



HW Dairy Products and Alternatives in Italy

July 2024

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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

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

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Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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