

HW Dairy Products and Alternatives in Italy

Market Direction | 2024-07-15 | 19 pages | Euromonitor

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Report description:

Healthy and sustainable food continues to be a topic of primary importance for many Italians, who not only want to improve their own health but also contribute towards improving the health of the planet. This is contributing towards a rapid rise in the number of consumers who are pursuing vegan, vegetarian and flexitarian diets, which is having increasing influence on the growth and development of health and wellness dairy products and alternatives. For example, the growing interest in vegan dri...

Euromonitor International's HW Dairy Products and Alternatives in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW 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.

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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan dairy products and alternatives on the rise as consumers embrace plant-based diets

Lactose free claims prove popular in 2023 as players invest in new product development and innovation

High fibre and high protein claims proving popular as consumers look to ensure a complete nutrition

PROSPECTS AND OPPORTUNITIES

Parents likely to focus on healthier options for their children, but falling birth rate will remain an obstacle to growth

More consumers expected to ditch dairy in favour of plant-based alternatives

Digestive health likely to expand due to Italy's ageing population

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HEALTH AND WELLNESS IN ITALY

EXECUTIVE SUMMARY

Health and wellness in focus

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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