

# Free From in Italy

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## Abstracts

Free from lactose will remain the largest category within free from packaged food in current value terms in 2021 and will continue to see dynamic growth from an already high base. Free from lactose dairy products (namely milk, cream, and cheese) account for most of the free from lactose sales. Within free from lactose cream, strong innovation and product development has been seen, with the launch of the private label line Eurospin Amo Essere Senza Lattosio Panna da Cucina UHT, Parmalat Chef Senz...

Euromonitor International's Free From 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Free from lactose continues to grow and stimulate new launches and innovation

Celebrity messaging and widening distribution supports sales of free from gluten pasta

Prevalence of meat alternatives continues to rise with a growing number of consumers opting for plant-based food more regularly

#### PROSPECTS AND OPPORTUNITIES

Free from meat category to continue dynamic performance, particularly if taste, texture, protein-content, and price can match animal-derived products

Continued growth anticipated within free from dairy as even those without lactose intolerances show greater demand

More pasta players to move into gluten-free category, supporting future growth

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