

# SPENDING AND UNIVERSITY STUDENTS:

the case of Milan's universities as a model for distribution in other Italian campuses.



We analyzed some of the products that most frequently end up in university students' shopping carts: practical and quick to prepare.

## READY MEALS: THE ULTIMATE TIME-SAVERS

We observed that stores near universities register a higher increase in ready meal sales compared to those further away.



## PESTOS AND READY-MADE SAUCES

### Who hasn't been saved by a quick plate of pasta with a ready-made sauce?

In stores near Milan's universities, between **October and November** (the start of the academic year), there was a:



**+29%**  
increase  
in sauce sales

**+47%**  
increase  
in pasta sales

SIMPLE YET EFFECTIVE

This data fits within a broader trend: an increasingly fast-paced lifestyle, for both students and non-students.

In fact, in 2024, ready meal sales **grew by +29%** compared to previous years.



## PIADINAS, SLICED BREAD, AND PANBAULETTO

During the academic year (September-December and January-May), students stock up: **+14%** weekday sales compared to weekends.

And near universities, sales reach **+98%** compared to stores further away.



## THE IMPACT OF RISING RENT PRICES

However, in 2023, there seemed to be a general decline compared to previous years



### Could it be due to rising rent prices?

Several sources suggest so. For example, the number of students living away from home decreased by 14% in 2023.

## THE INCREASE IN RENT PRICES AND CHANGES IN EATING HABITS

are just some of the variables to consider. But how can we predict and analyze all the others?

Through **Machine Learning.**

