



## 2021 market data for Prosciutto di San Daniele PDO: turnover up +14%

*The increase in the number of processed pork legs and trays of pre-sliced prosciutto has led to an increase in sales compared to last year. Excellent results as well in exports.*

Once again in 2021 **Prosciutto di San Daniele PDO** was confirmed as one of the most purchased and consumed Italian food and wine products of excellence, in Italy and abroad.

Last year total production of Prosciutto di San Daniele saw an increase of 3%, with **2,630,000 pork legs** produced by the **45 slaughterhouses** and processed by the **3,626 authorised Italian pig farms**. The number of legs sold in 2021 amounted to 2.8 million, generating a total turnover of **350 million euros** and recording **an increase of 14% compared to 2020**. 83% of the total production was earmarked for domestic consumption, while 17% crossed over the national borders.

Exports recorded excellent results that confirm a recognition and appreciation of San Daniele PDO at global level, registering a **17% increase** in sales compared to the previous year for product sent to markets outside of Italy.

**56% of the foreign quota** reached the markets of **EU countries**. Generally, among the most important countries for exports, France, the United States, Germany, Australia and Belgium confirmed their position as leaders. Positive results also came from Poland, Austria, the Netherlands, Canada and Brazil.

The total production of **trays of pre-sliced prosciutto** increased by 8% with more than **23.1 million** certified packs, equivalent to 465,000 hams, amounting to a total of over 2.15 million kilograms. Figures that are in contrast to the 1.5% drop in consumption figures for the cold cuts sector and significantly higher than the 3% increase recorded by Italian dry cured hams. Prosciutto di San Daniele's quota was equal to 14% of the total as compared to all Italian dry cured hams, an increase on the previous period.

*"In a complex global scenario", declared **Giuseppe Villani**, Chairman of the Consortium, "the economic data for the sector are positive and satisfactory both in the domestic market and in exports. Production increased by 3% compared to the previous year and packages of pre-sliced ham recorded an increase of more than 8%. The necessary capability to adapt to the new consumption*

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# Consorzio del Prosciutto di San Daniele

*models and the high quality of San Daniele have helped to maintain the brand's positioning and consolidate the economic results."*

San Daniele del Friuli, 24 February 2022

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Organismo incaricato con Decreto del Ministero delle Politiche Agricole e Forestali 26 aprile 2002 della tutela del prosciutto di San Daniele ai sensi dell'art. 14, co. 15, Legge n. 526/99

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