

Yoghurt and Sour Milk Products in Italy

Market Direction | 2022-09-08 | 24 pages | Euromonitor

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Report description:

Yoghurt and sour milk products is expected to register solid retail current value sales growth in 2022. The main type of sour milk products, kefir, is a traditional drink of Asian origin, which has recently entered the shelves of large Italian retailers with excellent results. Unlike in eastern markets, kefir is not a mature category in Italy, which suggests there remain many growth opportunities to exploit. The success of kefir follows the growing interest of the Italian consumer in so-called ?...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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Heightened health awareness boosts the demand for functional options

Environmental and animal welfare concerns influence purchasing and consumption decisions

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Animal welfare concerns will continue to influence purchasing and consumption decisions

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