada, 2020). However, the innovative distributional channels represented a feasible alternative to the traditional distribution, as proven by the share of the online sales of the total retail sales, (6,6% in 2020), and specifically by the F&B online purchases, that accounted for 1,2% of the total F&B retail sales in 2020, with a significant growth of +0,9% between 2016 and 2020. In effect, E-commerce in Canada is an industry in full-scale expansion, having increased its total revenue at an annualized 23.3% to \$19.6 billion over the five years to 2020, including a 27.8% growth in 2020 only (eCommerceDB, 2020). Major clients in 2020 were consumers aged 53 to 72 (37% of the industry revenue). With increased disposable income due to the emancipation of the children for many in this segment, parents could spend their savings entirely for themselves, a winning combination for e-commerce operators. The key players of this new retail option are firstly, Amazon, that participates in the Canadian E-Commerce industry through its subsidiary, Amazon.com.ca Inc. (Amazon Canada), accounting for a market share of 21.59%; secondly, Walmart.ca; thirdly, Costco.ca; and ultimately, Homedepot.ca (IbisWorld, 2020). The business concentrates mostly on the largest populated regions, such as Quebec, Ontario and British Columbia, having the major companies their warehouses there because of an easier access to labour, trade routes (ports, harbours, paved streets, etc...) and technology hubs (IbisWorld, 2020). The major products and services sold regard the apparel and accessories' sector, consumer electronics' sector, entertainment sector, health and beauty products sector, grocery sector, home goods and improvement sector (IbisWorld, 2020). The business is exponentially growing

thanks to, first, the technological advancement, in fact Canada is one of the most plugged-in countries in the world; second to the demographics and shopping trends always more oriented to online shopping; third, to the industry profit margins that are skyrocketing (IbisWorld, 2020). The latest performances point out to the direction of an even more progressive growth, even after the Covid pandemic, with a business that is expected to grow by CAD\$10 Billion (USD\$ 8 Billion) in the next 4 years (IbisWorld, 2020). The e-grocery as well, the branch of e-commerce that regards specifically online grocery purchases, is playing a decisive role, with university graduates as the most active in e-grocery purchases. The main motivations leading to the online purchase of grocery products were the fast process of sale, the vast array of goods offered and more convenient prices (IbisWorld, 2020). The main players of the segment are Loblaw, Sobeys and Metro, increasing their presence online (eCommerceDB, 2020). Finally, according to the study of the latest export trends for a selected basket of Italian products, almost all the categories analysed confirmed an encouraging positive trend, as well during the years of the pandemic (2019-20). In fact, comparing the variation Gen-Dec 2019 to Gen-Dec 2020, we noticed the positive trend of beverages (+1%) and its subcategory waters, including mineral waters and aerated waters (+2,7%); balsamic vinegar (+20.1%); preparations of cereals, flour, starch or milk pastrycooks' products (+21.8%); pasta (+31,1%); bakery, pastry or bakery products, biscuits (+1.5%); tomatoes (+30.0%); vegetables (+20.6%); confectionary (+44.3%); olives (+8.8 %); roasted coffee not decaffeinated (+16.2%); milk and dairy products (+6.2%); cheese and curd (+6.3%); meat and edible meat offal (+46.4%); anchovies (+16.5%); tuna (+29.6%); chestnuts (+18.7%). As we can witness, the products that experienced the greatest growth in the years of the pandemic were balsamic vinegar (+20.1%), preparations of cereals, flour, starch or milk pastrycooks' products (+21.8%), pasta (+31,1%), tomatoes (+30.0%), vegetables (+20.6%), confectionary (+44.3%), meat and edible meat offal (+46.4%), tuna (+29.6%). However, a few categories of products experienced a negative trend, such as wines of fresh grapes, fats and oils, olive oil, roasted coffee decaffeinated and caviar. The Italian wine suffered greatly from the competition of France, because French wines have the same characteristics of the Italian wines but do not undergo the same costly and burdensome bureaucratic processes (translation of the labels, labelling etc...), and the competition of the USA, due to the proximity factor. For what concerns the category fats and oils, specifically olive oil, one of the Italian excellencies, Italy suffered from the competition of Tunisia, Spain and Greece, because they exported a less costly product, that in time of Covid, was more affordable than the Italian one and therefore more purchased. In fact, Italy lost considerable market shares to Tunisia and Spain during the years of the pandemic. Concerning the roasted coffee decaffeinated, Italy suffered particularly from the competition of the Made in US products, more affordable and less costly in comparison with the Italian products, even if less qualitative. Being the caviar market in Canada very recent and very niche, Italy registered the worst record in the years of the pandemic for this product, in comparison with other categories of products, suffering particularly from the competition of China, that has gained important market shares to Italy since 2018. Overall, the study proved that all the categories of products taken into consideration were not particularly affected by the Covid crisis.

Noteworthy is the fact that for all the products analysed, Italy always ranked within the top three nations for numbers of exports to Canada, except for the following categories: waters, including mineral waters and aerated waters (4th), vegetables (4th), meat and edible meat offal (6th). Furthermore, Italy ranked 1st for the following categories: olive oil, notwithstanding the slight decrease, cheese and curds, anchovies and chestnuts. Taking into consideration the Canadian markets that totalled over CAD\$ 1 Billion worth of imports, Italy ranked 3rd, with CAD\$ 689.40 mln worth of exports in 2020 (beverages), with CAD\$ 552.94 mln worth of exports (wines of fresh grapes), with CAD\$ 55.77 mln worth of exports in 2020 (bakery, pastry or bakery products, biscuits), with CAD\$ 116.71 mln worth of exports (fats and oils). Italy totalled the greatest amount of market shares in these categories: wines of fresh grapes, balsamic vinegar, pasta, olive oil, tomatoes, cheese and curd, anchovies, and chestnuts. In general, the predominance of the USA in the Canadian market remains stark, due to various factors, of which the most prominent is the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) together with the Made in the USA, exporting low-skill-production products. EU main competitors such as Spain and Greece are gaining important market shares to Italy for the products analysed, and could represent a concrete menace for the Made in Italy in the future, offering less costly products that are more affordable for the average Canadian consumer. For what regards the future post-pandemic prospects, for all the categories analysed, it is predicted a general strong rebound effect, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. Furthermore, the gap that the main competitors suffered from the Canadian neighbour, US, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound on the level of importations to Canada from the extra-American lands as well.

ANNEXES

ANNEX 1

Italian food exports growth by category in the first half of 2020

PRODUCT	EXPORTS 2019 (mio €)	EXPORTS 2020 (mio €)	VAR. %
Pasta	1,270.11	1,584.20	24.7%
Rice	306.47	358.12	16.9%
Processed Vegetables	1,244.28	1,366.70	9.8%
Fish	177.22	192.71	8.7%
Coffee	750.66	801.58	6.8%
Oil and fats	973.41	1,038.08	6.6%

Source: ITALIANFOOD.NET 2020

ANNEX 2

Top Destinations: Italian food exports by country in the first half of 2020

COUNTRY	EXPORTS IN VALUE (mio €)	% VAR. 2020/2019
Germany	2,736.8	6.1%
USA	2,267	4.5%
France	2,077.6	4.7%
UK	1,501.2	3.9%
Switzerland	636	2.8%
Netherlands	580.8	0.8%
Spain	574.3	-0.9%
Belgium	514.7	4.8%
Austria	442	0.8%
Canada	424.9	14.1%

Source: Istat 2020

ANNEX 3

Title Canadian imports

Product: Total for all products

Origin All countries (detailed)

Destination Canada

Period Specific year(s): 2020

Units Value in Canadian dollars

Report	
	2020
United States	264,107,577,304
China	76,443,201,788
Mexico	29,819,171,442
Germany	17,273,255,024
Japan	13,562,575,215
Korea, South	9,581,736,533
7. Italy (incl. Vatican City State)	8,993,370,506
Vietnam	8,145,426,093
United Kingdom	7,781,934,854
Brazil	6,572,298,192
Total All Countries	541,755,839,142

ANNEX 4

Title Canadian imports

Product: Total for all products

Origin All countries (detailed)

Destination Canada

Period Specific year(s): 2020

Units % Percentage

Report	
	2020
United States	48.75%
China	14.11%
Mexico	5.50%
Germany	3.19%
Japan	2.50%
Korea, South	1.77%
7. Italy (incl. Vatican City State)	1.66%
Vietnam	1.50%
United Kingdom	1.44%
Brazil	1.21%
Total All Countries	100.00%

ANNEX 5

Title Canadian imports

Product: Total for all products

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units % Percentage

Report			
	Jan-Dec 2019	Jan-Dec 2020	%Change 2020/2019
United States	305,191,151,779	264,107,577,304	-13.5%
China	75,012,202,743	76,443,201,788	1.9%
Mexico	36,988,643,134	29,819,171,442	-19.4%
Germany	19,328,890,524	17,273,255,024	-10.6%
Japan	16,482,171,845	13,562,575,215	-17.7%
Korea, South	9,501,946,418	9,581,736,533	0.8%
7. Italy (incl. Vatican City State)	9,470,736,142	8,993,370,506	-5.0%
Vietnam	6,988,108,044	8,145,426,093	16.6%
United Kingdom	9,226,823,696	7,781,934,854	-15.7%
Brazil	5,412,341,804	6,572,298,192	21.4%
Total All Countries	601,685,066,545	541,755,839,142	-10.0%

ANNEX 6**Title** Canadian imports**Product:** Hs 87 - motor vehicles, trailers, bicycles, motorcycles and other similar vehicles**Origin** All countries (detailed)**Destination** Canada**Period** Year to date - current year vs. previous year**Units** Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	63,342,110,676	46,388,007,340	-26.8%
Mexico	11,454,808,848	8,240,102,399	-28.1%
Japan	6,271,635,660	5,352,605,719	-14.7%
Korea, South	3,898,299,172	3,961,650,797	1.6%
Germany	4,194,199,031	2,944,466,244	-29.8%
China	2,640,094,150	2,466,030,767	-6.6%
Belgium	1,315,990,294	1,294,415,040	-1.6%
United Kingdom	1,581,609,650	881,986,277	-44.2%
Slovakia	544,428,733	505,433,996	-7.2%
10. Italy (incl. Vatican City State)	543,489,321	466,252,519	-14.2%
Total All Countries	99,206,389,079	74,971,481,135	-24.4%

ANNEX 7**Title** Canadian imports**Product:** Hs 9401 - seats**Origin** All countries (detailed)**Destination** Canada**Period** Year to date - current year vs. previous year**Units** Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
China	1,494,160,286	1,408,943,748	-5.7%
United States	1,557,524,805	1,097,266,444	-29.6%
Mexico	1,007,609,611	724,957,042	-28.1%
Vietnam	159,599,233	190,978,580	19.7%
5. Italy (incl. Vatican City State)	89,442,724	73,853,706	-17.4%
United Kingdom	28,856,488	43,353,650	50.2%
Taiwan	42,081,945	37,270,502	-11.4%
Japan	47,551,384	32,159,669	-32.4%
Germany	42,173,326	24,730,376	-41.4%
Indonesia	18,296,655	22,698,413	24.1%
Total All Countries	4,701,809,650	3,853,239,038	-18.1%

ANNEX 8

Title Canadian imports

Product: Hs 64 - footwear

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
China	1,376,765,912	893,808,883	-35.1%
Vietnam	722,381,080	613,402,738	-15.1%
3. Italy (incl. Vatican City State)	306,164,322	252,489,015	-17.5%
Cambodia (Kampuchea)	188,930,885	140,563,008	-25.6%
Indonesia	142,704,748	107,780,068	-24.5%
Bangladesh	60,788,992	43,710,497	-28.1%
United States	53,051,059	40,676,681	-23.3%
Portugal	52,073,664	39,085,851	-24.9%
Spain	49,609,329	38,214,970	-23.0%
Germany	52,984,721	36,235,068	-31.6%

ANNEX 9

Title Canadian imports

Product: Hs 33 - essential oils and resinoids, perfumes, cosmetics and toilet preparations

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	3,144,367,219	3,091,400,647	-1.7%
France (incl. Monaco, French Antilles)	467,181,335	371,023,492	-20.6%
3. Italy (incl. Vatican City State)	248,481,617	194,519,459	-21.7%
Mexico	129,544,516	144,300,437	11.4%
China	184,792,196	143,211,675	-22.5%
United Kingdom	121,593,439	103,790,058	-14.6%
Ireland	93,347,548	90,852,545	-2.7%
Korea, South	83,058,687	90,357,355	8.8%
Germany	90,209,126	78,412,982	-13.1%
Japan	67,111,229	63,595,535	-5.2%
Total All Countries	5,000,929,185	4,723,039,909	-5.6%

ANNEX 10**Title** Canadian imports**Product:** Hs 62 - woven clothing and articles of apparel**Origin** All countries (detailed)**Destination** Canada**Period** Year to date - current year vs. previous year**Units** Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
China	2,305,632,948	2,555,026,801	10.8%
Bangladesh	941,770,337	724,182,900	-23.1%
Vietnam	700,779,505	612,101,004	-12.7%
Cambodia (Kampuchea)	342,042,785	275,076,109	-19.6%
5. Italy (incl. Vatican City State)	251,955,105	181,614,296	-27.9%
United States	191,947,235	163,750,289	-14.7%
Mexico	200,683,529	153,249,422	-23.6%
Indonesia	200,053,436	148,713,331	-25.7%
India	209,404,779	141,214,006	-32.6%
Turkey	116,322,460	105,484,823	-9.3%
Total All Countries	6,338,540,111	5,751,902,193	-9.3%

ANNEX 11

Title Canadian imports

Product: Hs 6802 - worked monumental/building stone

Origin All countries (detailed)

Destination Canada

Period Year to date - current year vs. previous year

Units Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
China	79,838,166	62,077,288	-22.2%
United States	48,421,860	44,577,508	-7.9%
3. Italy (incl. Vatican City State)	52,262,238	36,082,026	-31.0%
India	31,520,632	27,613,886	-12.4%
Brazil	24,082,904	19,017,285	-21.0%
Turkey	25,682,045	15,251,994	-40.6%
Mexico	1,775,374	2,330,259	31.2%
Portugal	2,515,099	2,167,046	-13.8%
Vietnam	1,325,612	2,022,824	52.6%
Spain	3,059,611	1,834,103	-40.0%
Total All Countries	283,279,620	223,176,784	-21.2%

ANNEX 12**Title** Canadian imports**Product:** Hs 51 - wool, wool yarns and wool fabrics**Origin** All countries (detailed)**Destination** Canada**Period** Year to date - current year vs. previous year**Units** Value in Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
1. Italy (incl. Vatican City State)	47,558,256	29,313,270	-38.4%
China	25,204,771	11,539,862	-54.2%
United States	5,410,899	5,424,541	0.2%
Mexico	7,260,195	4,621,544	-36.3%
United Kingdom	7,103,850	3,403,947	-52.1%
Peru	2,452,797	2,059,478	-16.0%
India	1,615,851	1,760,588	9.0%
Turkey	1,565,345	1,688,279	7.8%
New Zealand	1,535,528	1,277,374	-16.8%
Chile	998,871	1,207,415	20.9%
Total All Countries	113,629,708	68,877,786	-39.4%

ANNEX 13

Title: Canadian imports

Industries: Naics 311 - food manufacturing

Origin: TOP 10 Countries

Destination: Canada

Specific year(s): 2020

Units: Value in thousands of Canadian dollars

Report	
	2020
United States	18,420,462
China	1,279,457
3. Italy (incl. Vatican City State)	813,635
Thailand	761,718
Brazil	726,702
Mexico	625,907
India	617,312
Vietnam	457,047
New Zealand	392,757
France (incl. Monaco, French Antilles)	391,757
Sub-total	24,486,754
Others	6,279,972
Total All Countries	30,766,727

ANNEX 14**Title:** Canadian imports**Industries:** Naics 311 - food manufacturing**Origin:** TOP 10 Countries**Destination:** Canada**Specific year(s):** 2020**Units:** % Percentage

Report	
	2020
United States	59.87%
China	4.16%
3. Italy (incl. Vatican City State)	2.64%
Thailand	2.48%
Brazil	2.36%
Mexico	2.03%
India	2.01%
Vietnam	1.49%
New Zealand	1.28%
France (incl. Monaco, French Antilles)	1.27%
Sub-total	79.59%
Others	20.41%
Total All Countries	100.00%

ANNEX 15

Title: Canadian imports

Industries: Naics 311 - food manufacturing

Origin: TOP 10 Countries

Destination: Canada

Specific year(s): Year to date - current year vs. previous year

Units: Value in thousands of Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	17,672,822	18,420,462	4.2%
China	1,320,445	1,279,457	-3.1%
3. Italy (incl. Vatican City State)	691,184	813,635	17.7%
Thailand	783,554	761,718	-2.8%
Brazil	557,993	726,702	30.2%
Mexico	681,792	625,907	-8.2%
India	539,124	617,312	14.5%
Vietnam	408,632	457,047	11.8%
New Zealand	385,528	392,757	1.9%
France (incl. Monaco, French Antilles)	363,600	391,757	7.7%
Sub-total	23,404,674	24,486,754	4.6%
Others	5,776,091	6,279,972	8.7%
Total All Countries	29,180,765	30,766,727	5.4%

ANNEX 16

Title: Canadian imports

Industries: Naics 3121 - beverage manufacturing

Origin: TOP 10 Countries

Destination: Canada

Specific year(s): Year to date - current year vs. previous year

Units: Value in thousands of Canadian dollars

Report			
	Jan-Dec 2019	Jan-Dec 2020	% Change 2020/2019
United States	1,913,691	1,965,158	2.7%
France (incl. Monaco, French Antilles)	844,670	849,007	0.5%
3. Italy (incl. Vatican City State)	660,878	663,272	0.4%
United Kingdom	329,837	325,547	-1.3%
Mexico	245,316	222,138	-9.4%
Australia	226,101	213,152	-5.7%
Netherlands	174,732	184,376	5.5%
Spain	173,866	182,093	4.7%
Ireland	161,016	161,493	0.3%
New Zealand	140,120	143,733	2.6%
Sub-total	4,870,226	4,909,970	0.8%
Others	1,002,949	978,009	-2.5%
Total All Countries	5,873,175	5,887,978	0.2%

ANNEX 17

Title: Canadian imports

Industries: Naics 3121 - beverage manufacturing

Origin: TOP 10 Countries

Destination: Canada

Specific year(s): 2020

Units: Value in thousands of Canadian dollars

Report	
	2020
United States	1,965,158
France (incl. Monaco, French Antilles)	849,007
3. Italy (incl. Vatican City State)	663,272
United Kingdom	325,547
Mexico	222,138
Australia	213,152
Netherlands	184,376
Spain	182,093
Ireland	161,493
New Zealand	143,733
Sub-total	4,909,970
Others	978,009
Total All Countries	5,887,978

ANNEX 18**Title:** Canadian imports**Industries:** Naics 3121 - beverage manufacturing**Origin:** TOP 10 Countries**Destination:** Canada**Specific year(s):** 2020**Units:** % Percentage

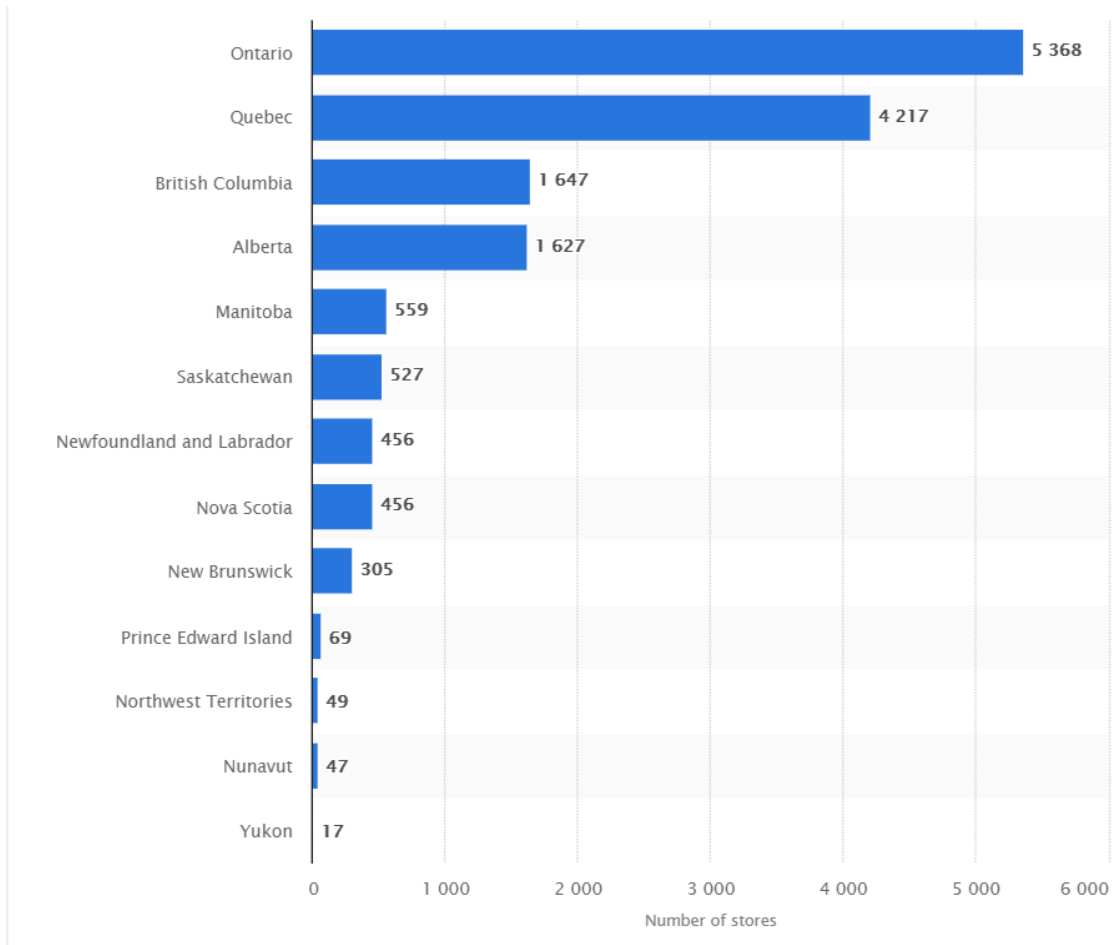
Report	
	2020
United States	33.38%
France (incl. Monaco, French Antilles)	14.42%
3. Italy (incl. Vatican City State)	11.26%
United Kingdom	5.53%
Mexico	3.77%
Australia	3.62%
Netherlands	3.13%
Spain	3.09%
Ireland	2.74%
New Zealand	2.44%
Sub-total	83.39%
Others	16.61%
Total All Countries	100.00%

ANNEX 19

North America													
Industry Classification System (NAICS)	Jan 2020	Feb 2020	March 2020	April 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021
Retail trade [44-45]	51,329,845 A	51,980,088 A	46,578,313A	34,958,578 A	43,180,037 A	52,900,722A	52,969,114 A	52,770,919 A	54,048,975 A	54,686,217 A	55,606,803 A	52,523,591 A	52,623,971 A
Food and beverage stores [445]	10,370,339 A	10,890,724 A	13,316,013A	12,125,930 A	11,891,768 A	12,000,047A	11,777,451 A	11,750,403 A	11,801,872 A	11,854,540 A	12,345,706 A	11,974,546 A	12,362,861 A
Grocery stores [4451]	7,646,573A	8,149,989A	10,230,547A	9,427,798 A	9,128,553 A	9,050,310A	8,888,338A	8,894,083A	8,898,251A	8,991,096A	9,334,923A	9,084,955A	9,269,813 A
Supermarkets and other grocery (except convenience) stores [44511]	6,984,092A	7,490,881A	9,562,773A	8,725,762 A	8,358,140 A	8,340,401A	8,193,070A	8,207,038A	8,203,766A	8,295,579A	8,619,441A	8,366,488A	8,537,331 A

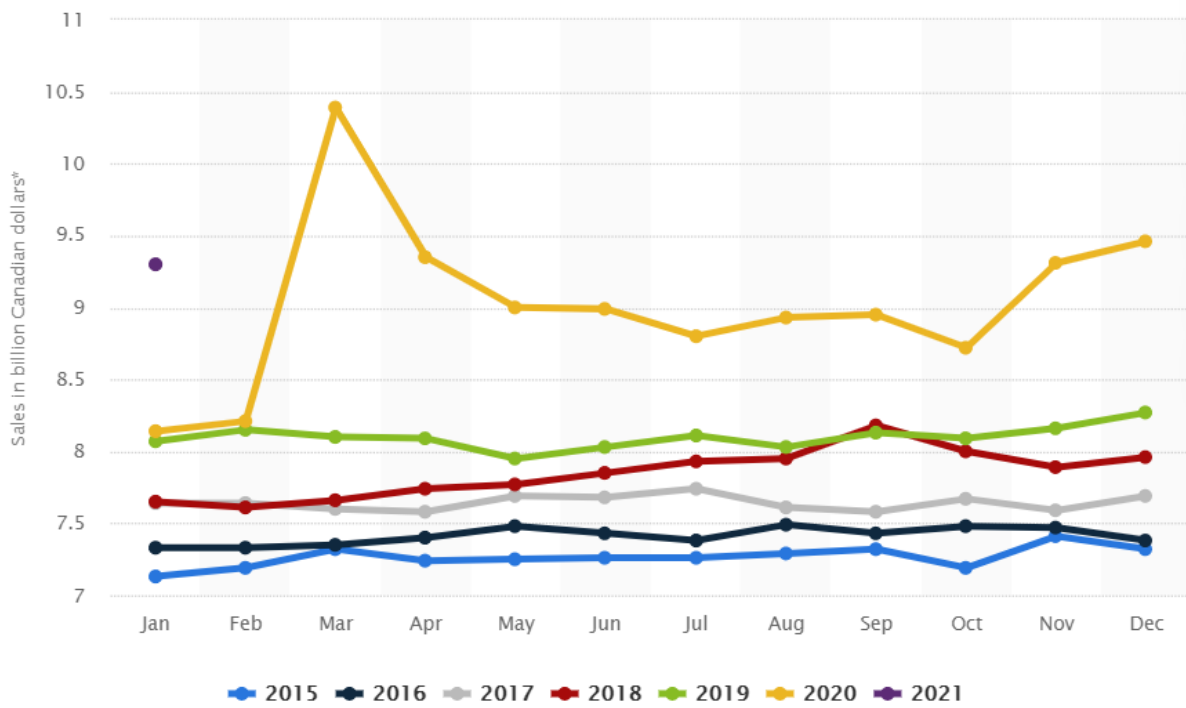
North America n Industry Classific ation System (NAICS)	Jan 2020	Feb 2020	March 2020	April 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021
Conve nience stores [44512]	662,4 80A	659,1 08A	667,77 4A	702,0 36A	770,4 13A	709, 909 A	695,2 68A	687,0 45A	694,4 85A	695,5 18A	715,4 82A	718,4 68A	732,4 82B
Specialt y food stores [4452]	673,3 62A	680,4 10A	690,89 6C	606,1 78B	697,5 90B	714, 574 B	718,4 20B	717,2 21B	709,7 60C	719,7 46C	741,0 77B	739,4 94B	854,2 34B
Beer, wine and liquor stores [4453]	2,050, 404A	2,060, 325A	2,394,5 70A	2,091 ,954 A	2,065 ,624 A	2,23 5,16 3A	2,170, 693A	2,139, 099A	2,193, 861A	2,143, 697A	2,269, 707A	2,150, 097A	2,238 ,814 A

ANNEX 20



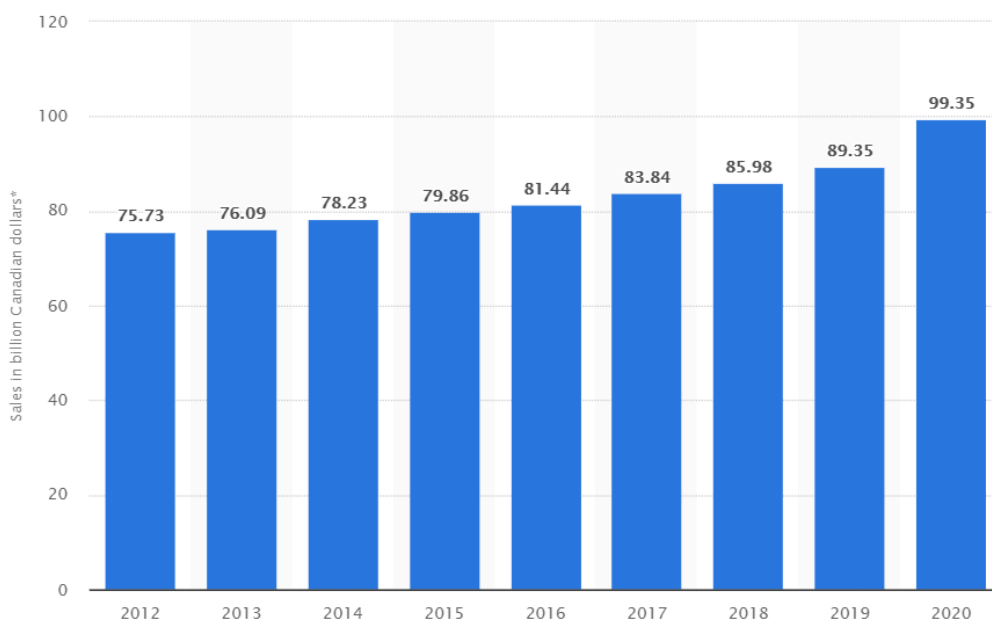
Source: Government of Canada 2021

ANNEX 21



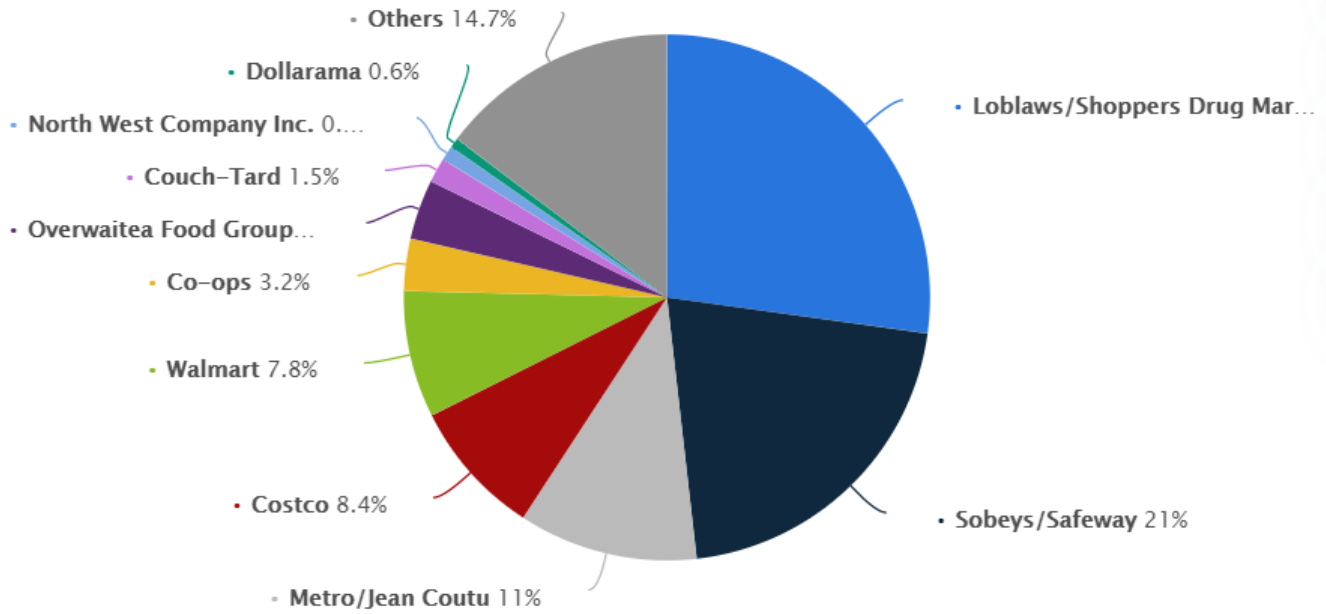
Source: Government of Canada 2021

ANNEX 22



Source: Government of Canada 2021

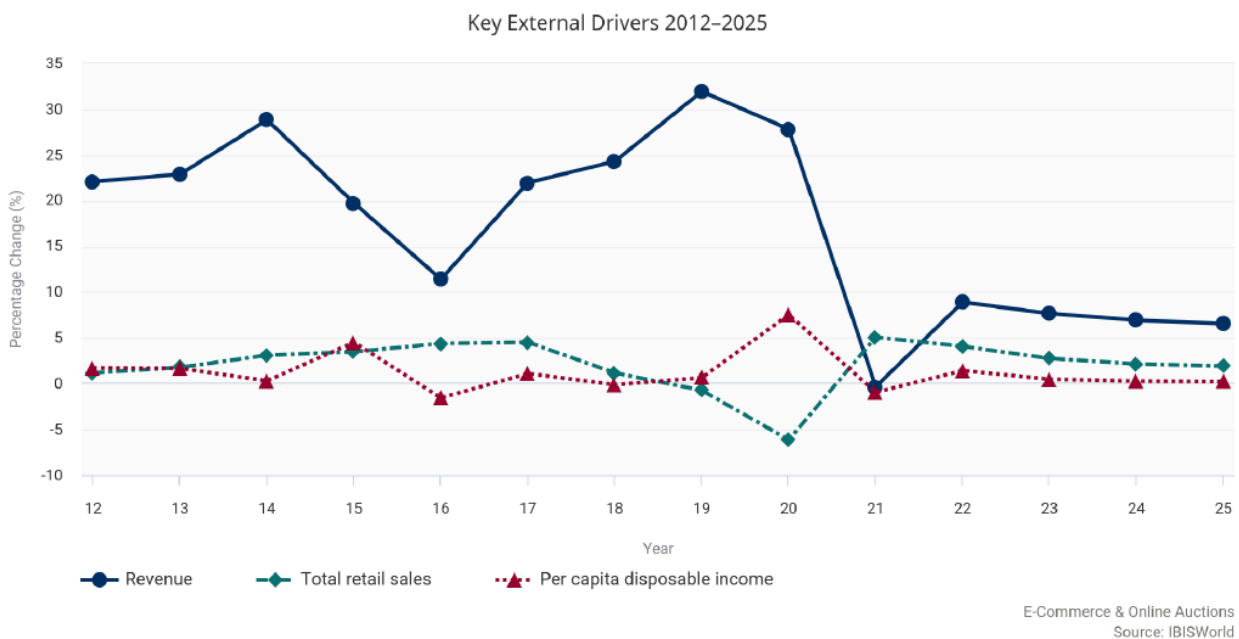
ANNEX 23



Source: Government of Canada 2021

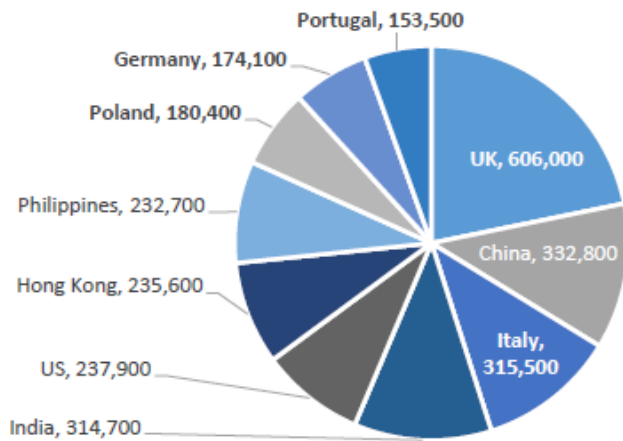
ANNEX 24

Industry Performance



Source: Ibisworld 2020

ANNEX 25

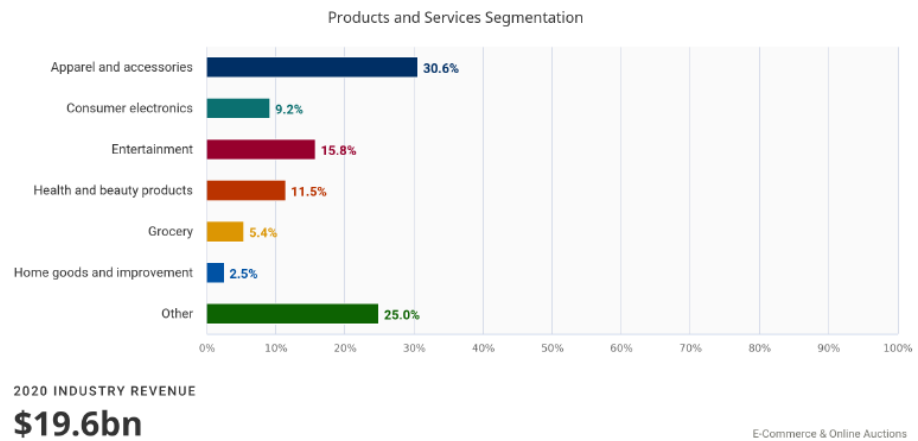


Statistics Canada

Source: Camera di Commercio Italiana in Canada 2020

ANNEX 26

Products and Services



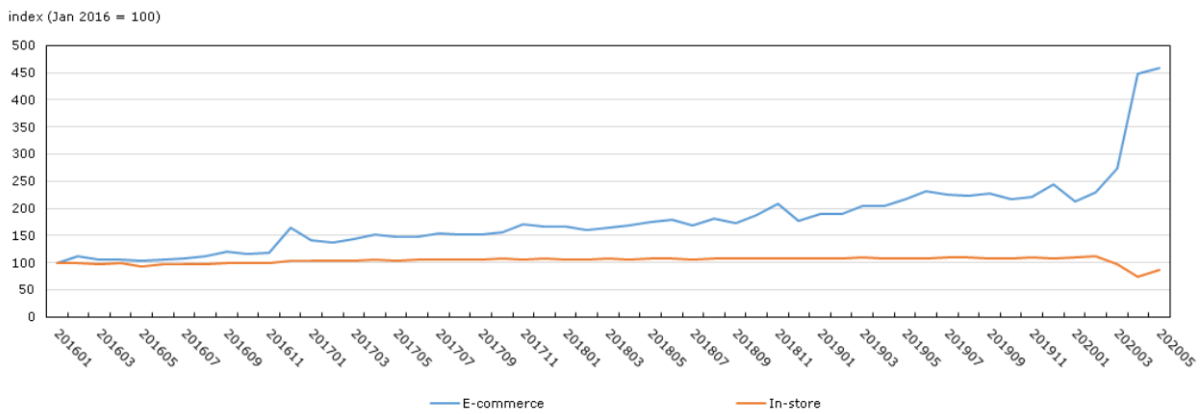
Source: Government of Canada 2021

ANNEX 27

Sales		2016	2017	2018	2019	2020
Overall Retail Industry [44-45]	In store	97.6	97.1	96.7	96.0	93.4
	E-commerce	2.4	2.9	3.3	4.0	6.6
Food and Beverage [445]	In-store (%)	99.7	99.5	99.4	99.3	98.8
	E-Commerce (%)	0.3	0.5	0.6	0.7	1.2

Source: Government of Canada 2021

ANNEX 28

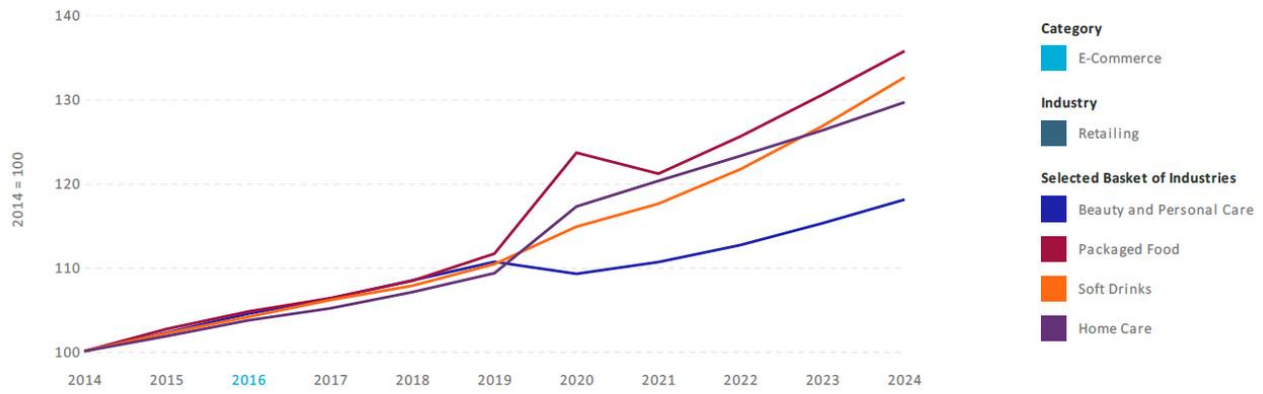


Indexed Monthly Retail E-Commerce Sales vs. In-Store Sales

Source: Government of Canada 2021

ANNEX 29

E-Commerce vs Selected FMCG Industries



E-Commerce market breakdown by industry

Source: Government of Canada 2021

BIBLIOGRAPHY

- BIM Research. 2016. "Italy Food and Beverages 2016, Q4". Accessed January 23, 2021. <https://www-proquest.com.ntu.idm.oclc.org/docview/1829810011/BE6F469E51E24039PQ/9?accountid=14693>
- BIM Research. 2020. "Italy Food & Drink Report, Q4". Accessed January 2, 2021 <https://www.marketresearch.com/Business-Monitor-International-v304/Italy-Food-Drink-Q4-13613668/>
- Bio Bank. 2020. "Focus Bio Bank Supermercati & Specializzati 2020". *Bio Bank*, November 9, 2020
- Bloomberg, 2020. "Loblaws Inc- company profile". Accessed July 21, 2021 <https://www.bloomberg.com/profile/company/0613911D:CN>
- Bloomberg, 2020. "Metro SP- company profile". Accessed July 29, 2021 <https://www.bloomberg.com/quote/METRO:SP>
- Camera di Commercio Italiana in Canada. 2017. "MEETALIA IN NORTH AMERICA". *Meetalia*, April 15, 2017.
- Camera di Commercio Italiana in Canada. 2019. "Canadian e-commerce benchmark report". *Canadian e-commerce*, June 4, 2019.
- Camera di Commercio Italiana in Canada. 2020. "ICCC: Scambi Italia-Canada". Accessed March 3, 2021. <https://italchamber.qc.ca/scambi-italia-canada/?lang=it>.
- Deloitte. 2020. "Foodservice Market Monitor, new frontiers for the Italian Foodservice considering the impact of Covid-19". *Deloitte*, May 4, 2020.
- Deloitte. 2021. "COVID-19 - Voice of Canadians and impact to retailers". *Deloitte*, April 3, 2021.
- eCommerceDB, 2020. "The eCommerce market in Canada". Accessed August 4, 2021 <https://ecommercedb.com/en/markets/ca/all>
- EMarketer. 2017. "ECommerce in Canada 2017: The Digital Disruption of Retail". *ECommerce in Canada*, January 2, 2017
- EMarketer. 2020. "EMarketer: Canada E-Commerce 2020". Accessed February 23, 2021 <https://www.emarketer.com/content/canada-ecommerce-2020>
- European Commission. 2018. "The Food and Beverage, Market Entry Handbook: Canada". *Publications Office of the European Union*, 2018: 1-328. <https://doi.org/10.2818/832340>
- European Commission. 2019. "Food and beverage products in Canada, China, Japan, Kingdom of Saudi Arabia and United Arab Emirates". *Kantar Public Brussels*, 2019: 1-110. <https://doi.org/10.2818/760660>

Government of Canada. 2019. "Canadian Industry Statistics, Government of Canada. Food and Beverage Stores - NAICS code 445". *Canada Industry Statistics*, February 3, 2019.

Government of Canada. 2020. "Canada International". Accessed January 15, 2021.
<https://www.canadainternational.gc.ca/>

Government of Canada. 2021. "Summary- Canadian Industry Statistics. Convenience Stores- NAICS code 44512", *Canada Industry Statistics*, February 26, 2021.

Government of Canada. 2021. "Summary- Canadian Industry Statistics. Beer, wine and liquor stores- NAICS code 4453", *Canada Industry Statistics*, February 26, 2021

Government of Canada. 2021. "Statistics Canada". Accessed August 13, 2021
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2010000802&pickMembers%5B0%5D=1.1&cubeTimeFrame.startMonth=01&cubeTimeFrame.startYear=2020&cubeTimeFrame.endMonth=01&cubeTimeFrame.endYear=2021&referencePeriods=20200101%2C20210101>

Government of Canada. 2021. "Statistics Canada". Accessed January 1, 2021. <http://www.statcan.gc.ca>

IbisWorld. 2017. "IBISWorld Industry Report 44529CA: Specialty Food Stores in Canada". *Industry Report Canada*, March 3, 2017

IbisWorld. 2020. "Beer, wine and liquor stores - Market Research Report", *Industry Report Canada*, August 30, 2020.

IbisWorld. 2020. "Specialty Food Stores in Canada - Market Research Report", *Industry Report Canada*, August 31, 2020.

IbisWorld. 2020. "CA INDUSTRY (NAICS) REPORT 45411aCA: NAICS Industry Report", *Industry Report Canada*, July 20, 2020

International Monetary Fund (IMF). 2020. "IMF: Canada". Accessed January 6, 2021
<https://www.imf.org/en/Countries/CAN>

International Trade Administration. 2020. "Canada - Country Commercial Guide". Accessed May 18, 2021.
<https://www.trade.gov/knowledge-product/canada-ecommerce>

Internet Society. 2020. "Internet Society: Canada." Accessed May 8, 2021.
<https://www.internetsociety.org/impact-report/2020/>

Ismeamercati. 2019. "Dati agroalimentari commercio estero". Accessed February 4, 2021.
<http://www.ismeamercati.it/dati-agroalimentare/commercio-estero>

Istat. 2020. "Commercio con l'estero e prezzi all'import dei prodotti industriali". Accessed June 3, 2021.
<https://www.istat.it/it/archivio/251733>

Istat. 2020. "Commercio con l'estero e prezzi all'import." Accessed February 20, 2021.
<https://www.istat.it/it/archivio/252662>

Istat. 2020. "Istat-Commercio Estero extra UE". Accessed July 13, 2021.
<https://www.istat.it/it/archivio/252887>

ITA (Italian Trade Agency) Canada. 2020. "Interscambio commerciale Italia-Canada, Aprile 2020". Accessed January 16, 2021. https://www.ice.it/it/sites/default/files/inline-files/INTERSCAMBIO%20COMMERCIALE%20ITALIA-CANADA%20Aprile%202020_0.pdf

ITA (Italian Trade Agency) Canada. 2020. "ITA: International Report 2019-20". Accessed February 7, 2021.
<https://www.ice.it/it/area-clienti/ricerche/ricerca-google-search-appliance?&q=Pubblicazioni+annuali&start=240>

Ministero degli Esteri e della Cooperazione Internazionale, 2020. "Export Italy". Accessed January 10, 2021
<https://export.gov.it/>

Nielsen News Center. 2020. "Innovation and Opportunity in Canada's Grocery E-Commerce Channel". *Nielsen News Center*, October 13, 2020.

Nomisma. 2017. "Export Agroalimentare Italiano in Nord America". *Nomisma*, September 17, 2017.

Pwc. 2018. "Commercial foodservice market in Italy". *Pwc Market Vision*, November 3, 2018.

Raymond James Research. 2018. "The Evolution of Retail". *Raymond James Research*, January 17, 2018.

Statista. 2020. "Share of vegetarian and vegan individuals in Italy between 2014 and 2020". Accessed August 21, 2021 <https://www.statista.com/statistics/609983/vegetarians-and-vegans-in-italy/>

Statista. 2021. "Convenience stores in Canada - statistics & facts". Accessed August 17, 2021
<https://www.statista.com/topics/6028/convenience-stores-in-canada/>

Statista. 2021. "E-commerce in Canada - Statistics & Facts". Accessed August 9, 2021
<https://www.statista.com/topics/2728/e-commerce-in-canada/>

Statista. 2021. "E-commerce sales revenue in Canada in 2018 and 2022, by device". Accessed August 9, 2021
<https://www.statista.com/statistics/594132/canada-online-retail-sales-by-device/>

Statista. 2021. "Food retail in Canada - statistics & facts". Accessed August 3, 2021
https://www.statista.com/topics/2872/food-retail-in-canada/#dossierSummary__chapter1

- Statista. 2021. "Leading grocery retailers in Canada in 2019, by market share". Accessed August 1, 2021 <https://www.statista.com/statistics/481019/leading-grocery-retailers-by-market-share-canada/>
- Statista. 2021. "Monthly retail sales of specialty food stores in Canada from 2015 to 2021". Accessed August 19, 2021 <https://www.statista.com/statistics/461793/monthly-retail-sales-of-specialty-food-stores-canada/>
- Statista. 2021. "Online grocery market in Canada - statistics & facts". Accessed August 19, 2021 <https://www.statista.com/topics/7056/online-grocery-market-in-canada/>
- Statista. 2021. "Retail sales of supermarkets and other grocery stores in Canada from 2012 to 2020". Accessed July 30, 2021 <https://www.statista.com/statistics/432696/retail-sales-of-supermarkets-and-other-grocery-stores-in-canada/>
- Statista. 2021. "Supermarkets and grocery stores in Canada - statistics & facts". Accessed August 5, 2021. <https://www.statista.com/topics/2874/supermarkets-and-grocery-stores-in-canada/>
- The European House – Ambrosetti. 2019. "La Roadmap del futuro per il Food & Beverage: quali evoluzioni e quali sfide per i prossimi anni". Accessed August 24, 2021 <https://www.sipotra.it/wp-content/uploads/2019/06/La-Roadmap-del-futuro-per-il-Food-Beverage-quali-evoluzioni-e-quali-sfide-per-i-prossimi-anni.pdf>
- World Bank. 2019. "World Bank's Ease of Doing Business". Accessed May 8, 2021. <https://www.doingbusiness.org/en/rankings>
- World Bank. 2020. "Cia World Fact Book". Accessed January 7, 2021. <https://www.cia.gov/the-world-factbook/>
- Zeit, Neveen. 2019. "Canada Retail Sector Overview – 2019". *USDA Foreign Agricultural Service*, May 7, 2019.

SITOGRAPHY

Businesswire. 2020. "Online Grocery Sales Projected to Reach \$250B by 2025, According to New Research From Mercatus and Incisiv". *Financial Post*, September 17, 2020 <https://financialpost.com/pmn/press-releases-pmn/business-wire-news-releases-pmn/online-grocery-sales-projected-to-reach-250b-by-2025-according-to-new-research-from-mercatus-and-incisiv>

Canada Post, 2019. "Is online grocery the rising star on Canada's e-commerce horizon?". Accessed July 27, 2021 <https://www.canadapost-postescanada.ca/blogs/business/ecommerce/is-online-grocery-the-rising-star-on-canadas-e-commerce-horizon/>

Capozucca, Emily. 2021. "Agroalimentare made in Italy, il Covid non piega il settore. Export +1,8%". *Corriere della Sera*, April 13, 2021. https://www.corriere.it/economia/aziende/21_aprile_13/agroalimentare-made-italy-covid-non-piega-settore-export-18percento-af8ca034-9c51-11eb-ab49-e9c3a437f094.shtml

ITALIANFOOD.NET. 2019. "Italian Food Exports Reach €41.8 billion". Accessed July 2, 2021. <https://news.italianfood.net/2019/02/19/italian-food-exports-reach-e41-8-billion/>

ITALIANFOOD.NET. 2020. " Food & Beverage are driving Italian exports". Accessed February 21, 2021. <https://news.italianfood.net/2020/10/13/food-beverage-are-driving-italian-exports/>

Manuelli, Maria Teresa. 2020. "Senza grassi, glutine o zuccheri: il cibo «Free From» vale 6,9 miliardi". *Ilsole24ore*, October 5, 2020. <https://www.ilsole24ore.com/art/senza-grassi-glutine-o-zuccheri-il-cibo-free-from-vale-69-miliardi-ADQYhbs>

Marzialetti, Silvia. 2020. "Vegetariani e vegani in aumento in Italia: sono l'8,9% della popolazione". *Ilsole24ore*, January 30, 2020. <https://www.ilsole24ore.com/art/vegetariani-e-vegani-aumento-italia-sono-l-89percento-popolazione-AC5twfFB>

Nembri, Antonietta. 2021. "Raddoppiato in dieci anni il mercato del Bio". *Vita.it*, January 15, 2021. <http://www.vita.it/it/article/2021/01/15/raddoppiato-in-dieci-anni-il-mercato-del-bio/157990/>

Santandertrade. 2021. "Italy: reaching the consumer". Accessed August 1, 2021. https://santandertrade.com/en/portal/analyse-markets/italy/reaching-the-consumers?url_de_la_page=%2Fen%2Fportal%2Fanalyse-markets%2Fitaly%2Freaching-the-consumers&&actualiser_id_banque=oui&id_banque=0&memoriser_choix=memoriser

Tarry, Sean. 2021. "Big Changes Coming for Canadian Grocery in 2021 and Beyond: Expert". *Retail Insider*, February 2, 2021 <https://retail-insider.com/retail-insider/2021/02/big-changes-coming-for-canadian-grocery-in-2021-and-beyond-expert/>

Winenews. 2020. " Italian food & beverage exports in the first half of 2020 at 22 billion euros". Accessed September 1, 2021. https://winenews.it/en/italian-food-beverage-exports-in-the-first-half-of-2020-at-22-billion-euros_428206/

SUMMARY

With EUR 46,1 Billion worth of export for the F&B sector in 2020, Italy is one of the most representative countries in terms of F&B levels of export worldwide (Capozucca, 2021). Being the F&B segment so significant for the Italian export, this dissertation has the purpose of studying the role and importance of this retail sector, not only domestically, but also overseas, with a specific reference to the Canadian market. The choice of the Canadian market was driven not only by the characteristics of the market itself, that serves well the purpose of studying the Italian F&B export trends overseas, given the extent and the importance of the market, but as well by the knowledge that I gathered and acquired regarding this market, having collaborated with the Italian Chamber of Commerce in Quebec as a Market Analyst. From this, the interest to have a deeper understanding of the internal dynamics of the market, by studying the way in which F&B products proliferate, whether through the traditional channels, such as supermarkets or specialty food stores, or the most innovative, such as e-commerce and its branch, e-grocery, specifically dedicated to the purchase of grocery products online. In particular, I wanted to know more about these innovative features, that entered only recently the Canadian market, having a deeper knowledge of what types of consumers adopt these new retail options, key players of this industry, business concentration, main products sold, latest performance and prospects for the future, including the post-Covid trends and the challenges to expansion. After the analysis of the Canadian market in terms of distribution and purchase of the Italian product, I wanted to find out and measure the significance and the importance of the Italian F&B export outflow to Canada, and whether the performances of the single products selected were being influenced or not by the Covid crisis in the years of greatest economic repercussion and from this the prospect for the recovery phase.

In order to answer the research question and fulfil the purpose of the dissertation, since the Italian F&B retail sector domestically is one of the largest items in the balance of trade and one of the most prominent sectors of investment, I decided to highlight its main drivers, trends and implications. Outside the domestic market, I specifically focused on the Canadian market because Canada is the 10th importer in the world for the sector analysed, and only the 2nd extra European. Canada is the 7th largest exporter and importer of merchandise; it is furthermore the 10th largest exporter and 8th largest importer of commercial services (Government of Canada, 2021) and the Canadian economy is high-performing and internationally integrated, with growth rates and key indicators consistently ahead compared to other high-income reference countries. Canada ranks 23rd out of 190 countries on the World Bank's Ease of Doing Business index for 2019, with a composite score of 78% (World Bank, 2019). Notwithstanding the great geographical distance involved between the two countries that render less absorbable the interprovincial trade barriers, together with the weakness in the current CAD to EUR exchange rate and the ferocious competition of the neighbouring superpower USA, Canada and Italy have strong trade relations. For Canada, Italy is the 7th importing country in the world and the 2nd among European countries, only after Germany (Government of Canada, 2019). In

2020, total trade between Canada and Italy amounted to around \$CAD 10 billion (9,993,370,506), accounting for 1.66% of Canadian total imports (Annex 3&4). These commercial relations were further strengthened by the entry into force of the CETA agreement in 2017. CETA is a comprehensive bilateral free trade agreement negotiated between Canada and the European Union that has created a free trade zone between Canada and the 27 Member States of the EU, greatly facilitating cross-border trade in goods and services and foreign direct investments (FDIs) (European Commission 2019, 1-110). In the FOOD sector, where the Made in Italy is most relevant, Europe has more than 150 denominations recognized (PDO, PGI, TSG), among which 41 are Italian (Camera di Commercio Italiana in Canada, 2019). For all these reasons, Canada's strong, stable, dynamic market is one of the most suitable markets to analyse the performance of the Italian F&B export overseas and the way in which the Italian products are accessible to the Canadian consumers (Government of Canada, 2021) (chapter 1).

In fact, after the analysis of the Italian F&B retail sector on the domestic market and abroad, I have studied the traditional and the most innovative distributional channels, e-commerce and its specific branch, e-grocery. The e-commerce industry in Canada is made up of establishments that sell merchandise online through an online store or auction site (IbisWorld, 2020). Accelerated by the increasing number of Internet and mobile connections, industry revenue displayed solid profits. The exceptional rate of growth in this industry can be in part explained by the increasing Internet traffic volume (e.g. number of fixed broadband and mobile connections), the increasingly high disposable income and the reduced unemployment rate for the majority of the five-year period to 2020 (EMarketer, 2020). The COVID-19 (coronavirus) pandemic has given the industry the opportunity to benefit from consumers not being able to visit certain stores as a result of shelter-in-place orders (Deloitte, 2021). As the Internet traffic increases and online shopping becomes more popular, retailers are expanding the products they carry to include common household goods, such as grocery and cleaning products (Internet Society, 2020). Niche products that are no longer in production have also found a place in online markets because retailers do not have to deal with limited shelf space (IbisWorld, 2017). As the product ranges have grown, so have the number of players and consumers. While the industry has attracted many new entrants, Amazon.com.ca Inc. (Amazon Canada) has acquired a dominant market share position (Camera di Commercio Italiana in Canada, 2019) (Chapter 2).

While dedicating large space to the analysis of the e-commerce industry, I have concentrated as well on the branch of the segment that exclusively concerns online grocery purchases, e-grocery. As for the case of e-commerce, the e-grocery business found as well in the pandemic an extraordinary opportunity for the business to grow (Government of Canada, 2020). The shift to online grocery purchases is certified by the increasing number of Canadian consumers who decided to shopping groceries online, from 5% in 2016 to 17% percent in 2020. In short, the final aim of the analysis of the two innovative channels was to offer an insightful profile of the main consumers of the service, including consumers' preferences towards products sold; the

main e-retailers; the main trends and performances; the long-term outlook of this proliferating phenomenon, including the post-Covid trends and the challenges to expansion (chapter 3-4).

Finally, I have analysed the Italian F&B export to Canada, taking into consideration a selection of the most representative products belonging to the typical Made in Italy basket, selected according to the popularity within the Canadian consumers and the performance amidst the Covid crisis. The most representative products that comprises the Italian F&B export to Canada are beverages including wines of fresh grapes, waters, including mineral waters and aerated waters and balsamic vinegar; preparations of cereals, flour, starch or milk pastrycooks' products including pasta, whether or not cooked or stuffed with meat or other substances or otherwise prepared, such as spaghetti, macaroni, noodles, lasagne, gnocchi, ravioli, cannelloni, couscous, whether or not prepared and bakery, pastry or bakery products, biscuits, whether or not containing added cocoa, wastes, empty capsules of a kind used for medicines, wickers for seals, pastes, dried flour, starch and products similar; fats and oils including olive oil; tomatoes, prepared or preserved (otherwise than by vinegar or acetic acid) and vegetables, prepared or preserved but not by vinegar or acetic acid, not frozen (excl. those cooked in sugar or candied fruit, and tomatoes, mushrooms and truffles); confectionary; olives; roasted coffee decaffeinated and not; milk and dairy products including cheese and curd; meat and edible meat offal; anchovies; tuna; caviar; chestnuts. Particularly, the analysis dwelled on the last 5 years' performance, specifically highlighting the 2019-20 trends, considered as the period in which the repercussions of the virus in the economy are more evident. This has given me the opportunity, on the one hand, to see for which categories of products the Made in Italy was particularly affected by the pandemic and why, in comparison with the main market competitors; on the other hand, it has given me the chance to give an overview of the prospects for the recovery (chapter 5).

In Italy, the F&B retail sector was one of the most significant industries, generating a total turnover of more than EUR 208 billion in 2020 and accounting for 3,8% of Italy's GDP (Capozucca, 2021). The Italian Food and Beverage has proven to be, notwithstanding the Covid economic repercussions, the most representative sector of the Made in Italy, with a total added value of EUR 64,1 Billion (Capozucca, 2021). In fact, the total added value decreased only by -1,8% in 2020, compared to the -8,9% of the total Italian economy, demonstrating to be the most resilient sector to the COVID-19 among all the Italian manufacturing sectors (Capozucca, 2021). The main FOOD sector market drivers and trends go into the direction of more healthy and sustainable food choices (The European House – Ambrosetti, 2019). Sustainability previews choices of products at low-environmental impact, therefore biological products, vegan and vegetarian options, products produced without wasting food along the stages of the food production (Pwc, 2018), whereas more healthy food choices entail the consumption of products that were produced with genuine and natural ingredients; "free-from" products such as products free from lactose or palm oil or sugar-free products; whole wheat products, etc... The main DRINK sector market drivers and trends highlight the importance of the Italian hot drinks, notably Italian coffee, soft drinks and alcoholic drinks. Outside the domestic market, the performance

of the segment was even more convincing. Exports of the agri-food sector maintained a clear advantage compared to the -15.6% fall recorded by Italy's total exports, registering an increase of +1,8% in 2020, +11,6% from 2017 (Istat, 2020). With specific reference to Canada, the Italian Agri-food export registered an increase of +14,1% in 2020, notwithstanding the Covid restrictions, allowing Italy to achieve the third position in both the Canadian Food and Beverage Manufacturing Industry category. In the Canadian category "NAICS 311 - Food Manufacturing Industry, Italy registered in 2020 CAD\$ 813 Million of exports, behind leading countries such as the United States (CAD\$ 18 Billion) and China (CAD\$ 1,2 Billion) (IbisWorld, 2020). The total value of imports to Canada in this category in 2020 was CAD\$ 30 Billion. Therefore, the Italian exports to Canada in the category "Food Manufacturing Industry" represent a market share of 2,64 % of the value of Canadian imports (IbisWorld,2020). The average pro-capita income is expected to further grow by more than 14% over the next five years, making North America an even more important market for Italian agri-food exports in the future (Camera di Commercio Italiana in Canada, 2020). Despite the pandemic, the Italian F&B export to Canada registered an increase of 17.7% within the period January-December 2019 and January-December 2020 (Annex 13-15) (Camera di Commercio Italiana in Canada, 2020). In the Canadian category "NAICS 3121 - Beverage Manufacturing Industry", Italy registered CAD\$ 663 Million of exports, behind leading countries such as the United States (CAD\$ 1,9 Billion) and France (CAD\$ 849 Million) (Government of Canada, 2019). The total value of imports to Canada in this category in 2020 was CAD\$ 5,88 Billion. Therefore, the Italian exports to Canada in the category "Beverage Manufacturing Industry" represent a market share of 11.26% of the value of Canadian imports (Camera di Commercio Italiana in Canada, 2020). Despite the pandemic, the Italian F&B export to Canada registered an increase of 0.4% within the period January-December 2019 and January-December 2020 (Annex 16-18) (Camera di Commercio Italiana in Canada, 2020). In terms of distribution, breaking down the total Canadian F&B retail sales, 75,80% of the sales were made in supermarkets and grocery stores (107.725.416.000), within which 5,89% in convenience stores (8.377.986.000), 5,91% of the sales were made in specialty food stores (8.408.746.000), and 18,27% of the sales were made in beer, wine and liquor stores (25.965.194.000). Noteworthy is the fact that in March 2020, corresponding to the peak of the spreading of Coronavirus in Canada, it was registered the greatest number of sales in the F&B sector, 3 Billion more compared to January 2020 (Government of Canada, 2021) (Annex 19). Therefore, in Canada, the F&B retail industry includes various types of Food and Beverages retailers such as supermarkets and grocery stores (within which convenience stores), specialty stores, and beer, wine and liquor stores (International Trade Administration, 2020). The Government of Canada (2021) reported 36.520 food and beverage establishments in Canada in 2020, with average revenue of CAD\$ 7.724.000. Of the 36.520 food and beverage establishments in Canada, grocery stores and supermarkets make up almost the majority, 15.344 all over Canada (Annex 20) (Government of Canada, 2021). Currently, the market size of grocery stores and supermarkets corresponds to CAD\$ 95.5 Billion, with an average industry revenue of CAD\$ 8.235.000. The Canadian grocery market is dominated by Loblaws, Metro and Sobeys, representing more than two-thirds

(63%) of the retail market (Statista 2021) (Annex 23). The leading food retail company Loblaw Companies Limited generated approximately CAD\$ 52 Billion of revenue in 2019 (Statista, 2021). Supermarket chain Sobeys generated approximately CAD\$ 26 Billion of revenue in 2019 (Statista, 2021). Canadian retailer Metro totalled around CAD\$ 16.7 Billion worth of sales in 2019 (Statista, 2021). Overall, the greatest number of F&B sales concerning food stores chains was made in Ontario, for a total of around CAD\$ 20 Billion (Statista, 2021). With supermarkets and traditional grocery stores accounting for an estimated 81,69% of the Canadian retail food market in terms of sales, there is no great room for other F&B retailers (Camera di Commercio Italiana in Canada, 2021). Despite this challenge, rising health consciousness and evolving consumer palates have boosted demand for specialty foods, with sales of organic, local and gourmet products rising the fastest (Government of Canada, 2019). In Canada, specialty food products, such as baked goods, candies, nuts and snacks, chocolates, artisanal cheeses and premium packaged coffee, gourmet organic foods, imported items and niche or hard-to-find products are sold in the Specialty Food Stores (Government of Canada, 2019). In fact, according to the Camera di Commercio Italiana in Canada (2019), the authentic high-end Italian specialty products are concentrated mainly within the food specialty stores' distribution, notably in Italian food markets or "gourmet boutiques", differently from the Italian mass-market food products available in the other categories of traditional distribution channels, where they are in direct competition with various "Italian sounding" category products. Specialty Food Stores comprise a market size of over CAD\$ 3 Billion, an average industry revenue of CAD\$ 6.182.000, and 11.086 establishments spread all over Canada. The industry totalled approximately CAD\$ 8.41 Billion of revenue in 2020, with an all-time high of CAD\$ 838.81 million at the end of the year (Statista, 2021). Even though the industry has experienced a period of stagnation over the last 5 years to 2020, it is expected to steadily grow in the forthcoming years, as the average disposable income levels and the consumption levels will experience a strong rebound following the tragic economic repercussions of the Virus. The industry is highly fragmented in terms of market shares because no major player accounts for more than 5% of the entire market.

Hence, with supermarkets, traditional grocery stores, and specialty food stores accounting for an estimated 98.8% of the total Canadian F&B retail market, the Made in Italy proliferated mostly through the traditional channels of distribution (Camera di Commercio italiana in Canada, 2020). However, the innovative distributional channels represented a feasible alternative to the traditional distribution, as proven by the share of the online sales of the total retail sales, (6,6% in 2020), and specifically by the F&B online purchases, that accounted for 1,2% of the total F&B retail sales in 2020, with a significant growth of +0,9% between 2016 and 2020. In effect, e-commerce in Canada is an industry in full-scale expansion, having increased its total revenue at an annualized 23.3% to \$19.6 billion over the five years to 2020, including a 27.8% growth in 2020 only (Camera di Commercio italiana in Canada, 2020). Major clients in 2020 were consumers aged 53 to 72, accounting for 37.0% of industry revenue in 2020 (IbisWorld, 2020). With increased disposable income due to the emancipation of the children for many in this segment, parents could spend their savings entirely for

themselves, a winning combination for e-commerce operators. Consumers aged 73 and older are the ones enjoying the most leisure time, but little trust of and/or familiarity with the Internet compared with younger consumers did not allow them to fully integrate within the e-commerce world and the convenience of the online purchase (Nielsen News Center, 2020). Moreover, the type of articles sold within the online platform, from electronics to fashion and sport goods, do not suit well this category of consumers, better tailored for younger populations. Therefore, this segment accounted for only 5.0% of revenue in 2020. Consumers aged between 18 and 37 represented 33.0% of industry revenue in 2020 (IbisWorld, 2020). Although consumers in this category tend to have a lower disposable income due to their recently acquired independence or their still precarious work situation, these consumers are more used to the internet and mobile devices, therefore more apt to online shopping (IbisWorld, 2020). Additionally, consumers in this segment prefer to compare products and prices online, without the need to go physically store to store. Consumers aged between 38 and 52 have generated around 25.0% of industry revenue in 2020 (BMI research, 2020). Consumers in this segment are significantly exposed to the internet's best deals and can afford higher-priced goods, because of their greater disposable income compared with other segments (IbisWorld, 2020). Moreover, these time-strapped consumers, who have a tighter work schedule, are driven to e-commerce by convenience and lack of time to physically shop (IbisWorld, 2020). The key players of this new retail option are firstly, Amazon, that participates in the Canadian e-commerce industry through its subsidiary, Amazon.com.ca Inc. (Amazon Canada), accounting for a market share of 21.59%. Over the five years to 2020, the company has mainly expanded through acquisitions and organic appropriation due to the popularity of its Amazon Prime membership and the development of its Amazon online services segment (IbisWorld, 2020). Amazon Canada's industry-relevant revenue has risen at an annualized rate of 25.7% over the five years to 2020, reaching almost CAD\$ 10 Billion net sales in 2020 (eCommerceDB, 2020). Amazon has undergone strong growth as Canadians increasingly went online to fulfil their shopping needs. Amazon's expansive product mix attracted buyers, while its fast shipping and free two-day shipping for Prime members increased convenience and provided the company with a large competitive advantage (IbisWorld, 2020). Amazon is one of the fastest-growing companies in the world, and this growth is indicative of the potential of the e-commerce industry as a whole (IbisWorld, 2020). Secondly, Walmart.ca, that participates in the Canadian e-commerce industry through its subsidiary, Walmart Canada, which is headquartered in Mississauga, Ontario (eCommerceDB, 2020). In 2020, the company generated CAD\$ 4.6 Billion in industry-relevant revenue, representing a 9,93% market share (eCommerceDB, 2020). Thirdly, Costco.ca, a wholesale American company, that participates in the Canadian e-commerce industry through its subsidiary, Costco.ca. (eCommerceDB, 2020). In 2020, the company generated CAD\$ 2.3 Billion in industry-relevant revenue, representing a 4,96% market share (eCommerceDB, 2020). Ultimately, Homedepot.ca, a leading American company in the home renovation field, that participates in the Canadian e-commerce industry through its subsidiary, Homedepot.ca. (eCommerceDB, 2020). In 2020, the company generated CAD\$ 2 Billion in industry-relevant revenue,

representing a 4,31% market share (eCommerceDB, 2020). The e-commerce business concentrates mostly on the largest populated regions, such as Quebec, Ontario and British Columbia, having the major companies their warehouses there because of an easier access to labour, trade routes (ports, harbours, paved streets, etc...) and technology hubs (Gouvernement du Canada, 2020). Specifically, Ontario, accounted for 48.0% of industry establishments in 2020; British Columbia accounted for 19.2%; and Quebec accounted for 16.0% (IbisWorld, 2020). The major products and services sold regard the apparel and accessories' sector, consumer electronics' sector, entertainment sector, health and beauty products sector, grocery sector, home goods and improvement sector (IbisWorld, 2020). The apparel and accessories' sector comprises fashion items, one of the highest-selling sections in e-commerce. This section includes clothing, undergarments, footwear and jewellery. Footwear accounts for one-fifth of all sales in this segment, while jewellery only comprises one-sixth of all sales (IbisWorld, 2020). Many smaller fashion outlets may not have brick-and-mortar stores in Canada, while others may not even have a physical location, forcing customers to purchase their products online (Camera di Commercio Italiana in Canada, 2019). The entertainment segment includes books, music, videos, toys, hobbies, concert tickets, mobile apps, movies and TV and games (IbisWorld, 2020). The growing sell of leisure products and services are a direct effect of higher levels of disposable income, leisure time and a growing diversity of entertainment options online (IbisWorld, 2020). This segment will likely increase its market share over the five years to 2025 as consumers increasingly trust the Internet for product reviews and eventually for purchases as well (IbisWorld, 2020). Similar to the entertainment segment, consumer electronics directly benefit from disposable income levels and leisure time. However, consumer electronics also include mobile devices and hardware that are essential to our everyday lives, making this segment less dependent on these two factors. Regarding the home goods and improvement sector, Canadian homeownership is a rising phenomenon (Camera di Commercio Italiana in Canada, 2020). Consequently, they are the sales of home goods and home improvement machinery, such as paint, screws, nails, hand tools, power tools and gardening supplies (IbisWorld, 2020). Due to Corona, as more Canadians dedicate their leisure time and disposable income towards projects on homes, this sector of retail will likely grow as a share of revenue over the next five years (Deloitte, 2021). Regarding the health and beauty products sector, an increasingly health-conscious Canadian population is a great benefit for the industry operators, that witnessed greater sales in 2020 (IbisWorld, 2020).

Regarding the grocery sector, while still a small segment of industry revenue, grocery purchases online will likely become a must in the future. According to the latest Mercatus survey, e-grocery will account for 21.5% of total grocery sales by 2025 – an estimated \$250 billion, which is more than a 60% increase over pre-pandemic estimates (Businesswire, 2021). Indeed, the pandemic supported the growth of online food sales. The F&B sector, being essential, saw the largest increase in e-commerce sales between Feb – May 2020 (pandemic time), as they rose by 107% (Government of Canada, 2021). In-store sales increased by only 3.3% comparatively (Government of Canada, 2019). Again, this is despite F&B stores suffering the least number of

closures as they qualify as essential businesses (Deloitte, 2021). According to a survey conducted by Statista (2020), the pandemic has given good reasons to Canadian shoppers to make their grocery purchases online, with around 65 percent of Canadians citing coronavirus risks as one of the leading reasons to buy groceries online, and the rest doing it for convenience in terms of prices and time-saving. According to a survey conducted by PayPal in early April 2020, during the lockdown, the number of e-grocery consumers skyrocketed to 58% of the total consumers. Even if the 2020 trend was strongly influenced by the pandemic, that favoured social distancing and online purchases of essential items such as F&B products, these numbers could be as well repropounded in a post-pandemic landscape (Sean, 2021). The shifting trends to buying groceries online will continue impacting in-store sales even further as the Canadian Government enforced and enforces stricter containment measures. In fact, Canadian consumers have shown great interest in this retail option and have become familiar with this shopping behaviour. Especially busy parents and health-conscious consumers without local offerings of niche products such as organic or sustainably raised products. These are included in the Millennials and Gen Xers category, most active in e-grocery purchases. Indeed, older population groups (45 years and older) have made the most dramatic shifts to online shopping, with 35% ordering groceries online for the first time (Businesswire, 2021). These types of consumers are time-strapped consumers with a family and who go for the cheapest and less time-consuming solution to shopping groceries. On average, they order a delivery 5 times a month, spend a third of their total grocery budget online and are more likely to buy non-perishable items than fresh or frozen items (Nielsen News Center, 2020). For what concerns the main e-grocery retailers, these are Loblaw, Sobeys and Metro, progressively increasing their presence online (eCommerceDB, 2020). Loblaw Companies Limited is the largest retail chain in Canada and the largest food distributor, with over 1,700 stores operating in Canada under a variety of banners and one of the most advanced online grocers in Canada, with the most innovative online grocery platform (Bloomberg, 2020). In the fall of 2014, Loblaw launched its click-and-collect program, where customers could order their groceries online and collect them at a designated store. The program was available at more than 100 locations. In 2017, in partnership with Instacart, Loblaw announced a premium service, delivering groceries in as little as an hour (IbisWorld, 2020). In 2019, the multinational ranked 1st in terms of total grocery retail sales, with an estimated 27.2% share of the grocery retail industry in Canada (Statista, 2021). Sobeys Inc. is the second largest food retailer in Canada, with over 1,500 stores operating in Canada. Sobeys is offering an online grocery shopping service in Canada with free pick-up and delivery available in some areas (IbisWorld, 2020). In 2019, Sobeys ranked 2nd, behind Loblaw, for total grocery sales, with a share of 21% of the Canadian market (Statista, 2021). Metro is the third largest grocer in Canada, after Loblaw Companies Limited and Sobeys. As the grocery counterparts, Metro is following e-grocery/online services, although on a smaller scale. Metro online shop is now offering more than 20.000 products in different categories with two options: “pickup at the store” or “have it delivered at your place” (IbisWorld, 2020). The multinational ranked 3rd for share of the retail grocery market, with a share of 11% (Bloomberg, 2020). Overall, e-grocery is already playing a decisive role,

certified by 20% growth in online food purchases versus a decrease of 1% within brick-and-mortar in 2020 (Nielsen News Center, 2020). However, the discrepancy between online grocery purchases and in-store purchases remains still considerable. The main challenges to expansion in the forthcoming years will be first, the personal preference for fresh food; second, the delivery time; third, the minimum order amounts & sizes; fourth, the delivery location, that could give rise to potentials for package theft and food spoilage.

E-Commerce, in all its options and categories, is exponentially growing thanks to, first, the technological advancement, in fact Canada is one of the most plugged-in countries in the world; second, the demographics and shopping trends always more oriented to online shopping; third, the industry profit margins that are skyrocketing (IbisWorld, 2020). The e-commerce retail market in Canada has been growing by 20-25% year on year since 2016 (Government of Canada, 2021). In the same time period, in-store retail sales have seen negligible growth. The start of Covid measures in Canada led to the growth of over 99% in e-commerce sales and a 29% decline in in-store sales between February and April 2020 (Government of Canada, 2021) (Annex 28). Specifically for the F&B sales, post-lockdown, e-commerce sales in the Food & Beverage industry grew at a similar pace as for the overall retail e-commerce, despite food stores being labelled an essential service and remaining open while general retail stores were closed (Government of Canada, 2021). Post-2020, the highest growth rates in the Canadian retail market are expected to be in the packaged food and beverage industries (Government of Canada, 2020) (Annex 29). The cold weather at large and motivators such as fear and anxiety, given the infection rate of the virus, could impact greatly the consumption habits of more and more Canadians, who could continue to shop online even after the pandemic (Deloitte, 2021). Internet traffic volume is expected to steadily increase over the next five years, further contributing to industry growth (IbisWorld, 2020). Furthermore, IBISWorld expects the number of mobile telephone subscriptions to grow similarly at an annualized rate of 3.5% during the same period, suggesting a significant online penetration, and, consequently, further growth and expansion of the industry (IbisWorld, 2020). In fact, e-commerce sales from mobile phones totalled CAD\$ 22 Billion (USD\$ 15 Billion) in 2019, expected to reach CAD\$ 95 Billion (US\$ 64 billion) worth of sales by 2023 (Statista, 2021). Challenges and threats for the expansion of e-commerce could reside: first, in the delivery and service fees associated with the services offered by online retailers. Second, in the cost of investments in e-commerce platforms, that may cause an increase in consumer food prices (Deloitte, 2021).

According to the study of the latest export trends for a selected basket of Italian products, almost all the categories analysed confirmed an encouraging positive trend, as well during the years of the pandemic (2019-20). In fact, comparing the variation Gen-Dec 2019 to Gen-Dec 2020, we noticed the positive trend of beverages (+1%) and its subcategory waters, including mineral waters and aerated waters (+2,7%); balsamic vinegar (+20.1%); preparations of cereals, flour, starch or milk pastrycooks' products (+21.8%); pasta (+31,1%); bakery, pastry or bakery products, biscuits (+1.5%); tomatoes (+30.0%); vegetables (+20.6%); confectionary (+44.3%); olives (+8.8 %); roasted coffee not decaffeinated (+16.2%); milk and dairy products

(+6.2%); cheese and curd (+6.3%); meat and edible meat offal (+46.4%); anchovies (+16.5%); tuna (+29.6%); chestnuts (+18.7%). The products that experienced the greatest growth in the years of the pandemic were balsamic vinegar (+20.1%), preparations of cereals, flour, starch or milk pastrycooks' products (+21.8%), pasta (+31.1%), tomatoes (+30.0%), vegetables (+20.6%), confectionary (+44.3%), meat and edible meat offal (+46.4%), tuna (+29.6%). However, a few categories of products experienced a negative trend, such as wines of fresh grapes (-0.1%), fats and oils (-0.7%), olive oil (-0.7%), roasted coffee decaffeinated (-6.5%) and caviar (-1.5%). The Italian wine suffered greatly from the competition of France, because French wines have the same characteristics of the Italian wines but do not undergo the same costly and burdensome bureaucratic processes (translation of the labels, labelling etc...), and the competition of the USA, due to the proximity factor. For what concerns the category fats and oils, specifically olive oil, one of the Italian excellencies, Italy suffered from the competition of Tunisia, Spain and Greece, because they exported a less costly product, that in time of Covid, was more affordable than the Italian one and therefore more purchased. In fact, Italy lost considerable market shares to Tunisia and Spain during the years of the pandemic. Concerning the roasted coffee decaffeinated, Italy suffered particularly from the competition of the Made in US products, more affordable and less costly in comparison with the Italian products, even if less qualitative. Being the caviar market in Canada very recent and very niche, Italy registered the worst record in the years of the pandemic for this product, in comparison with other categories of products, suffering particularly from the competition of China, that has gained important market shares to Italy since 2018. Overall, the study proved that all the categories of products taken into consideration were not particularly affected by the Covid crisis. Noteworthy is the fact that for all the products analysed, Italy always ranked within the top three nations for numbers of exports to Canada, except for the following categories: waters, including mineral waters and aerated waters (4th), vegetables (4th), meat and edible meat offal (6th). Furthermore, Italy ranked 1st for the following categories: olive oil, notwithstanding the slight decrease, cheese and curds, anchovies and chestnuts. Taking into consideration the Canadian markets that totalled over CAD\$ 1 Billion worth of imports, Italy ranked 3rd, with CAD\$ 689.40 mln worth of exports in 2020 (beverages), with CAD\$ 552.94 mln worth of exports (wines of fresh grapes), with CAD\$ 55.77 mln worth of exports in 2020 (bakery, pastry or bakery products, biscuits), with CAD\$ 116.71 mln worth of exports (fats and oils). Italy totalled the greatest amount of market shares in these categories: wines of fresh grapes, balsamic vinegar, pasta, olive oil, tomatoes, cheese and curd, anchovies, and chestnuts. In general, the predominance of the USA in the Canadian market remains stark, due to various factors, of which the most prominent is the proximity to Canada, allowing for cheap and fast transportation (gravity theory applied to economy) together with the Made in the USA, exporting low-skill-production products. EU main competitors such as Spain and Greece are gaining important market shares to Italy for the products analysed, and could represent a concrete menace for the Made in Italy in the future, offering less costly products that are more affordable for the average Canadian consumer. For what regards the future post-pandemic prospects, for all the categories analysed, it is predicted a general strong rebound

effect, led by the rise of the GDP and all the voices within it, including the consumption level and the disposable income. Furthermore, the gap that the main competitors suffered from the Canadian neighbour, US, will be partially filled out when the world distribution by land and sea is back to normal, provoking a rebound on the level of importations to Canada from the extra-American lands as well.