

## **Drinking Milk Products in Italy**

Market Direction | 2022-09-08 | 25 pages | Euromonitor

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### **Report description:**

Over the review period, most categories in drinking milk products recorded negative growth in retail volume and current value terms, with the exception of free from lactose milk and goat's milk which are perceived as more digestible. In 2022, retail current value sales are set to achieve positive growth, but this will be due to the overall increase in the prices of consumer goods, including packaged food. Generally, Italians have been consuming milk less and less, even children and adolescents.

Euromonitor International's Drinking Milk Products in Italy report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Health concerns and widening availability supports sales growth in goat milk

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