

Press Release

EVO OIL, 4 OUT OF 10 ITALIANS BUY DIRECTLY FROM THE PRODUCER: QUALITY WINS OVER PRICE PREZZO

NOMISMA SURVEY FOR SOL EXPO: CENTRAL-NORTHERN ITALY AND YOUNG CONSUMERS REMAIN MORE DISTANT. INTEREST GROWS IN OLIVE OIL TOURISM, SUSTAINABILITY, AND RESTAURANT OIL MENUS

Verona, March 2, 2026. Simply put, “better tasting.” Forty-two percent of Italian consumers buy extra virgin olive oil directly from the farm, the mill, or at local markets, and they do so for quality. This emerges from the consumer survey conducted by Nomisma for SOL Expo, presented today at Veronafiere during the second day of the event dedicated to the entire olive and olive oil supply chain. According to the survey results, based on 2,000 interviews, 70% of respondents believe that quality is higher when purchasing directly from producers, and they are willing to pay an average of two euros more per liter to reward the product.

“We see that in producers’ storytelling, the perception of quality intertwines with trust and support for the local economy,” explains Evita Gandini, Head of Market Insight at Nomisma. “These elements are particularly relevant for consumers over 60, living in the South or on the Islands, with an urban lifestyle. It is not merely a question of price, but rather a cultural dimension that still seems weakly rooted in Central-Northern Italy and among younger consumers.”

This geographical and demographic gap also appears to influence interest in olive oil tourism. “While overall 45% of respondents are open to visiting regions known for EVO oil production,” Gandini continues, “the most engaged consumers are from the South and Islands, aged 45–60, are already frequent users of extra virgin olive oil, and purchase directly from producers. This highlights the need to communicate the story of a beloved and widespread product—one of the most iconic of Italian cuisine—while it remains relatively unknown in other areas.”

According to the survey, Italian EVO oil ranks as the third symbol of the Italian table after pasta and pizza, chosen by one in two respondents and present in 96% of shopping carts. However, six out of ten consumers would like more information about the health properties of the product, and 74% want to know more about the sustainability of the supply chain.

The restaurant sector may also make a difference. Survey data show that for half of respondents, stories and information about the producer or production process influence purchase choices, while 42% pay attention to the oil served in restaurants. About four out of ten Italians (38%) would like to choose the oil from a menu, and 77% expect prestigious establishments to offer oils of equally high quality.

***SOL Expo** (Veronafiere, March 1–3, Hall 12) is the international showcase dedicated to the olive and olive oil supply chain. With a unique format in Italy, the event serves as a B2B2C platform connecting professionals, companies, restaurants, and informed consumers. It is a hub for business, education, and culture, highlighting Italian olive oil excellence with a strong international focus and engagement with the public.*

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