

Italy Summary Report



Piazza della Rotonda, 63, 00186 Roma RM

Ring: 1 kilometer radius, Ring: 3 kilometer radius, Ring: 5 kilometer radius

2024 Population Totals	1 kilometer	3 kilometer	5 kilometer
Total Population	23,343	231,957	704,418
Population Density (per sq. km)	7,434.1	8,208.0	8,971.2
Population Per Mill	0.4	3.9	12.0
Total Population Age 0-14	2,216	23,918	75,393
Total Population Age 15-29	2,815	29,642	93,066
Total Population Age 30-44	3,846	37,312	116,708
Total Population Age 45-59	5,932	57,823	173,516
Total Population Age 60+	7,984	81,197	242,541

2024 Male Population Totals	1 kilometer	3 kilometer	5 kilometer
Total Male Population	11,172	107,194	323,504
Male Population Age 0-14	1,091	12,198	38,435
Male Population Age 15-29	1,389	15,074	47,805
Male Population Age 30-44	2,075	18,586	57,234
Male Population Age 45-59	2,922	26,920	80,031
Male Population Age 60+	3,695	34,415	99,999

2024 Female Population Totals	1 kilometer	3 kilometer	5 kilometer
Total Female Population	11,621	122,699	377,720
Female Population Age 0-14	1,125	11,720	36,958
Female Population Age 15-29	1,426	14,568	45,260
Female Population Age 30-44	1,770	18,725	59,474
Female Population Age 45-59	3,010	30,903	93,486
Female Population Age 60+	4,288	46,782	142,542

2024 Household Totals	1 kilometer	3 kilometer	5 kilometer
Total Households	12,934	122,915	364,890
Average Household Size	1.8	1.9	1.9

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

2024 Households by Income	1 kilometer	3 kilometer	5 kilometer
1st Quintile (Below 19,377 Euro)	2,463	23,626	68,885
2nd Quintile (19,377 to 29,110 Euro)	1,982	19,353	60,729
3rd Quintile (29,110 to 43,116 Euro)	1,443	14,942	48,469
4th Quintile (43,116 to 63,668 Euro)	2,020	23,337	73,381
5th Quintile (63,668 Euro and above)	4,671	40,288	111,329
2024 Marital Status			
Single	11,619	112,743	331,662
Married	8,180	85,775	274,535
Divorced	1,478	13,295	35,963
Widowed	1,516	18,080	59,065
2024 Educational Attainment			
No Education/Illiterate	1,884	19,567	61,192
Primary Education (ISCED 1 and 2)	1,543	16,540	54,490
Upper Secondary Education (ISCED 3)	3,579	36,172	114,296
Post Secondary Education (ISCED 4 and 5)	7,433	74,452	234,972
Tertiary Education (ISCED 6 to 8)	8,353	83,162	236,274
Education Unknown	0	0	0
2023 Unemployment			
Unemployed Population	403	5,317	16,833
2024 Purchasing Power			
Purchasing Power: Total	€810,230,325	€7,099,583,747	€20,296,870,692
Purchasing Power: Per Mill	0.7	5.8	16.6
Purchasing Power: Per Capita	€34,710	€30,607	€28,814
Purchasing Power: Index	168	148	139
2024 Food & Beverage Expenditures			
Food & Beverage: Total	€90,543,518	€868,434,792	€2,583,687,570
Food & Beverage: Per Mill	0.5	4.8	14.3

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2024 Food & Beverage Expenditures	1 kilometer	3 kilometer	5 kilometer
Food & Beverage: Per Capita	€3,879	€3,744	€3,668
Food & Beverage: Index	126	122	119
2024 Alcoholic Beverage Expenditures			
Alcoholic Beverage: Total	€5,878,124	€55,739,884	€164,898,858
Alcoholic Beverage: Per Mill	0.5	5.1	15.0
Alcoholic Beverage: Per Capita	€252	€240	€234
Alcoholic Beverage: Index	135	129	125
2024 Tobacco Expenditures			
Tobacco: Total	€9,976,709	€97,130,572	€291,378,606
Tobacco: Per Mill	0.5	4.4	13.3
Tobacco: Per Capita	€427	€419	€414
Tobacco: Index	115	112	111
2024 Clothing Expenditures			
Clothing: Total	€30,674,039	€292,439,681	€867,791,000
Clothing: Per Mill	0.5	4.9	14.6
Clothing: Per Capita	€1,314	€1,261	€1,232
Clothing: Index	131	125	123
2024 Footwear Expenditures			
Footwear: Total	€5,676,189	€54,263,832	€161,259,503
Footwear: Per Mill	0.5	4.9	14.5
Footwear: Per Capita	€243	€234	€229
Footwear: Index	129	124	121
2024 Furniture & Furnishing Expenditures			
Furniture/Furnishing: Total	€14,247,017	€135,148,748	€400,484,612
Furniture/Furnishing: Per Mill	0.5	5.0	14.8
Furniture/Furnishing: Per Capita	€610	€583	€569
Furniture/Furnishing: Index	133	127	124

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2024 Household Textiles Expenditures	1 kilometer	3 kilometer	5 kilometer
Household Textiles: Total	€1,924,124	€18,338,405	€54,336,059
Household Textiles: Per Mill	0.5	5.0	14.7
Household Textiles: Per Capita	€82	€79	€77
Household Textiles: Index	131	126	123
2024 Household Appliances Expenditures			
Household Appliances: Total	€5,105,503	€49,008,435	€145,769,453
Household Appliances: Per Mill	0.5	4.8	14.2
Household Appliances: Per Capita	€219	€211	€207
Household Appliances: Index	126	122	119
2024 Household Utensils Expenditures			
Household Utensils: Total	€2,947,076	€28,261,527	€83,986,590
Household Utensils: Per Mill	0.5	4.8	14.4
Household Utensils: Per Capita	€126	€122	€119
Household Utensils: Index	128	123	120
2024 House & Garden Expenditures			
House & Garden Tools: Total	€1,750,680	€16,932,299	€50,464,053
House & Garden Tools: Per Mill	0.5	4.7	13.9
House & Garden Tools: Per Capita	€75	€73	€72
House & Garden Tools: Index	122	119	116
2024 Household Maintenance Expenditures			
Household Maintenance: Total	€15,157,738	€144,834,803	€428,871,816
Household Maintenance: Per Mill	0.5	4.9	14.6
Household Maintenance: Per Capita	€649	€624	€609
Household Maintenance: Index	130	125	122
2024 Medical Products & Supplies Expenditures			
Medical Products: Total	€8,638,464	€83,194,701	€246,468,694
Medical Products: Per Mill	0.5	4.9	14.6

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2024 Medical Products & Supplies Expenditures	1 kilometer	3 kilometer	5 kilometer
Medical Products: Per Capita	€370	€359	€350
Medical Products: Index	129	125	122
2024 Consumer Electronics Expenditures			
Electronics & IT: Total	€6,848,748	€65,337,102	€194,098,572
Electronics & IT: Per Mill	0.5	4.9	14.5
Electronics & IT: Per Capita	€293	€282	€276
Electronics & IT: Index	129	124	122
2024 Recreation & Culture Durable Expenditures			
Recreation Durables: Total	€2,056,232	€19,566,441	€57,941,799
Recreation Durables: Per Mill	0.5	4.9	14.6
Recreation Durables: Per Capita	€88	€84	€82
Recreation Durables: Index	131	126	122
2024 Entertainment Expenditures			
Toys/Sports/Pets: Total	€10,140,729	€97,142,561	€288,772,945
Toys/Sports/Pets: Per Mill	0.5	4.8	14.3
Toys/Sports/Pets: Per Capita	€434	€419	€410
Toys/Sports/Pets: Index	127	122	120
2024 Recreational & Cultural Service Expenditures			
Recreational Services: Total	€17,604,482	€168,224,631	€499,778,191
Recreational Services: Per Mill	0.5	4.8	14.4
Recreational Services: Per Capita	€754	€725	€709
Recreational Services: Index	128	123	120
2024 Books & Stationery Expenditures			
Books & Stationery: Total	€5,599,101	€53,623,509	€159,319,961
Books & Stationery: Per Mill	0.5	4.8	14.3
Books & Stationery: Per Capita	€240	€231	€226
Books & Stationery: Index	127	123	120

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2024 Catering Services Expenditures	1 kilometer	3 kilometer	5 kilometer
Catering Services: Total	€19,889,121	€190,006,928	€563,560,129
Catering Services: Per Mill	0.5	4.9	14.6
Catering Services: Per Capita	€852	€819	€800
Catering Services: Index	130	125	122
2024 Personal Care Expenditures			
Personal Care: Total	€15,747,527	€151,852,734	€453,273,360
Personal Care: Per Mill	0.5	4.6	13.8
Personal Care: Per Capita	€675	€655	€643
Personal Care: Index	121	118	116
2024 Jewelry & Personal Effects Expenditures			
Personal Effects: Total	€7,782,326	€73,693,551	€217,404,153
Personal Effects: Per Mill	0.6	5.2	15.4
Personal Effects: Per Capita	€333	€318	€309
Personal Effects: Index	140	133	129

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