



## Table of Contents

### IN PRESS

**AGRICECON  
2014**

**AGRICECON  
2013**

**AGRICECON  
2012**

**AGRICECON  
2011**

**AGRICECON  
2010**

**AGRICECON  
2009**

**AGRICECON  
2008**

**AGRICECON  
2007**

**AGRICECON**

**2006**  
**AGRICECON**  
**2005**  
**AGRICECON**  
**2004**  
**AGRICECON**  
**2003**  
**AGRICECON**  
**2002**  
**AGRICECON**  
**Home**

---

**Editorial**  
**Board**

**For Authors**

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

**For**  
**Reviewers**

Guides for

· Reviewers  
Login

Subscription

# **Agric. Econ. – Czech**

**Pomarici E., Vecchio  
R.:**

## **The Italian olive oil industry in the global competitive scenario**

Agric. Econ. – Czech, 59 (2013): 361-372

The current paper analyzes the reasons behind the difficulties of the Italian olive oil industry to compete in the world markets. The analysis highlights that these complexities can be related with two core factors: stagnant demand in the main producer/consumer countries and

strong competition arising from the Spanish olive oil industry increasingly involved also in processing and trade. In addition, these weakness factors are boosted by the market power exerted by large retail chains that are now the main channel in which olive oil is retailed in the domestic market.

### **Keywords:**

competitiveness, consumption, Italy, retail, Spain

[ [fulltext](#) ]

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