



Prosciutto di San Daniele PDO: 2020 Market Data

Production at 2.5 million, exports down, 21.3 million pre-sliced packs

San Daniele del Friuli (UD), 16 March 2021. The market data for **Prosciutto di San Daniele** referring to 2020, record performances in line with the expectations of the food sector, despite a decline in exports. The product has been **confirmed** as one of the main drivers of the Italian food sector.

The total production of Prosciutto di San Daniele PDO in 2020 was **2,546,000 legs** sent for processing, **coming from the 54 slaughterhouses** that process the raw material supplied by the **3,641 authorized Italian farms**. With respect to total production, **18%** was **destined for foreign markets**, while the remaining 82% for domestic consumption. The total turnover reached **310 million euros**.

While recording a decline of a few percentage points in sales abroad, caused by the ongoing pandemic which reduced exports, the **export data** reveal interesting results, testifying to the **worldwide recognition of San Daniele PDO**, with sales totalling approximately **4 million kilograms of product** aimed at the extra-Italian market. **57% of the total** quotas went to the European Union.

The most important export quotas confirm, in order: **France** with 26.1% of the market, the **United States** with 16.5%, **Germany** with 15.3% and, the last country in double figures, **Australia** with 12.3%, followed by **Belgium** (6.1%), **Switzerland** (5.7%), **Austria** (2.2%) and to a lesser extent Brazil, Canada, Japan, United Kingdom, Luxembourg and the Netherlands.

Signs of appreciation also come from the growth of the **Eastern European markets**. Indeed, compared to last year, there was a positive increase in **Romania** (+194%), **Poland** (+82%), **Slovenia** (+49%), **Ukraine** (+46%) and the **Czech Republic** (+15%).

The total production of **pre-sliced trays** records a constantly growing trend with over **21.3 million** certified trays, equal to **398,968 hams**, for a total of over **1.85 million kg**. Of these, **22% were destined abroad**.

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