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# Higher-Spending Italian Restaurants Drew 3.2% More Visits in the First Half

TradeLab data reported by Ristoranti Web showed the overall restaurant market slipped 0.6%, with midpriced and budget venues losing 2% to 3% of visits

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Restaurants in Italy where the average bill exceeds 35 euros attracted more visits in the first half of the year even as the broader restaurant market lost ground, according to consumer tracking data from TradeLab that was reported by Ristoranti Web on November 21.

The figures showed that visits to higher-spending restaurants rose 3.2% from January through June. Over the same period, Italy’s overall commercial restaurant market posted a 0.6% decline in visits. That left the higher-spending segment 3.8 percentage points ahead of the market as a whole.

The data points to a split in demand across the sector. While more expensive restaurants gained traffic, mid-priced and lower-priced restaurants lost between 2% and 3% of visits, according to the figures cited by Ristoranti Web. Pizzerias recorded a smaller gain, with visits up 0.6%.

The comparison is based on visits, not revenue. That matters because the data measures how often consumers went out to eat, not how much they spent in total. The 35-euro threshold refers to average spending per visit. The publication did not provide absolute volumes for the number of visits, so it is not possible to calculate how many additional visits the higher-spending segment gained or how many the rest of the market lost.

TradeLab tracks out-of-home consumption in Italy, and Ristoranti Web said the numbers came from that monitoring for January through June. An openly available primary report with the same breakdown was not immediately identifiable, making Ristoranti Web the public source for the segment details.

Even with that limitation, the figures describe a market moving in different directions depending on price point. The broader industry average suggests mild contraction, but the breakdown shows that the weakness was concentrated outside the top spending tier. In practical terms, restaurants charging more than 35 euros per customer were still able to bring in more diners while much of the market saw fewer visits.

That pattern may be important for operators and investors because headline market performance can hide large differences inside the sector. A 0.6% decline for the full market may appear modest on its own, but it looks different when set against a 3.2% increase at the higher end and declines of 2%-3% in mid-market and budget restaurants.

The figures also suggest that the resilience of demand was not evenly spread across all formats. Pizzerias, a major part of Italy’s eating-out market, managed a small increase in visits, but their 0.6% gain was still well below the growth reported for restaurants with average spending above 35 euros. That gap indicates that consumers who continued to go out more often were not distributing those visits equally across restaurant types and price categories.

Because the data covers only the first half of the year, it does not show whether the same pattern continued into the summer and fall. It also does not explain the reasons behind the divergence between segments. Still, the first-half results reported by Ristoranti Web show that, within a market that was slightly shrinking overall, the strongest traffic growth came from the part of the industry serving customers willing to spend more per meal.