

Dairy Products and Alternatives in Italy

Market Direction | 2024-08-01 | 79 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The market for dairy products and alternatives in Italy is projected to see modest growth in total volume terms in 2024. Despite a significant reduction in inflation compared to previous years, consumers are still grappling with elevated prices which has resulted in more cautious spending. In retail, cheese will be one of the few categories to see positive growth, due to the strong tradition of consumption in the country, which ensures that demand remains steady, even in the case of economic flu...

Euromonitor International's Dairy Products and Alternatives 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dairy Products and Alternatives in Italy
Euromonitor International
August 2024

List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN ITALY

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 5 Penetration of Private Label by Category: % Value 2019-2024
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining birth rate, high cost of living and growing awareness of health benefits of breastfeeding have negative impact on sales
Players adapt to challenging circumstances by expanding their product lines
Heinz continues as leading player

PROSPECTS AND OPPORTUNITIES

Innovation offers growth opportunities for milk formula, in light of ongoing challenges
Healthier options will be focus of manufacturer innovation
Competition from home-cooked meals

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2019-2024
Table 10 Sales of Baby Food by Category: Value 2019-2024
Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024
Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 14 NBO Company Shares of Baby Food: % Value 2020-2024
Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024
Table 16 Distribution of Baby Food by Format: % Value 2019-2024
Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029
Table 18 □Forecast Sales of Baby Food by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

BUTTER AND SPREADS IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another challenging year for butter and spreads

Salted butter gains traction in Italy, along with lactose-free and organic options

Margaine generates marginal volume growth, due to changing consumer perceptions

PROSPECTS AND OPPORTUNITIES

Organic and lactose-free varieties will drive growth in butter

Margine sales will continue to decline, as consumers seek out healthier alternatives

Players increasingly embrace sustainability

CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

CHEESE IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hard cheese and spreadable cheese lead growth in mature market

Innovation in mozzarella drives growth in soft cheese

High-protein trend continues to shape cheese market

PROSPECTS AND OPPORTUNITIES

Growth opportunities remain in a mature category

Healthier and more sustainable products will come to the fore

Technological advancements could lead to greater productivity

CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2019-2024

Table 33 Sales of Cheese by Category: Value 2019-2024

Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 NBO Company Shares of Cheese: % Value 2020-2024

Table 40 LBN Brand Shares of Cheese: % Value 2021-2024

Table 41 □Distribution of Cheese by Format: % Value 2019-2024

Table 42 □Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 □Forecast Sales of Cheese by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 44 □Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DRINKING MILK PRODUCTS IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Static performance for drinking milk products

Players innovate with new functional and protein-enriched products

Flavoured milk drinks gain traction

PROSPECTS AND OPPORTUNITIES

Waste reduction to inform company choices

Perceived healthier and more digestible milks to exert pressure on cow's milk

Sustainability and animal welfare initiatives provide quality benefits

CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

YOGHURT AND SOUR MILK PRODUCTS IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sour milk products thrive thanks to new innovations

High-protein yoghurts support active lifestyles

Players seek to revitalise drinking yoghurt with new, healthy innovations

PROSPECTS AND OPPORTUNITIES

Positive outlook for kefir and plain yoghurt

Sustainability concerns will shape new product development

Health and wellness trend play pivotal role

CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

OTHER DAIRY IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performance for other dairy, with cream and chilled desserts seeing further declines

Fromage frais and quark represent key growth driver

Chilled snacks benefit from launch of new high-protein products

PROSPECTS AND OPPORTUNITIES

Plain fromage frais and quark players will continue to leverage healthy positioning

Healthier innovations will spur chilled snacks, while leader Ferrero will invest in marketing communication to highlight brand visibility

Chilled and shelf stable desserts will suffer from continued competition from healthier alternatives

CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2019-2024

Table 70 Sales of Other Dairy by Category: Value 2019-2024

Table 71 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 Sales of Cream by Type: % Value 2019-2024

Table 74 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

PLANT-BASED DAIRY IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Other plant-based milk continues to drive growth

Plant-based yoghurt and cheese tap into the burgeoning healthy eating trend

Soy drinks struggles to take advantage of the shift to healthier drinks

PROSPECTS AND OPPORTUNITIES

Other plant-based milk will continue to grow, with oat milk leading the way

Plant-based cheeses continues to expand

Plant-based yoghurt set to benefit from new product introductions

CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dairy Products and Alternatives in Italy

Market Direction | 2024-08-01 | 79 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €2150.00 |
| | Multiple User License (1 Site) | €4300.00 |
| | Multiple User License (Global) | €6450.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-13"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com